

SWIMMING pool news

October 2006

Informing the pool and spa industry since 1960

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Making a SPLASH

LIW excites the crowds

Solorcarbon technology arrives in the UK

Sunlight Saunas launched Solorcarbon heating technology into Europe at the show - with ambitions within three to five years of being number one in the sauna market in the UK.

The product, says chief executive Aaron Zack, will revolutionise the way saunas are seen in providing a route to health.

The Kansas based Sunlight company has been recognized as one of the fastest growing companies in the US by Entrepreneur magazine for three years in a row, and is proud of its number one ranking in the United States.

The company researched the market and decided to head for Europe where the UK and Germany top their ambitions to get the range established.



Aaron and Conny Zack with marketing manager Martin Ku inside the Sunlight Sauna

The ability of the saunas to help in the body's elimination of toxins is just one of the health benefits which have won Americans over says Aaron. "The lowering of blood pressure, the benefits against arthritis and a whole associated range of health problems makes this style of sauna very different.

There is a trend emerging towards Far Infrared usage in the health & leisure market along with an increasing acceptance in medical research of the health benefits.

The sauna have a different technological approach using solorcarbon heating to provide more constant steady heat all over the body for relaxation, pain relief, to lower blood pressure and much more.

The far infrared heat is, in fact, a necessary form of energy that all living things require for optimum health says Aaron. If we don't receive enough far-infrared light from the sun, we become ill and depressed.

"The radiant heat from it surrounds us and penetrates deeply into our joints, muscles and tissues, speeding oxygen flow and increasing circulation. Using a portable Sunlight sauna helps to purify our cells, specifically the cells inside our fat where our body stores waste and harmful toxins, such as cholesterol and heavy metals. When used properly, this healing technology has zero side effects."

For the time being the sauna units will be shipped direct from the United States but Aaron Zack and his wife Conny are clearly looking for partnership opportunities in the UK and Europe.

www.sunlightsaunas.com