

## Whether in a bathroom, kitchen or garden: the home sauna is becoming increasingly popular



Once primarily a place of cleansing, today a refuge for body and soul - and a design statement: more and more people are recognizing the many health benefits of the sauna and creating their own personal wellness oasis within their home. KLAFS, the world market leader for saunas, wellness and spas, has played a key role in shaping this trend, using its inventive spirit and design expertise to bring saunas into the home. Whether in kitchen, bathroom or garden - the home sauna has become a design object allowing relaxation from stressful everyday life.

### **Almost two million households now with a private sauna**

According to the German Sauna Association, the number of private households equipped with a sauna in Germany has risen to around 1.9 million. This trend has increased in recent years and shows that more and more people appreciate the

health benefits of having a home sauna. In this way, regeneration, preventative health care and relaxing time-outs are made possible any time and in the comfort of the home. The desire for personal well-being at home is paramount and people spend a lot of time on well thought-out furnishings that meet their needs and preferences: it should be comfortable and provide space for the desired holistic relaxation. Saunas are no longer hidden away but are developing into genuine design objects that are harmoniously integrated into the living space and everyday life - a development that the sauna manufacturer from Schwäbisch Hall has actively helped to shape with innovation, design expertise and passion.



— 90 °C

— 60 °C

### **Design objects for every living space**

This development is not surprising with saunas having a lasting effect on mind and body. KLAFS has significantly developed the concept of saunas and, with its pioneering



innovative design, has ensured that heat, light and aesthetics work together in harmonious symbiosis in every sauna. The home wellness solutions are characterized by the combination of outstanding design and unbeatable functionality. Design



options are as varied as people's homes themselves: From elegant glass fronts that blur the boundaries between inside and out, to bespoke made-to-measure sauna concepts that fit perfectly into the living space making impressive design statements.

The GESA sauna by Gesa Hansen and the S11. Design by Studio F. A. Porsche are two impressive examples that combine the sensual experience with relaxation and style in a special way giving the living space a completely new meaning. The bathroom can

also be easily transformed into a private spa area with a sauna cabin to recharge your batteries or forget the stresses of everyday life. With space-saving concepts such as the retractable S1 SAUNA, the dream of a home sauna is also achievable for a smaller living space.

### Space miracle for every living area: the S1 SAUNA

A home sauna is also becoming increasingly popular in urban apartments. Integrating a sauna can be a challenge, especially in cramped living spaces. This is where the innovative S1 SAUNA from KLAFS

offers a perfect solution. It is a real space miracle and adapts flexibly to the circumstances. When retracted, it measures just 60 cm, but at the touch of a button it unfolds into a comfortable wellness zone with a depth of 160 cm with its S1 Zoom principle. This intelligent use of space makes the S1 SAUNA



particularly attractive for urban apartments, where every square centimetre counts. However, the sauna is not only functional but is also aesthetically pleasing: with its



minimalist design and the option of different looks, such as the elegant black exterior cladding, it blends harmoniously into modern living concepts. Most models can also be conveniently connected via a 230 V household socket. With the globally unique S1 EcoSmart insulating glass front, it also ensures energy-efficient use. This means anyone, regardless of their living space, can realize the dream of having a home sauna and combine comfort and design in the best possible way.

### **Wellness outdoors: the TARAS outdoor sauna for the garden**

A sauna can create a perfect retreat not only inside the home, but also in the garden. With the new TARAS outdoor sauna, you can combine the beneficial effects of a sauna



with the calming effects of nature. The outdoor sauna combines high-quality materials and well-thought-out construction with timeless design options offering bespoke design options to create a seamless transition to the garden landscape. With high quality thermal insulation and short heat-up times, the TARAS is not only a visual highlight but is also functionally equipped to the highest level. With a large selection of floor plans and innovative façade designs, a bespoke garden wellness oasis can be created that enhances the entire outdoor area and makes sauna bathing a holistic experience. The simple installation and fixed price make it even easier to decide on an outdoor sauna turning the garden into a place of relaxation where the benefits of the sauna and the calming effect of nature merge harmoniously.

The home sauna is becoming increasingly popular. At the same time, the demand for aesthetics and the relaxing, health-promoting effect of the sauna bath is increasing. Whether in the bathroom, wellness room, kitchen or garden - with the innovative and stylish solutions from KLAFS, everyone can create their own personalised relaxation retreat to forget the stresses of everyday life and recharge their batteries. With KLAFS, the dream of a personal wellness oasis becomes reality.

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### About KLAFS

KLAFS has been creating places of relaxation for body and soul since 1928. Time and again, the company manages to surprise with groundbreaking innovations – such as the space-saving sauna KLAFS S1, which transforms from the size of a wall cabinet to a fully functional sauna within 20 seconds at the push of a button. With its innovative strength, KLAFS advanced from what was once a small family business to a global industry leader. Today, more than 800 employees work to meet - and exceed - the ever-increasing demands of customers. From small private sauna rooms to luxurious hotel spas. And they do this all over the world, with expert advice from carefully trained technical consultants and on-site service from experienced teams. As a trendsetter in the sauna, pool and spa industry, KLAFS continuously invests in research and development, for example to further increase the energy efficiency of its products.

