

## **KLAFS has agreed to acquire Prim Spa – the premium wellness provider in Spain Mexico and the Caribbean**



**KLAFS headquartered in Schwäbisch Hall and worldwide market leader for saunas, has agreed to the acquisition of the Spa division of Prim S.A., Madrid, on 28 February 2023.**

A listed company, Prim S.A. was founded in 1870 and supplies medical and orthopedic products, as well as provides wellness products for residential and commercial customers by its Spa division. This division, Prim Spa, has been a sales partner of KLAFS in Spain for many years. It employs 40 people, generating an expected turnover for 2023 of 7 million euros.

“Prim Spa enjoys a strong position in Spain, Mexico and the Caribbean and its high standards make it an excellent fit for the KLAFS Group,” says Phillip Rock, CEO of KLAFS. “We have already been working together for many years in a successful trust-based

relationship and see excellent opportunities for further growth with Prim Spa in those countries, particularly in the hotel sector but also in the premium private customer segment.”

“We are growing rapidly at the moment, and the sale of our Spa division to KLAFS will enable us to concentrate on our core activities and further strengthen their positive development,” adds Fernando Juan Oliveros Arreaga, CEO of Prim S.A., “Prim’s wellness and spa business enjoys a market leading position and good profitability, but it requires different structures in the medium term than other business areas of the company, and we firmly believe that, for Prim Spa, joining the KLAFS Group will open up even greater opportunities for growth.”

#### **About KLAFS:**

The mission of KLAFS is to allow people to experience captivating moments of relaxation of the highest quality and to boost their health in the process. KLAFS wellness and spa facilities can be found in private households as well as in hotels, fitness studios, leisure complexes and cruise ships.

KLAFS has been creating these spaces of relaxation for the body and soul since 1928. The Schwäbisch Hall-based company inspires the market time and again with pioneering innovations – such as 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 touch of a button. This innovative strength has helped KLAFS GmbH to evolve from a once small family-owned business into a global industry leader. Today, the company employs over 740 people, who work together to meet and exceed the ever-growing expectations of its customers – from dreams of a small, private sauna right through to luxury spas. KLAFS operates all over the world, with advice on hand from carefully trained specialist advisers and on-site support provided by experienced service teams.

**About Prim Spa:**

The company has established an excellent reputation in recent years as a spa specialist and is the industry leader in its home country. It has installed numerous luxury spas in hotels, resorts and private homes in Spain, Mexico and other countries in southern regions. Recent outstanding examples include the spas in the Mandarin Oriental Ritz in Madrid, the Victoria Bio Spa at the GF Hotel in Tenerife and the Secrets Moxché Luxury Resort in Playa del Carmen, Mexico. Prim Spa offers a comprehensive service, from consultancy and planning, delivery and installation through to extensive ongoing support such as maintenance and servicing.