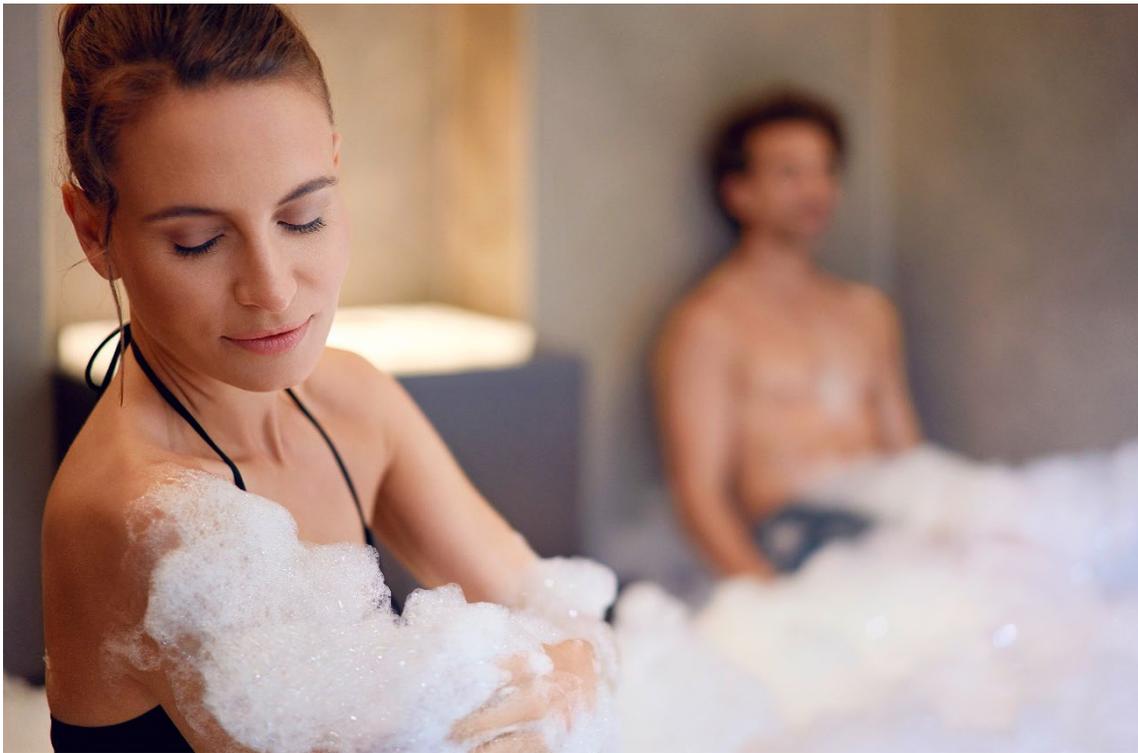


An entirely new bathing ceremony: KLAFS launches the world's first foam steam bath ESPURO®



Foam has exerted a magical fascination on us for centuries and is celebrated in many cultures in a number of different rituals. Soothing steam relaxes, scent inspires the senses, colours awaken feelings, and foam ceremonies cleanse and relax at the same time. Inspired by this, KLAFS – the world's leading sauna, pool and spa manufacturer – is now offering ESPURO®, a foam steam bath that provides a completely new bathing experience using only natural ingredients. The ESPURO® foam steam bath combines relaxation, bathing pleasure and soothing skin care. KLAFS received the "Special Mention" award at the German Design Awards for this world first.

An award-winning world first, thanks to innovative strength of the industry leader

With the new ESPURO® foam steam bath, the market leader from Schwäbisch Hall, KLAFS, has once again proven that a passion for innovation, or the Swabian inventive spirit, can give rise to innovations that blend relaxation, body care and fun. The revolutionary and patented bath form has

also convinced internationally renowned design experts: the ESPURO® foam steam bath received the “Special Mention” award at the German Design Award 2022 – a seal of quality for special product and design developments.

A ceremony for all senses

— 90 °C

ESPURO® takes bathers on an unforgettable journey that invites them to feel, smell, dream – and repeat. After entering the cabin, the bather is immediately greeted by softly shining light – the sensory experience can begin: fragrant, nurturing foam that rises to waist height and the gentle refractions of light within, accompanied by relaxing sounds, whisk you away to distant worlds. Aromatic influences, a glittering play of light and foam clouds offer everything from pleasurable relaxation to childlike bathing fun and nurturing foam experiences, whatever you feel like. During this time, the body is gently warmed and prepared for the second bathing phase.

— 60 °C

After further addition of foam, the body is now comfortably enveloped in fragrant, nourishing lather up to chest level. The warmed skin can be optimally supplied with moisture and cared for and massaged all around with natural essences. The interplay of fascinating light moods, dancing foam clouds and coordinated pulsating sounds invites you to dream – a ceremony for all senses.

A lukewarm drizzle of pleasantly warm water ushers in the end of the application. The foam collapses and what remains after the ESPURO® foam steam bath is a well-groomed feeling all over the body. The heavenly bathing pleasure ends with a cold shower and a few steps in the fresh air.

ESPURO® Foam Essences: Gentle bathing experience and skin-friendly care

— 40 °C

High skin compatibility and a caring effect were the main criteria during the development of KLAFS' own ESPURO® foam steam bath essences. The foam, which was specially developed by KLAFS for this application, consists of natural ingredients of plant origin that pamper the heated skin and are particularly nourishing. A sophisticated formula ensures optimised foam production and excellent foam quality that can be felt in every bubble. The wadded, soft foam does not collapse and guarantees long-lasting fun and a feel-good experience.

In addition, the vegan care substances are specially tested and suitable for sensitive skin. The coconut sulfates used are obtained directly from the coconut and, thanks to the long-chain fatty acids they contain, enable a much gentler and more skin-friendly cleansing process compared to conventional substances. For this reason, the essences have also received ISO 16128 certification for natural and organic cosmetic ingredients and products. The Dermatest Institute has also rated all ESPURO® foam steam bath essences as "very good" for sensitive skin.

— 90 °C The caring effect of the foam also convinces medical experts. For example, Prof. Dr. med. Karl-Ludwig Resch from the German Institute for Health Research in Hof/Saale explains: "Foam is an ideal carrier for high-quality skin-care substances, and is particularly gentle and long-lasting, since a large volume can be produced with small amounts of substance. The active ingredients can be applied to the skin with gentle stroking movements – far better dosed than those in oils or creams."

An enrichment of the wellness area that inspires

— 60 °C Whether hotels, spas or thermal baths or cruise ships – wherever guests are looking for wellness, relaxation and at the same time something out of the ordinary, the new ESPURO® foam steam bath is the right investment. The operators of the facilities not only create a very special event that has never been seen before in a comparable form, they also position themselves with a unique selling proposition that their guests will remember for a long time. The foam experience is a real enrichment in the spa area and ensures great enthusiasm among all guests – whether young or old. This was also the experience of (hotel) guests of the Wald- und Schlosshotel Friedrichsruhe, where the ESPURO® foam steam bath was installed for the first time: "We integrated the ESPURO® foam steam bath into our spa area with great expectations – and in the end, they were even exceeded. Our guests are thrilled by the unique, exciting foam experience, which until now has only been known in this way from infusion ceremonies in saunas. But unlike the intense heat of an infusion, the nurturing foam brings only a light, soothing warmth, which in combination with the light and sound spectacle becomes a very special experience," says spa manager Gabriela Noschka. The 4400-square-meter feel-good oasis of the five-star hotel, which won the "Continent Winner Europe" award in the "Luxury Spa Resort" category at the "World Luxury Spa Awards 2022", thus offers a new, unique highlight.

— 40 °C

To ensure maximum flexibility, the fully equipped ESPURO® foam steam bath can be newly installed. The foam is produced via an integrated foam outlet and carried into the cabin. In addition, however, there is also the possibility of expanding existing steam baths or other warm sweat baths from KLAFS such as mud bath, hamam or caldarium as a retrofit variant. This involves attaching a foam outlet to the ceiling, through which the foam can flow into the cabin from outside.

Low cleaning effort thanks to automatic disinfection

As with all KLAFS products for hotels, spas and public facilities, attributes such as a smooth bathing process, the lowest possible energy consumption and minimal cleaning effort are of primary importance to KLAFS. In the case of the new ESPURO® foam steam bath, the latter was worked out together with the recognized hygiene laboratory WHU GmbH (Water, Hygiene, Environment) and Dipl. Ing. Dr. Arno Sorger. The hygiene concept, which has been verified by an expert opinion, guarantees optimum and efficient cleaning after each bathing session. Within the shortest possible time, the foam is degassed by special nozzles and does not reach the area in front of the steam bath. All water-bearing pipes are rinsed and disinfected at the touch of a button. Thanks to this sophisticated cleaning and hygiene concept, not only does every guest feel safe and completely at ease, but the experience in the foam is also completely worry-free for the operators of the facility.



World's first foam steam bath ESPURO®



[Insights into the new bathing experience can be found in the video.](#)

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. Thanks to this 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.