

*w*JOURNAL

NEWS,
UPDATES &
FACTS FROM
CASA STARPOOL

No. **1**
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2022



STARPOOL

wellness concept

REINVENTING OURSELVES?

Together to transform the world of Wellness.

by Riccardo Turri

Dear Starpoolers,

Writing the very first lines of our W-Journal is a privilege, and even more so is having led this company and our team for over 20 years.

These are difficult years: from the shock of the pandemic, to the war and the folly of the markets that are showing their instability, very often due to speculation that we cannot control or tame.

We did our part too. We have hired, we have created roles that didn't exist. We have scouted unexplored territories, like the world of sports, corporations, and healthcare. We have grown, both in sales and turnover, and maybe not in an orderly way. We have reinvented ourselves for the umpteenth time, and maybe the most difficult so far. All of this was extremely stressful, for everyone. It would have been in normal circumstances, and it was even more so for external causes.

Thank you for holding on and doing your part and, despite some occasional yielding, for not giving up. Maybe the worst of it is now behind us, but I am sure that together we will be able to withstand any other storm. I am intrinsically an optimist, and if I had to describe Starpool in this moment, I would compare it to a plane that is moving past the turbulence and can finally see the light and the clear sky on the horizon.

Reinventing oneself is synonymous to changing. The market changes, and we're bound to change along; the needs change, and so must our offer. People's priorities change, and we must anticipate them. Reinventing oneself is distinctive of those who want to be the main character of their life, of those who want to be looked up to, but this implies sacrifice, taking risks and enduring frustration, because reinventing oneself is arduous and if you don't win, at least you learn and grow.

But what does it mean to reinvent oneself?

It means showing up, considering all or part of what we were used to doing as obsolete, questioning ourselves and all that we do, stepping out of our comfort zones to explore new ways and opportunities. All of this makes us more attractive in an ever-evolving market. This is why we must try and do things differently, trying to equip ourselves as much as possible, even though sometimes we don't know exactly what the tools we need are.

We have made a momentous change, which probably began inadvertently a few years ago, and that some might not have noticed yet: **we have changed and we are changing our sector forever.** We're giving it substance, we're shaping it from pure pleasure to an actual support for people's quality of life. We've stated it in our company mission and vision.

We exist because we want to improve people's quality of life. We want to because we can.

Wow! Is there anything more noble? Is there anything more praiseworthy? Working is a right and a duty, we do it to live. However, when we can do it because what we produce, install and develop is a tool to live better, then we can all consider ourselves the lucky ones. Yes, all of us, because all of us are Starpool. No longer just beautiful objects to gratify our clients, but products that, if used consciously, help us to improve the quality of sleep, to manage stress, to enhance sport performance, to strengthen our immune system.

And in the blink of an eye we went from the world's most prestigious hotels to the changing rooms of about twenty of the best sport clubs worldwide. We're there to support employees' well-being in major corporations, in neurocognitive rehabilitation centres, and we're stepping into numerous homes to improve the daily life of their inhabitants.

This is why we chose to fight: for wellness to become a daily habit. Wow, what a goal!

Lastly, I want to share with you the message of a mother whose daughter is autistic and attends the centre Casa Sebastiano in the Non Valley, where we have made our Zerobody available to the resident kids.

*"Good evening Riccardo, I'd like to thank you for the Zerobody bed gifted to the kids at Casa Sebastiano...
My daughter benefits from it daily. Thank you."*

5th September 2022, 11.06 pm

Who would have guessed... We and our products help people to live better. Mrs. Katia sent this message to me, but the recipient is all of us. Let us be conscious of it, let us be proud. Let's do better from now on,

because what we do has a positive impact on people.

Wow, we're the lucky ones!

As ever,
Riccardo



THE R&D PAGE

Shade Collection

by Emanuele Sebastiani

SHADE COLLECTION is:

SENSUAL

characterised by a see-through cosiness that can be perceived from all angles.

ORIGINAL

designed as a collection of home décor items, characterised by transparent walls shaded by alternating wood slats, which outline a delicate profile that merges with the surrounding setting.

VERSATILE

thanks to a system of perimeter profiles in matt black aluminium, which allow numerous smooth combinations between steam bath, sauna and shower.

UNIQUE

with its one-of-a-kind appearance, given by the matt black profiles, water fittings and handles, in a harmonious combination with the light and dark shades of the steam bath stone cladding, and of the sauna Thermowood Oak and Hemlock slats.

INNOVATIVE

with its five patents, it carries the experience of the past and the best innovations developed by the company.



For the first time, we have realised:

1 a system of multiple products with three glass walls each. The electrical and hydraulic connections are installed **in the back wall**, which is also the common supporting surface for the upper bench, the side flat corbel, and the cylinder covering structure.

2 a product with a **patented system of silicone gaskets** to ensure the isolation of both temperature and steam.

3 a system where two cabins **share one wall**. This allows to optimise the spaces, which is a fundamental aspect in the home setting.

4 a system of products which feature a **system to secure the towel** through nautical elastic cables fixed on the back wall .

Shade Collection **is the result of innovation** and of the will of us Starpoolers to focus on the individual, through scientific research, cutting-edge technology and, as usual, exclusive design!

WHAT'S COOKING

Six Senses

by Paolo Tranquillini

With the opening scheduled for the beginning of 2023, **Six Senses** lands in Italy. The group currently has 21 luxury hotels and resorts in 17 Countries. The debut is expected in the Eternal City with Six Senses Rome, in via del Corso, inside the Salviati Cesi Mellini palace, a 15th century building brought back to its ancient splendour by the recent renovation works.

The Interior design project was entrusted to Studio Patricia Urquiola, the internationally recognised studio operating in the sectors of industrial product design and architecture (hotels, commercial premises, housing, exhibitions and installations). On the other hand, the project coordination was entrusted to an architecture studio based in Rome: Starching Roma.

Because of the relationship that was cultivated over many years, the studio called upon our colleague Tommaso Ingrassia for project consulting. After many encounters, Starching **entrusted us from Starpool with the design of the spa wet area in support of Studio Urquiola.**



THE PHASES OF THE PROJECT:

1. TIPTOEING AROUND

Where we acquired some fundamental elements for the design (business model, spa identity, brand standards, services to provide, interior design mood). This is when we started to draw and present our first ideas to Studio Urquiola that initially opted for their own designs. However, those ended up being rejected three times by Six Senses. It was only at that point that they started showing interest and listening to us! We were then able to get to a commonly accepted and shared project in little time.

2. SHOWING OUR TEETH

Where we began the commercial negotiation with the General Contractor, with which we had already successfully worked some years before at a Virgin Club facility. Many of our competitors were willing to offer unspeakable conditions to be able to work with such a prestigious group. All company roles were involved, and eventually we were able to sign the contract.

3. ROLLING UP OUR SLEEVES

Where the choice of our products' details turned into an ordeal. Demands, lengthiness, impossible requests... It was only thanks to the patience and time of Tommaso Ingrassia, along with the Technical Department and Massimo Libretti, that we managed to define the characteristics that made the realisation of our products possible and amazing.

4. HOLDING ON

The hotel will open its doors in early 2023. After the testing and commissioning, we will continue the relationship with Six Senses through the training and the technical support service: we are going to be confronted with a group with exceptionally high standards and that requires a flawless service!

This experience has led Studio Urquiola to now involve us as consulting partner in every project that features a wellness area!

BOTTOM LINE

In order to thrive in such a large and complex project, you need a good amount of luck, but the most important thing is to have been able to create and cultivate relationships over time, to build a reputation of strong reliability on the market and to be exceptional team players.

So thank you all, in the hope of becoming an ever more amazing team where working is a pleasure!

DID YOU KNOW?

"Sports" news

by Gianni Guadagnini

You may not know that, this year, we were chosen as **Wellness Partner** for the players' recovery by **Real Madrid, Manchester City, and the American National Soccer team for the World Cup in Qatar!**

What was the fil rouge of the long, difficult negotiations where the teams expected to receive our Zerobody beds for free? The answer is simple enough: **we were able to convey the psycho-physical benefits of dry floatation**. The teams believed in us, and this allowed us to complete the sale!

The constant and prolonged effort for both the Championship and Champions League, as well as the engagements with the National teams which involve all top players, make recovery a crucial moment in the routine of the footballers; and especially so nowadays, as the tight schedule and the higher and higher levels of athletic preparation make recovery as strategic as the training itself. **This is why the medical staffs of the three teams have decided to include Zerobody in their protocols, as mental and neuromuscular recovery and training are essential to improve athletes' performance.**



Even Dorothea Wierer, the most representative and successful athlete in the history of Italian biathlon, has relied on Starpool for the recovery of body and mind.

We have realised a Recovery Station to install in her new house in Cavalese.

Finnish Sauna, Infra-red Therapy and Dry Float Therapy with Zerobody to enjoy the benefits of our equipment with the most appropriate time and methods, successfully including recovery in both her athletic and private schedule.



THE LATEST NEWS FROM SCIENCE

There's more to it than design...

by Sami Abdel Jaber



The studies on dry flotation are going on to provide further information to all those who are using or will be using Zerobody. Currently, the recovery from sport performance or from intense physical effort is becoming more and more important in the world of professional sport.

The ever more frequent appointments during the sport season lead athletes to unprecedented levels of physical and mental exhaustion, which makes careful, thorough study a paramount asset to understand how to regain their energy.

In fact, the performance that they will have on the field depends a lot on the recovery itself. But there's more. Their risk of injury is not only affected by muscle training, but also by the accumulated level of fatigue and their mental state: a stressed, anxious athlete has a greater risk of being injured.

That's how Zerobody comes into play in the world of sports.

A correct use according to the time of the day or of the week allows to:

recover fast

from physical exhaustion and muscle tension;

train to reduce anxiety

before a performance, thus limiting the risk of injury;

free the mind

to be more alert during the game and improve overall performance.

It can also be used by physical therapists and medical personnel to make injury recovery faster, or to support specific muscle treatments. Furthermore, it can help athletes to fall asleep more easily and to have a more restful sleep.

All of this information is obtained from the analysis and study that characterise scientific research, and from the daily debate with the world's major players in the fields of sports, training, and sports medicine.

Zerobody is indeed the product that quintessentially encompasses all sorts of well-being benefits and is perfectly in line with Starpool's research pillars: Longevity, Performance, Stress Management and Sleep.

The role of scientific research is that of building knowledge through the debate with experts in the most diverse medical and scientific fields: the goal is to investigate the different methods of use of the equipment that we produce. Starpool has in fact launched numerous research projects, with the collaboration of universities and associate centres, in order to turn the information into functional and strategic choices in both current and potential markets. The scientific research supports the R&D department in the creation of new products, which revolve around people and their physiological balance, as well as the Marketing department, in defining the correct communication in the areas in which we work. Our common goal is to improve our knowledge, our company culture, and the ways in which we can approach people and help them become familiar with physical and mental well-being.



EVENTS, FAIRS & MORE

He who hesitates is lost

by Maria Chiara Vanzo

This year that has witnessed us attend numerous fairs and events is coming to an end. After these years of forced absence, it was very exciting to be able to shake hands again and tell the story of our company, along with some new contents, to the people who have come visit us at our stands.



EVENTS

Besides Salone del Mobile in Milan (2) in June, we have also attended the autumn fairs of the Hospitality sector: Hotel Fair in Bolzano (1), Hospitality Day (3) and Sia Guest in Rimini.

On the occasion of the World Wellness Weekend, which took place on 16-18th September, we have welcomed spa managers, journalists and clients here at Casa Starpool, who visited our company and tried our products. We have also played our part at the Dolomites Well-being Summit (4), together with La Sportiva, Pastificio Felicetti and Fiemme Tremila.

Mykonos, Tenerife, Tarragona, Venice, London: these are only some of the destinations that we have visited this year, along with architects, contractors, ceos of hotel chains.



WHAT LIES AHEAD IN 2023?

All the events and fairs of 2022 are planned for 2023 as well. In addition, we will attend Cosmoprof in March, and we will make our debut with a booth of over 100 sqm at the most important Sport&Fitness fair in Europe: FIBO, which will take place in Cologne in April, with a brand-new sport concept.

Do you know how many guests we have welcomed at Casa Starpool in 2022?

1200 people have walked through our doors!

Here what our guests most often say about us:

"This company is very neat!"

"The people who work here are all so friendly!"

"The attention to detail is evident".

SOME MORE

USEFUL INFO

right at hand

by Giuseppe Stilo

MOBILITY PROJECT

Environment and sustainability are topics that we have at heart, and we want to devote ever-greater attention to them.

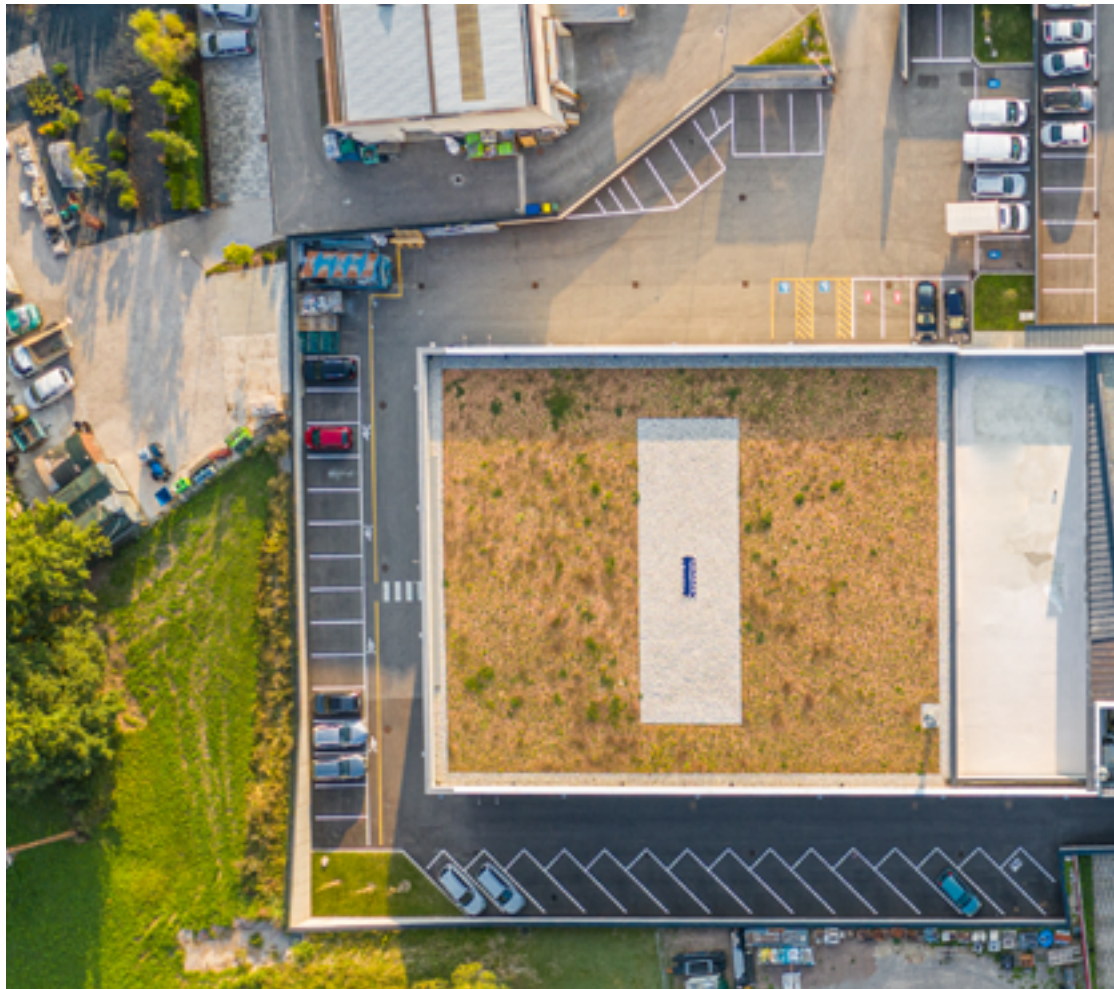
Improving the quality of well-being at work for us Starpoolers is the ultimate goal of all our work. We try to take account of our co-workers' advice and to be proactive when it comes to identifying solutions that can produce the desired effect.

In line with this, **we tried to find a solution to the commonly felt inconvenience due to the lack of parking spaces**, which would go in the direction of limiting the use of our own car (thus reducing the relative costs).

We're working on this and other important projects, together with our neighbours from La Sportiva, to make our company more and more attractive and innovative in the local scene.

EXPENSES MOBILE APP

We are improving Sistema 381, and we'll soon launch the app that will allow us to **upload the expenses directly from our own device** (laptop or mobile phone), making the expenses report process easier, faster and more modern.



USE OF CASA STARPOOL

Casa Starpool is our workplace, but it is also **a place where we can do other kinds of activity**: we can use the gym, the spa, Zerobody, and also the company meeting rooms for private meetings (for example, apartment building meetings). Should we need to receive friends/acquaintances for private meetings, we can inform the Reception of what we need and agree on the most appropriate solution. At the end of the meeting, we must leave everything in place and make sure that the lights are off and the doors closed. Let's treat Casa Starpool as if it were our own home!

SOME MORE



TRANSPARENCY DECREE

In compliance with the provisions set forth in the Legislative Decree no. 104/2022, known as Transparency Decree, and implementing the directive EU 2019/1152, we shall send to your Sistema 381 account the "Unilav" forms concerning **your employment position**, the National Collective Labour Agreement for the sector of metalworking and mechanical engineering industry to which we are associated, and the Company Regulation, including the disciplinary code.

THE VOICE OF STARPOOL

Pieces of advice...

by Anonymous Starpoolers



Indeed, the renovation of Casa Starpool has improved our working conditions and increased comfort in offices and work stations. However, **it would be nice to have a place for leisure moments, with a kitchenette**, as well as some tables and seats, where to eat or relax. And, why not: a pool table or something of the sort. Rumour has it that such a place will be realised in the hall near the terrace, and we hope to see it soon enough!

The problem that concerns most of us is certainly that of the parking spaces. We are aware that solutions are being considered, as this inconvenience makes it difficult for us to get to work without worrying about finding somewhere to park our cars.

We would also like our company to have a more modern and easier approach about, for example: smart working, flexible working hours, attention to childcare, implementation of welfare policies.

Although we know that our managers are attentive to our needs, this is often the result of a personal courtesy rather than of a preferable defined procedure.

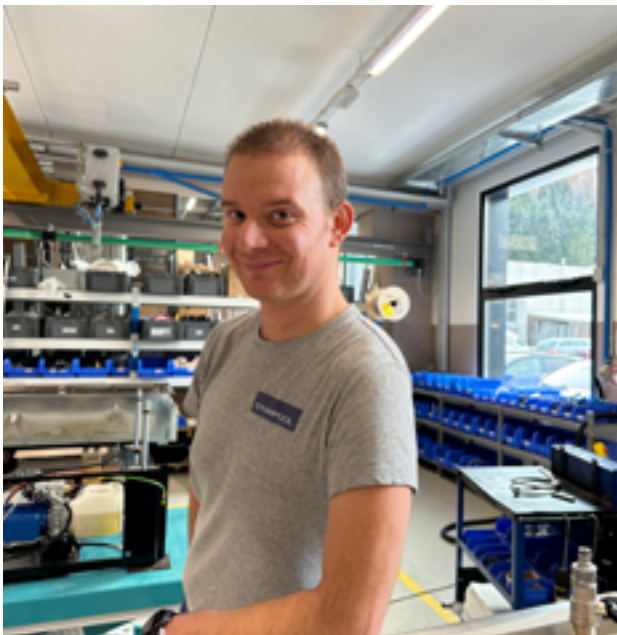
We have what it takes to count on an attractive company, and much will depend on each of us, on our commitment and on our ability to build trust!



NICE TO MEET YOU!

Over to the newcomers

by The newcomers!



Alessio Iellici

What did you do before arriving at Starpool?

I worked for Fiemme Tremila in the warehouse management.

What's your role in Starpool?

Production Operative for the Health&Beauty products.

What are you passionate about?

I am 34 years old, and I live in Lago di Tesero with my wife and my two dogs. I like cycling, travelling and I love Sicily!

Define Starpool in three words.

Order, positive atmosphere, tidiness.

Margherita Bensa

What did you do before arriving at Starpool?

I worked for five years in Civil Aviation in the rotary-wing sector, and for one year in the fire prevention sector.

What's your role in Starpool?

Manager of Italy's technical support service.

What are you passionate about?

I live in Trento, so my day begins and ends in my car, but I still manage to go to the gym and do yoga in my free time. I love cooking, traveling, and doing simple craft works.

Define Starpool in three words.

Innovative, astounding, a bet to me.





Simona Sassoli

What did you do before arriving at Starpool?

I was Administrative Supervisor at the Italian branch of Trust Italia in Casalecchio di Reno, a Dutch international corporation operating in the wholesale of consumer electronics.

What's your role in Starpool?

Controller.

What are you passionate about?

Driven by the desire to change our lifestyle and by our love for the mountains, my family and I moved to Cavalese.

When the weather is good, we spend time in the open air with our friends. I'm an avid reader, and I especially like thrillers and crime novels, so I take my Kindle with me wherever I go. I am naturally keen on numbers, puzzles and mathematical games.

I've also discovered a strong passion for boxing and martial arts in general, which led me to take on different disciplines over the last few years. Unfortunately, it never became an actual skill of mine because of a lack of free time and perseverance. Who knows, maybe in another life...

Define Starpool in three words.

Dedication, product care, potential.

Giacomo Gagliardo

What did you do before arriving at Starpool?

I worked in hotels and mountain huts in the Fiemme and Fassa valleys.

What's your role in Starpool?

Warehouse operative.

What are you passionate about?

I am 28 years old and I live in Predazzo with my partner.

I moved to the Fiemme valley in 2019, because I love the mountains. I love a thrill, and I am passionate about Downhill Mountain biking.

Define Starpool in three words.

Active, innovative, demanding.





This Christmas, we have chosen to support
three charities we especially care about.

*Sportabili
La Comunità residenziale di Maso Toffa
La Formia*

**It is our way of lighting the magical sparkle of Christmas.
Our warmest wishes to you all.**



wellness concept

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