

Repeatedly awarded: KLAFS is one of the brands of the century

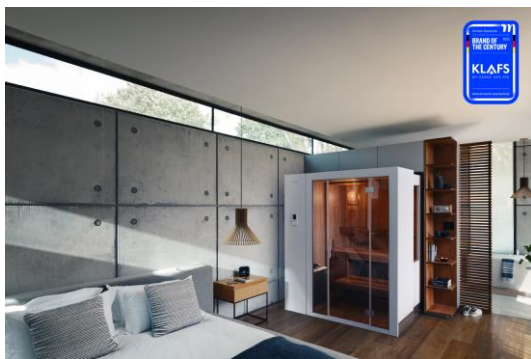


KLAFS has been awarded as a “Brand of the Century” for the third time in a row. The world leader on the sauna market thus once again makes it into the renowned illustrated book of the ZEIT publishing group “German Standards – Brands of the Century 2022”, which presents almost 200 outstanding brands. Following the awards in 2016 and 2019, KLAFS lines up in 2022 alongside other successful companies in the famous brand book as a strong leading brand for this third time. The evaluation of the award winners is both transparent and proactive. Moreover, the awards handed out are deliberately restricted to one brand per product type.

“We’re delighted to be one of the Brands of the Century. That’s a great success for the whole KLAFS team! Numerous “brands for life” can again be found in the illustrated book. Which also explains why we are so proud of this award. Because not only is KLAFS a brand for life, but a sauna from KLAFS is also a decision for life,” summarises Gernot Mang, managing director of KLAFS.

Precisely because well-being, regeneration and a sense of security are so highly prized within our own four walls in times like these, KLAFS is delighted about this award, as it demonstrates enduring brand leadership. Because the more pressured time gets and the more is demanded of us, the more precious are the moments when you can leave the world behind for a while – and make it wait. KLAFS develops its products not only according to the highest quality, longevity and aesthetics, but always in line with people’s needs, demands and living realities. That’s how the name KLAFS has not only become a globally appreciated brand, but is synonymous with a contemporary and health-orientated lifestyle, and KLAFS is inseparably associated with saunas.

Image motif:



Caption:

A great honour: KLAFS makes it once again into the renowned illustrated book of the ZEIT publishing group “German Standards – Brands of the Century 2022” after previously winning the award in 2016 and 2019.

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About KLAFS:

KLAFS has been creating spaces of relaxation for the body and soul since 1928. And in doing so repeatedly surprises with pioneering innovations – just like with the space-saving sauna KLAFS S1, which converts from the size of a wall cabinet into a fully-functioning sauna in just 20 seconds at the push of a button.

Through this innovative power, KLAFS advanced from a once small family company to a global industry leader with an annual turnover of 114 million euros (2020). Today, more than 800 employees work on meeting – and exceeding – customers' increasing standards. From small private sauna dreams to luxurious hotel spas. And does so around the world with expert advice from carefully trained specialist advisers and an on-site service by experienced teams.

As a trendsetter in the sauna, pool and spa segment, KLAFS invests continuously in research and development – for example, to increase the energy efficiency of its products even further.

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