

Headline:

High award: KLAFS is "Brand of the Year 2017"



Leader:

In expert circles, the Plus X Award is seen as the greatest innovation prize for technology, sports and lifestyle in the world. This year the jury also awarded a prize for "Brands of the Year" for the first time – and the KLAFS brand is part of the illustrious winners' circle.

Text:

Schwäbisch Hall, October 2017. For this new prize, the experts in the jury took into account all brands that have already won the Plus X Award. In each product category, however, the jury only awarded the "Brand of the Year 2017" to one brand.

In the sauna category, KLAFS made it all the way to the top – market leader in the sauna, pool and spa sector, and it has already received multiple awards at the Plus X Award for its future-oriented, innovative products.

With its innovations KLAFS even won the coveted special "Best Product of the Year" twice: with its revolutionary, space-saving S1 zoom sauna in 2015 and with its compact SaltProX dry salt inhalation device this year.

"Just like our great success in the marketplace, this new prize awarded by reputable experts confirms to us that our brand strategy based on clear basic principle has put us on the right path to sustainable success. That is why in future we will consistent focus on our central brand values of quality, design and innovation," says Stefan Schöllhammer, KLAFS's managing director.

Because it is exactly these brand values that have made KLAFS the market leader and innovation driver of the sauna, pool and spa sector. Since 1928, the formerly small family business has created places for the body and mind to relax. To maintain its reputation as a trendsetter in the sauna, pool and spa sector, the company invests a great deal in the development of new products and applications.

**You can obtain additional information at any time from:**

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and [www.klafss1.de](http://www.klafss1.de)

## Images:

### Image 1:

The Plus X Award jury has already awarded multiple prizes to KLAFS for its pioneering, innovative products. (The image shows the space-saving S1 zoom sauna and the SaltProX compact dry salt inhalation device.) Now the experts in the jury have also awarded KLAFS the new "Brand of the Year 2017" prize.



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