

*w*JOURNAL

NEWS, UPDATES &
FACTS FROM
CASA STARPOOL

No. **2**
APRIL
2023



STARPOOL

wellness concept

A GROUP TRAVEL.

Our own.

by Riccardo Turri

Dear Starpoolers,

Here we are with the second issue of our W-Journal - a nice way for us to keep up to date with the news and changes. For some reason, this message brings me back to the Friday letters from the Covid lock-down, when it was important for me to keep you all informed about what was happening and let you know that my sense of responsibility towards our small community was total. The situation is indeed very different today, but my feelings are the same.

I often find myself thinking about us, and when I do I picture a train that has set off on a long journey, through different and often unexplored territories. The territories are sometimes beautiful, but other times they are hostile places where no one would fancy stopping. There's a locomotive and many carriages following it: the locomotive is focused on finding new travel companions who may share the same values as the ones who are already on board; it tries to foresee the unforeseeable - despite the paradox in that. Every carriage has a different view, a side view, which grants more or less complete perspectives. Each carriage checks its flank, making sure that no one meddles with the itinerary, and is connected to the carriage in front and behind as their guardian. This train, which left from afar and has the ambition to go even further, is us. We have decided to be explorers and this is our very soul, which leads us to constant changes,

I've been meeting hotels, private clients, companies, sport clubs and business that deal in people's well-being: they talk to us to share wellness projects to develop for themselves or their co-workers, for their clients and guests. They give us credit for innovation, vision and competence. Some grant us trust, others put us to the test. Some of them just observe us, because they are not ready yet. But generally they like us a lot. Over the last few weeks, we have had a lot of guests at Casa Starpool - and they all confirmed how beautiful, tidy and gracious our company is. I have visited clients who complimented me for the work of our installation teams. I have found that our technical service is regaining satisfaction and trust, after having experienced a tough few months, and is now taking back its role as guarantor of the efficiency of our products. These debates and opportunities make me sure that we are on the right path.

With pride,

Riccardo

wJOURNAL

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by Starpool Team



THE ANSWERS OF THE EDITORIAL STAFF

In the previous episodes...

by Starpool Team

CORRIGENDUM:

In the previous issue of our W-Journal, we inadvertently cut the final paragraph of the "R&D Page". Thank you for pointing that out to us. Please find below the complete final paragraph of the article:

"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!"

We apologise for the oversight!



From “The voice of Starpool”, last issue

It would be nice to have a place for leisure moments, with a kitchenette...

The Hospitality area will be arranged also on the basis of the needs voiced by the Starpoolers. You will find further details on the “Useful Info” page, where we have devoted a specific column to this topic.

The problem that concerns most of us is certainly that of the parking spaces.

We have been resolute also in addressing this issue. We have joined the “FiemmePER” foundation and participated in the relative round tables. Again, on the page “Useful Info” you will find more details about this topic.

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

We’re working on this, as it is a common goal. The latest process revision (which is still in progress) and the future strategies are oriented to making our work more efficient and effective, by making the work flow and communication between departments easier and more consistent. In this way, we also want individual tasks to acquire value again, and energies to not be wasted on minor and/or superfluous activities.

On top of this, we’re also discussing Welfare and work flexibility policies and, in general, a new work organisation to introduce in our company. We’re planning to have more details for you in the future but know that we are working on it!

Appreciation Survey on W-Journal no.1

We want to thank all those who completed the survey: your opinion on this project is really important to us.

Just know that we have read all of your comments and we will cherish them in order to constantly improve our journal and make it even more interesting and useful for all of you.

We promise we’ll be faster with the new survey to favour spur-of-the-moment comments!

Thank you

THE R&D PAGE

Zerobody Cryo

by Emanuele Sebastiani & Sami Abdel Jaber

*Cryotherapy is a practice that dates back to the Roman Empire. However, it was the Japanese doctor Yamaguchi who, in 1978, made it modern by using freezing sessions to treat inflammation. Ice pools and electrical or nitrogen cryochambers have come and gone over the years, **but no one had ever thought of a type of cold therapy that was effective, non-invasive, and dry.***

No one but us!

From a scientific standpoint, we wanted to create a product by Starpool for the cold therapy, because we were aware of its countless benefits both in the world of Wellness and in that of sports, where we are more and more present.

On the other hand, from a technical standpoint we wanted to create it by taking advantage of the skills that we had acquired over the years. Hence the idea: reproducing the benefits of cryotherapy, using the structure of our Zerobody and filling it with cold water.

That's easier said than done!

First of all, we needed to find a cooling system (the famed "chiller") to bring the 400 litres of water to 4-6 °C.

Initially, we had developed a cooling coil under the platform, but it wouldn't adjust to its movement, and through the Zerobody membrane, it couldn't bring the temperature to the desired temperature.

How did we find out? Thanks to some colleagues, more or less volunteering test subjects (by the way, thanks!!), that underwent the trial with probes scattered here and there on the membrane, and that confirmed an uneven sensation of cold. We thought of using the wrapping membrane of Nuvola, but after the first tests we realised that the amount of water conveyed inside the flaps was not sufficient to transfer the cold. This is why we then developed an ad-hoc membrane, which is wrapping like the Nuvola membrane but also equipped with a water circulation coil that is supplied by the Zerobody massage pump. We were nearly there! However, the pump was too powerful for the membrane - something that our most unfortunate (and wet!) colleagues can confirm.

At that point we were out of test subjects! But we had also found the perfect solution: a circulation pipe designed to make the cold water flow all along the membrane, combined to a performing chiller - relatively quiet and nice to see!

Cherry on top: Zerobody Cryo was found to be patentable, thanks to the innovative membrane with the circulation pipe combined to the cooling unit and to the total body dry floatation system.

A man is lying in a beige, box-like cryotherapy chamber. He is covered by a light blue sheet, with only his head and one arm visible. A smartphone is placed on a small wooden table next to the chamber. The room has white walls with framed black and white photographs of athletes. A black bag and a pair of sneakers are on the floor in the foreground.

Does the model look familiar?

"Immersion coefficient, adherence to the membrane and surface area are the parameters on which we worked to be able to ensure homogeneous cooling and obtain the same benefits from this application as the ones of ice water plunging and of the traditional nitrogen or electric cryotherapy solutions".

Sami

WHAT'S COOKING

Resense Spa

by Francesco Rinaldini

Marrakech Express:
one-way ticket to Doha, passing
through the state of Utah and
heading for Prague.

1



In 2018, I was attending **Spatec, an international event where the players of the Wellness industry meet** in a sort of speed dating way to explore the trends of the sector and the new business opportunities.

That year, Spatec was taking place in Morocco, in the wonderful imperial city of Marrakech. Like any good curious traveller, that night I was at the city "*suk*": **a maze of streets swarming with market stalls, where Moroccans shop and merchants try to do business with tourists**. A melting pot of humans coming from all over the world, and a valuable opportunity for me to solidify business relationships in a pleasant and informal setting.

And that very night, walking around in the Suk, **I met Emma Darby, Operations director of Resense spa**, one of the most important experts of creation, development and management of spa and wellness areas worldwide. Emma is your typical English girl, international-oriented and used to the most diverse contexts and with a vast experience in the sector. So much so that she is regularly called as speaker at all the main events in the world of spas. Emma is also very curious, and she soon fell in love with Starpool and all the multiple nuances of Wellness that we are able to create.

The relationship with Emma has continued since my return from Marrakech. She is the one who introduced us to **Emilyn Brown, the Global Project Director at Resense, who literally went crazy for our sp.a_system**, and then to his successor, Matt Laird. Matt is English but he is based in the States, and precisely in the state of Utah. We start with him a great professional relationship, solidified by the fact that we have many ideas in common. Soon enough, Matt too understands Starpool's worth and especially our "method", and he begins to include us in various projects.

After a short time, **Starpool has officially become the Wet Specialist of Resense Spa**: we have basically become the reference partner for the technical and functional aspects of the wet areas and spa designed by the group. But from Utah to Doha it's a shorter step than you might think...

Matt included us in an **interesting project in the capital of Qatar**, specifically in a Hotel Andaz of the Hyatt group: we designed a wet area for them, including saunas, steam baths and the all-time great of the Arabic tradition, a hammam. The investor liked the project, so we decided to involve Gabriele Marezzi, our "Middle East man", who skilfully started a negotiation to get the order to be confirmed.

We were also indirectly helped by our Austrian partner Andreas Poschalko, who had executed another Andaz project months before in Prague, Czech Republic.

And the deal is done... First class from Marrakech to Doha... Starting from a "suk"!

1. The Koutobia mosque in Marrakech 2. The Suk in Marrakech is one of the most fun, colourful and scented places in the Arab world.



DID YOU KNOW?

“Sports” news

by Piergiorgio Rasador

You may not know that a few months ago, Manchester City decided to buy (that's right, buy! No gifts, no discounts!) our Zerobody Dry Float for the recovery of the players.

We interviewed the **training staff** of the team, and we want to share with you their feedback after the first months of using Zerobody Dry Float:

How is Zerobody Dry Float used?

“Zerobody Dry Float is used in the players' recovery protocols, especially after the matches. The season is quite demanding: on top of the Premier and Champion Leagues, we're also involved in two National Cups. It is also used by the training staff because the manual therapy of the physical therapists is made easier and more effective by the dry floatation session.”

How many athletes use it?

“About half of the current pool of players uses Zerobody Dry Float regularly. A couple of athletes do it every morning as soon as they arrive to the Training Center: it is much appreciated by Haaland, and by the Spanish and Portuguese players. Having only one Zerobody Dry Float is a limitation when trying to extend the recovery protocol to everyone. That's why we're thinking of buying more and dedicate an adequate area to the recovery protocols.”

When in the day is it most used?

“Zerobody Dry Float is used by the players after training and home games. Also the coach Pep Guardiola and the training staff use it every week for 20 minutes. Since it is currently installed in a passage area, many co-workers don't use it because they are uncomfortable showing themselves in a break time in the workday. We're working to spread awareness about the benefits of the Dry Float Therapy and not only for the players, but for all those who revolve around the team every day.”



1. Massimiliano Sala, sport doctor of Manchester City, with Piergiorgio Rasador during the installation of Zerobody Dry Float at the team's Training Center.



NEWS FROM THE WORLD

Spain

by Tomas Junquera

As you know, our company is evolving more and more. In a spirit of internationalisation, it is transforming from an Italian business reality that exports products abroad, to an international business reality that spreads its Wellness Concept all over the world. To achieve this, we need to create and solidify a network of partners who support and represent us in the respective markets.

Today, we hand the floor over to Tomas Junquera, CEO of Thomas Wellness Group, the company that represents us in Spain.

THOMAS WELLNESS GROUP

Thomas Wellness Group is a company specialised in the design and realisation of fitness and wellness centres. It is a well-established company, with decades of experience in the definition of unique and exclusive spaces that revolve around the user experience.





TOMAS JUNQUERA

CEO, Thomas Wellness Group

"To me, Wellness is a lifestyle. It is a concept that embraces both my personal and professional life, and that inspires our daily work. We design and realise Wellness areas with a future-oriented approach, to expand the meaning of "well-being" and earn the trust of our clients with solutions that always focus on their needs."

“ We are present in the global process of each project, from the designing to the creation, from the installation of the products to the supply of the necessary services, so that the client always feel supported by a trusted partner.

As Starpool official distributor in Spain, we strongly believe in the scientific approach that accompanies every Wellness product or project. We work every day to create awareness around the Wellness industry; we meet architects, interior designers and supply managers of hotels and hotel chains.

We welcome them to our carefully designed Showroom, which shows the best of Starpool thanks to Zerobody Dry Float and the Soul and Sweet collections. Our marketing team research new business opportunities and generates awareness about the importance of well-being through newsletters, e-mails, and educational contents on specialised magazines.

We've been able to create amazing wellness area in exclusive settings, like Six Senses Ibiza, Eurostars, Melia, NH hotel and gyms like Go Fit, Metropolitan, Dreamfit. ”

EVENTS, FAIRS & MORE

He who hesitates is lost

by Maria Chiara Vanzo

Welcome 2023!

Who could imagine that the first months of the year would be like fireworks? Generally, fireworks are for New Year's Eve... But we Starpoolers didn't miss out on anything!

January

Let's start from January, with no less than two Zerobody Dry Float, stars of the Palafiemme in Cavalese for **Marcialonga**. On the stand, our Gise did her best from Thursday to Sunday to have all

the athletes coming from all over Europe test the benefits of the Dry Float Therapy.

February

We got off to a great start, welcoming most of our **distributors** from all over the world to Casa Starpool. You often ask me what's the point in organising these events... I can only tell you that our main goal is to inspire and draw near all the people who work to spread our brand in the world.



2



1. Salone del Mobile 2023: Private Wellness is the protagonist of our stand. Elegance, design, and architecture are no longer an end in themselves: they are in service of wellness as a good daily habit. **2. Starpool's debut at FIBO 2023** with a stand entirely dedicated to our Recovery class and to the world of recovery for the fitness sector. **3. Cosmoprof 2023:** Huge success for our Longevity Spa, the innovative format introducing preventive and anti-ageing care in the world of Beauty. **4** Our brand-new Zerobody Cryo got great accolades from the visitors.



3



4

March

And along with March comes **Cosmoprof**! All to Bologna to present Longevity Spa, an innovative format that introduces preventive and anti-ageing care in the world of Beauty, completed by the exclusive launch of Zerobody Cryo. Who could have expected such success? Plenty of visitors who, oblivious to the 4 °C degrees, wanted to try the regenerating power of cold!

April

Welcome April! Did you feel that cool spring air too? I think that every department was able to take deep in the energy that allowed us - with some great team work - to face two international fairs taking place nearly simultaneously: Fibo, in Germany, from 13th to 16th April, immediately followed by Salone del

Mobile in Milan, from 18th to 23rd April. We really put ourselves to the test this time: at Fibo, the most important European fair in the sector of sport and fitness, we presented an innovative concept with an entire stand dedicated to our Recovery Class and to the world of recovery in the sector of fitness; while at Salone del Mobile we focused on Private Wellness, presenting solutions where design and architecture revolve around people's real needs of health and well-being.

What else... As ever, it was a huge success both in terms of visits and products, but we had no doubt about that whatsoever!

Thank you all for your cooperation!

USEFUL INFO

right at hand

by Giuseppe Stilo

THE NEW HOSPITALITY AREA

Soon (in June, if everything goes according to plan) the renovation and set-up works for the new Hospitality area (on the first floor, in front of the terrace) will begin.

We will arrange a kitchen, equipped with appliances to heat and store food, as well as other equipment to allow us to eat our meals comfortably.

The space will be arranged so as to favour co-working, and to be used as a recreational or reading space.

One of the most interesting features of this area will be its multiple functions, also favoured by movable furniture, equipped with casters.

In short, we can't wait to use it, starting from September!

MEAL ALLOWANCE

The increased cost of living has involved everyone and everything, including the canteen service.

We were able to limit the cost increase of the inter-company canteen to just a few cents for us employees, both by negotiating with CIR FOOD directly and persuading them to review their price list at a discount, and by increasing the company allowance to 5 €.

Those who want to have lunch in the accepted restaurants will be able to benefit from the same 5 € company allowance.

Enjoy your meal!



EXPENSE TRACKER APP

The App has finally been completed, and after a short trial period, and is now being used by all our colleagues who work off-site.

The first feedback has been positive, as it is fast and easy to upload receipt, invoices and travel reimbursements without having to wait until the end of the month. In addition, this allows the HR department to process the payroll and the relevant receipts and supporting documents daily, with significant time saving.

Well, we can say that the new system is working!

Fiemme PER Foundation

Fiemme PER

Do you remember the mobility project that we mentioned in the previous issue? We discovered that this was a shared need between the communities of the valley, and we decided to deal with it with a common project, so has to have better success odds.

This is why we have joined **Fiemme PER**, a foundation that was created to favour the cultural growth, exchange, knowledge sharing, and debate between the generations within and outside our own Communities. Our goal is to respond to the vulnerability of our time, making it an opportunity for growth and change. Its goals include the projects for the sustainable management of the territory, in direct collaboration with Magnifica Comunità di Fiemme - an organisation that many of you know, and that has always been inspired by the principles of rationalisation and sustainability in the management of its own natural and human heritage.

The goals

Among the many goals of the foundation, we are especially involved in the ones that concern the initiatives to support business networks, new entrepreneurship and work in the mountain areas, as well as the initiatives for the promotion of people's quality of life as a crucial tool to increase territory competitiveness and create culture that is up to the new challenges.

What has been done?

Even though the foundation has only been operative for a few months, we have taken part in different round tables, among which one was devoted to the topic of mobility, which concerns us all. We have already identified some common actions, with the common goal of involving the Organisations and transport companies to pinpoint a series of solutions aimed to settle the daily problems connected top mobility and parking spaces. We'll keep you posted!



1. First HR round table of Fiemme PER.

A first meeting which was attended by the HR managers of the member companies, as well as entrepreneurs, directors and executive officers, who all discussed common projects about training, onboarding, welfare and work-life balance.

THE VOICE OF STARPOOL

Pieces of advice...

by Anonymous Starpoolers (don't be fooled by the pictures)



We know that this topic was already covered in the last issue, but we care to stress again that **we'd like to have a more flexible company.** A good start would be to establish the chance to work from home when possible. It would be an important message from the company that it wants its organisation to be modern, even as far as the management of the people is concerned, in addition to being a major sign of trust towards us Starpoolers.

We really have remarkable outdoor spaces: why not make the most of them and **equip them with tables and/or benches** to be used both for recreational and work activities? We would really love that, as we would like to have a **table football** (like the one we had at the Christmas dinner) to use during our leisure moments.

We would like **to attend - even just as visitors - the fairs** where the company is involved. It would be a great training opportunity, and a way to make us proud, appreciating our products that are exposed to a wide audience, as well as broaden our industry culture visiting the other stands.

We want to grow. In order to do that, we need to have the right training and pursue it continuously and consistently with individual and company growth plans. To this end, it would be great to have long-term planning concerning the possibility to visit job sites, suppliers (obviously depending on our specific tasks), and - in general - to build experiences outside of the company.



FROM STARPOOLER TO STARPOOLER

Heart-to-heart letter...

by Anonymous Starpooler

I have spent most of my professional life in Starpool and I have always perceived the company as my own home, and my colleagues as one big family. Both the workplace itself and the relationship with my colleagues have always given me good feelings and well-being.

Over the years, I have witnessed the growth of the company. It has been both physical (our headquarters) and of competence and number of people. I have felt the changes that happened. Starpool started from being a small artisan business and is now one of the reference companies in the valley. I am proud of being part of it, and to have lived through its many evolutions. I currently perceive a good work environment in my department: we all work for the same goal and try and do our best for the common good.

After this due premise, I'd like to share two pieces of advice.

*The first is that of kick-starting company growth: however, in order to do that, it is absolutely necessary to invest on people, because both success and failure depend on it. It would be a good idea to begin with the basic things that affect everyday life: **a pat on the back, a "good job!", a word of encouragement would do us good and would give us the energy to keep doing better and better.** What I notice instead is reluctance to adopt these very small gestures, a tendency to take everything for granted, to not show appreciation, to point out and reprimand, even heatedly, the mistakes that are made. There should be a healthy balance between "carrot" and "stick", otherwise we risk losing motivation and enthusiasm.*

*Something else that I care to highlight. Until a few years ago, I could see a path of both personal and professional growth. Now, I feel like I am in a static position and that I do not have a chance for growth. My advice is to **define growth plans that will allow people who are worth it and who deserve it to realize themselves in Starpool** and, as a consequence, to further contribute to the development of the company.*

A man with a beard, wearing a light grey t-shirt, is holding a white rectangular sign with both hands. The sign has the word "STARPOOL" printed on it in a bold, black, sans-serif font. The man's face is partially visible at the top of the frame, and his torso is visible below. The background is blurred, showing what appears to be an indoor setting with some architectural elements.

STARPOOL

THE TEAM GROWS BIGGER

Welcome to the newcomers!

by Starpool Team



Riccardo Bortoluzzi

Area Manager

HCS - Global



Giacomo Brandolini

Sales consultant

HDP - Italy, Emilia Romagna



Chiara Canossi

After-sales & Customer Care

Technical support service



Stefano Dellagiacoma

Sales back-office

Sales Department



Raffaello Demartin

Software Engineer

Technical support service



Elia Motteran

Tehnician

Technical support service

Starpoolers



Piergiorgio Rasador

Sales consultant

HCS - Italy



Luca Sacchi

Installation team

Job sites



Daniele Valente

Production operative

Technical lab



Isacco Vanzo

Warehouse operator

Logistics

wGAME

A dive into wellness with games, activities and healthy entertainment.
Relax and enjoy the moment. With Starpool.

To the spa, everyone!

Get in the spa and answer the quiz.

1

Which product would you choose to deep skin cleaning?

Salt wall
Steam bath

☐
☐

2

Which product would you use for a regenerating break at work?

Zerobody Dry Float
Nuvola

☐
☐

3

Which is the best product to recover an intense sport training:

Zerobody Cryo
Finnish Sauna

☐
☐

4

What should you listen to to delay brain ageing?

Mindfulness
Relaxing music

☐
☐

5

Which product helps you to fight free radicals and delay ageing?

Cold Pool
Molecular Hydrogen Booster

☐
☐

6

What should athletes do on rest days?

Finnish Sauna
Infrared Sauna

☐
☐

Key: 1 - Steam bath Thanks to the steam inside the steam bath, the skin is softened and renewed. 2 - Zerobody Dry Float. Dry floatation is the ideal solution to fight stress and recharge your batteries at work. 3 - Zerobody Cryo Zerobody Cryo is on the side of athletes: thanks to the intense cold and to the versatile system of use, it ensures fast muscle recovery. 4 - Mindfulness Mindfulness promotes emotional intelligence, delaying brain ageing and training a positive approach to life. 5 - Molecular Hydrogen Booster Molecular hydrogen is the lightest element in the universe, and is formed by two atoms of hydrogen combined. Thanks to its reduced dimensions, it can reach the tissues and cells in the body quickly and works as a selective collector for free radicals, acting on the ones that are the most harmful to the cellular system. 6 - Finnish sauna. The Finnish sauna allows the athletes to continue to continue is cardio-respiratory training even on rest days.



wellness concept

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