

Dröm UK Rebranded as KLAFS to Deliver Premium Home and Commercial Wellness



From Monday 23rd June, Dröm UK has been fully rebranded as KLAFS - the world's market leader for sauna and wellness solutions.

Following the full acquisition of Dröm UK in 2023, the rebrand consolidates KLAFS' UK operations under the KLAFS global brand. The highly experienced team will work alongside Guncast Pools & Wellness - the British specialist in luxury swimming pools, spas, and wellness suites, which has been part of the KLAFS Group since 2021.

KLAFS has long been a pioneer in the design and installation of ultra-bespoke saunas, steam rooms, and spa experiences for both luxury residential and commercial clients. This new identity builds on the company's proud legacy, which now includes the product innovation and expertise of the Dröm UK team.

Andy Carr, CEO of Guncast Group (KLAFS UK), comments: *"This is a major step forward for KLAFS, following 18 months of dedicated work to firmly establish the brand in the UK. As we now move into the next phase of our strategic growth plans, the rebrand marks a pivotal first step in their successful execution. Together with Guncast, we are now uniquely positioned to meet growing demand for wellness in the British market, in both the residential and commercial sectors - from leading luxury hotels to boutique spas. Now with an expanded KLAFS showroom presence and even greater product availability, we're excited to support our clients with more choice and more expertise than ever before."*

Barry Smith, Managing Director at KLAFS UK comments: *"We're proud to continue working with the trusted Dröm UK team and upholding the same values that have defined us for over two decades. Now, under the brand of KLAFS, we're building on that legacy – bringing our bespoke, customer-first approach to a globally respected brand. This next chapter means even more innovation and opportunity for our clients."*

Phillip Rock, CEO at KLAFS Group comments: *"Dröm UK now operating under the KLAFS brand in the UK marks another milestone in our mission to further strengthen KLAFS' position as the global leader in holistic wellness solutions. We are proud to offer our British clients direct access to our innovative products and bespoke spa concepts. Backed by our growing international network, a consistent focus on sophisticated design and cutting-edge technologies as well as a strong commitment to preventive health and deep relaxation, KLAFS continues to pioneer modern wellness experiences – in the UK and worldwide. Innovations such as the KLAFS S11, with its immersive light and sound journey specifically developed for this sauna, exemplify our ambition to redefine the future of wellness."*

As part of this evolution, the KLAFS showroom in Surrey – previously Dröm UK's headquarters – now showcases KLAFS' premium range of products. This presence will allow KLAFS to better serve clients nationwide, both in person and through an expanded residential and commercial portfolio.

KLAFS continues to see a rising demand for at-home wellness solutions in the UK, driven by growing awareness of the health benefits these experiences offer. Alongside this, recent commercial successes in the UK include installations at Art'otel in Hoxton and the upcoming Newman Hotel in Fitzrovia, further cementing KLAFS' growing reputation in the UK's premium hospitality sector.

Editor's Notes

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.

About Guncast:

Established in the 1970s by Bruce Harding, Guncast Pools & Wellness is a global leader in luxury swimming pools, spas, and bespoke wellness suites. Today, under the leadership of Andy Carr, the company operates as a high performance specialist within the KLAFS Group and, since January 2024, as part of Kohler Co.

With more than 50 years of experience, Guncast delivers award winning design and construction – ranging from private residential projects to prestigious commercial and hospitality partnerships. The team prides itself on professionalism, creativity, innovation, and integrity, offering full service care from initial concept through ongoing aftercare.