

COMMERCE

Kohler acquires German sauna company Klafs

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Klafs' home sauna systems align with where the high-end home wellness market is heading in 2024. Image credit: Kohler

By LUXURY DAILY NEWS SERVICE

Fixtures maker Kohler has completed its purchase of German premium sauna company Klafs.

Acquired from global private equity firm Egeria for an undisclosed sum, Kohler will slot the hydrothermal product provider into its growing wellness portfolio. The segment, ever-growing, has proven popular within luxury circles, with a range of companies making similar moves in the health-conscious space in recent months.

"Klafs is an international market leader that shares our passion for innovation, design, and a relentless pursuit of providing exceptional wellness products, services, and experiences," said David Kohler, chairman and CEO of [Kohler Co.](#), in a statement.

"We are excited to welcome the Klafs organization to Kohler and look forward to driving continued growth in sauna and spa solutions."

Full steam ahead

Announced on Jan. 18, the purchase pushes Kohler further into the luxury wellness market.

Klafs manufactures saunas, infrared cabins, steam baths and swimming pool solutions. The company's 850 employees are spread throughout Europe and Mexico, the majority working in its network of retail showrooms; its CEO and CFO will remain in their positions through the ownership change.



Announced on Jan. 18, the purchase pushes Kohler further into the luxury wellness market. Image credit: Kohler

“With their commitment and dedication, our employees have made Klafs a globally recognized brand,” said Phillip Rock, CEO of Klafs, in a statement.

“With Kohler behind us, we will open new doors and take our success story to a new level.”

Kohler states that Klafs will fit in well next to other labels across its wellness portfolio, including Ann Sacks, Kallista, Robern and Kast Concrete Basins.

The newly-acquired brand aligns with where the luxury home market and high-end health care segment are said to soon meet, according to a recent report from global communications network Havas ([see story](#)).

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