

# THE POWER OF THE COLD

Snow applications for  
wellness & fitness



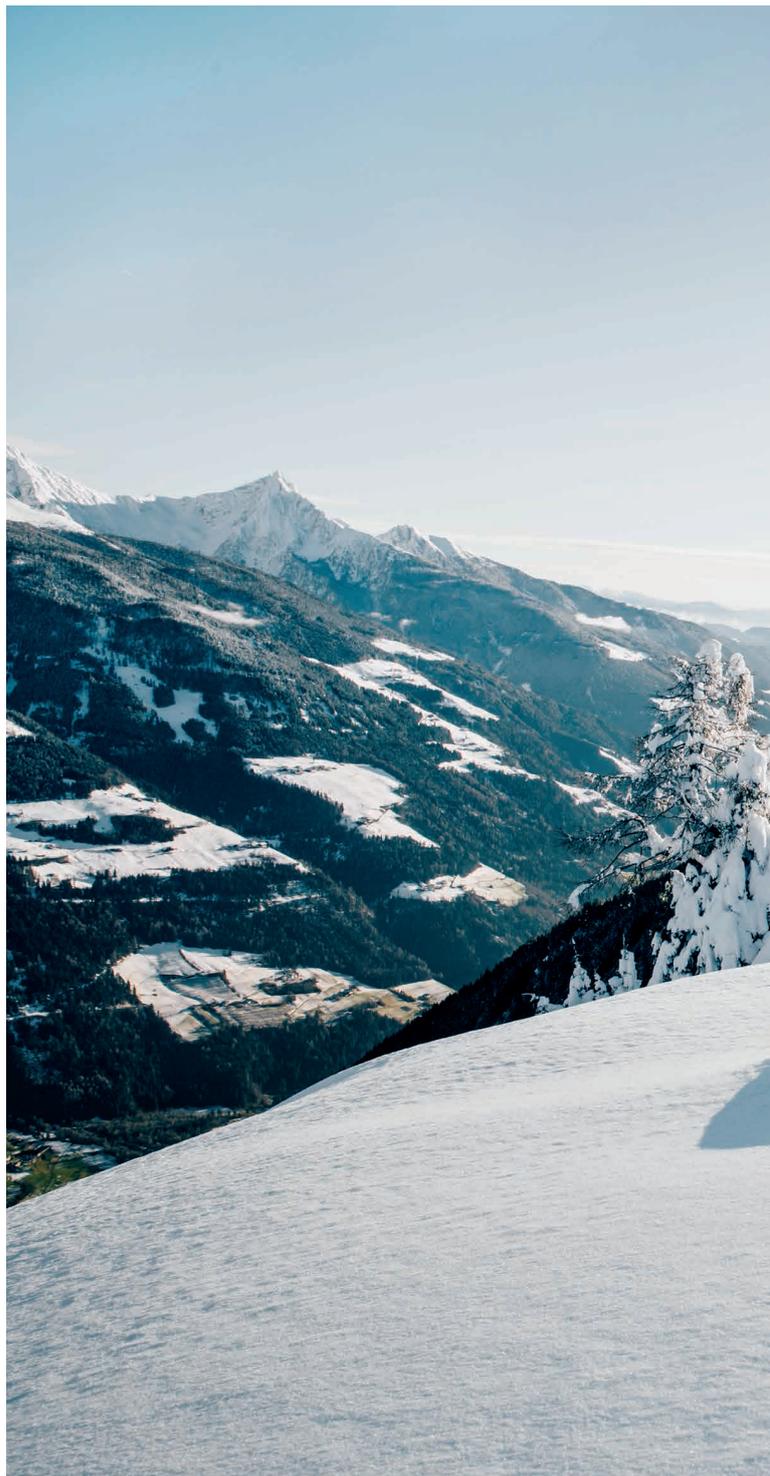
**TECHNOALPIN®** INDOOR



We create unique snow experiences for indoor areas,  
embracing the gentle cold of the snow and  
creating authentic encounters with alpine nature  
to promote holistic well-being.

# The impact of the alpine winter

Gentle, quiet, peaceful. The snow-covered Alps in winter are a true wonder of nature. Each snowflake a unique work of art. The gentle cold of the snow relaxes body and mind. Nothing is as powerful, unique and compelling as nature.





## ● THERMAL BATHS IN ANCIENT ROME

Even in ancient times, the Romans used the alternation of cold and heat in thermal baths to promote well-being. They warmed their bodies in the hot caldarium before moving to the lukewarm tepidarium and ending the spa session in the cold frigidarium.

## ● FINNISH CONTRAST THERAPY

In Finland, contrast therapy has been a way of life for centuries. Sweating in the Finnish sauna is followed by a cool-down outdoors: by taking a cold bath in the lake, diving into an ice hole or rubbing the skin with snow.

# A fresh take on traditional knowledge. The development of cold therapy through the centuries.

## ● INTERACTION ACCORDING TO SEBASTIAN KNEIPP

Pastor and naturopath Sebastian Kneipp (1821–1897) researched deep into the interaction of heat and cold stimuli and its positive effects on health. Temperature stimuli play a key role in Kneipp water therapies.

## ● MODERN COLD THERAPY TRENDS

Modern trends are moving increasingly towards the medical, physiotherapeutic, and aesthetic aspects of cold therapy. Biohackers use the positive effects of cold to enhance their psychological well-being.

# COLD

Strengthens. Invigorates. Soothes.

# HEAT

Alleviates. Relaxes. Calms.

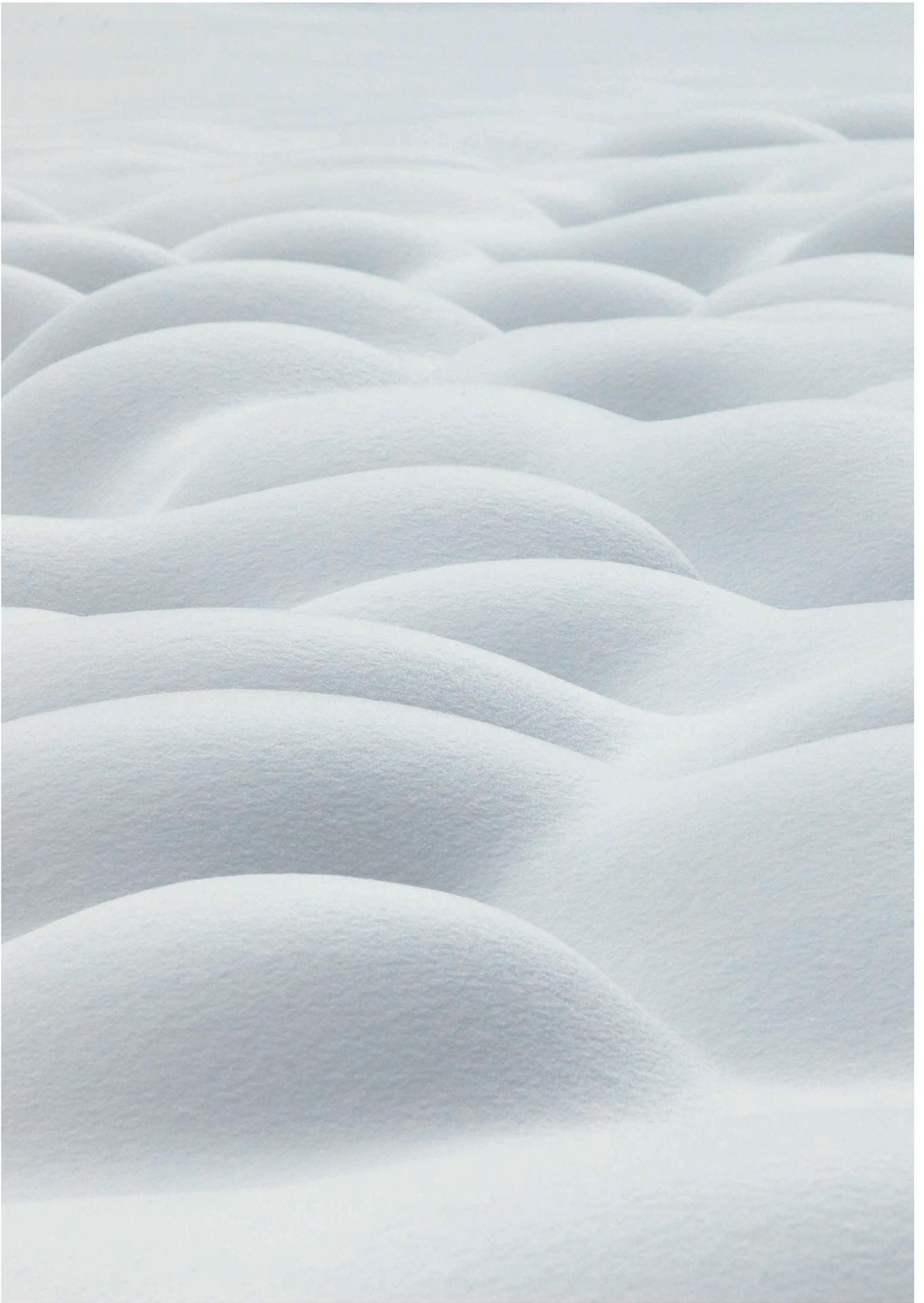
Heat is effective,  
especially when it  
interacts with cold.



Cold and heat rely on one another to deliver their full health-promoting potential. This delightful contrast of temperatures boosts the sense of well-being for body, mind and soul. The virtues of heat are only truly

felt when followed by cold. This is because the strong temperature contrast creates positive stress for the entire organism, stimulating the body to respond. In cold temperatures, the body's protective

mechanisms run at full speed: Cold improves blood circulation and stimulates the cardiovascular system, boosting the immune system and promoting regeneration.



# Cold treatments for spas and gyms are in tune with the spirit of the times, opening the opportunity to experience revitalizing moments to all.

We bring snow and alpine nature indoors. The soft, dry cold of the snow efficiently and pleasantly cools down the entire body, offering a gentler and more pleasurable sensation than cold water or ice.

The gentle cool-down is also recommended for anyone sensitive to pain and can be enjoyed by both men and women of any age. The benefits of cold therapy are accessible to all, with no cold shock or dizziness. To further enhance the sensory experience, the alpine snowscape invites us on an emotional journey of the senses, evoking an authentic encounter with nature.

With our snow worlds, we create a new dimension of cold therapies for wellness and fitness. A lasting, versatile, and unique experience for guests and sports enthusiasts alike.

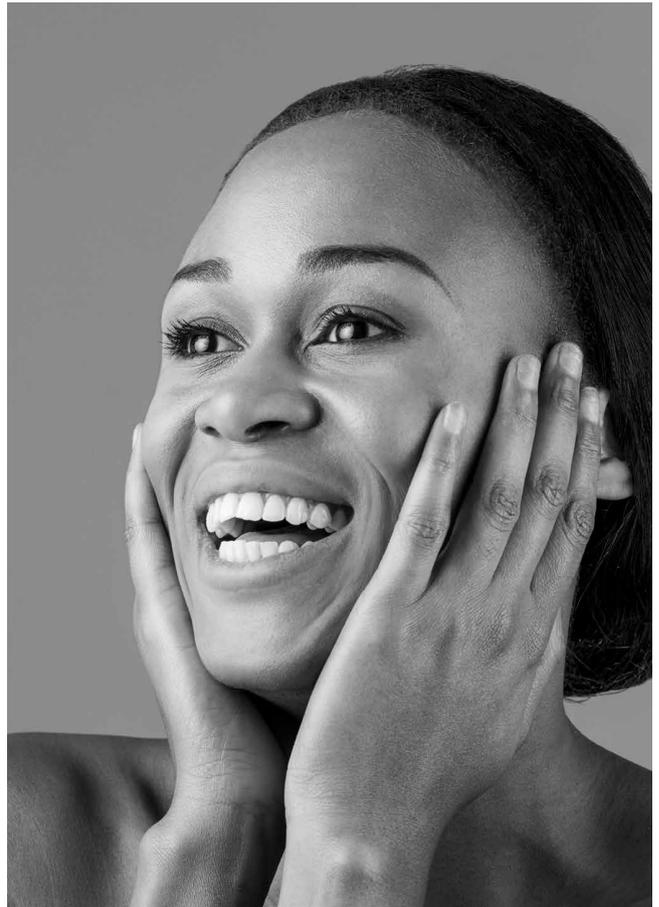


# SNOWSKY

The flakes fall gently from the sky. Suddenly, out of nowhere, snow begins to fall in the middle of the room. Alpine nature is brought indoors – to the spa, the pool or the gym. Beautiful childhood memories are reawakened. We find ourselves captivated in a very special moment. Experience cold in its most beautiful form anywhere and everywhere with SNOWSKY.







**Cool down under real snowfall**

Thickly falling snowflakes caress the skin. Every part of the body reacts to the cold yet natural stimulus. The slow snowfall calms and relaxes all the senses. A true moment of contentment.

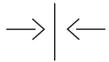
## SNOWSKY IM DETAIL



Real snowflakes at room temperature



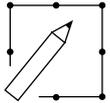
Visual highlight



Compact dimensions



Efficient, gentle cooling



Can be used individually, in terms of both style and structure, in any space.



Most stringent hygienic standards



RGBW lighting for versatile color light settings

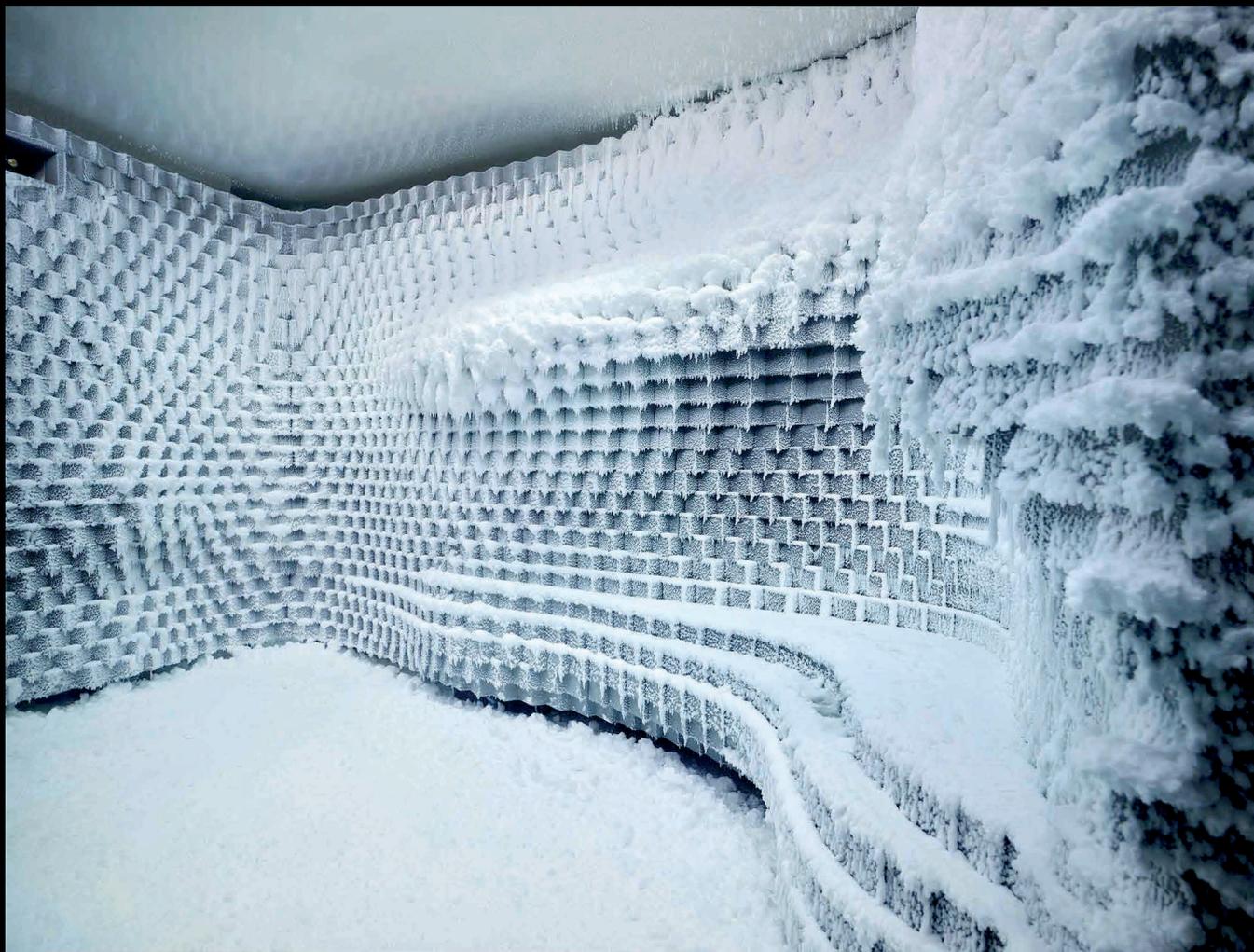


Resource-efficient use of water and power



# SNOWROOM

Fresh snow, crafted just from air and water. Every night, the SNOWROOM is blanketed with a fresh layer of snow. In the morning, guests are greeted by a breathtakingly beautiful world of white powder snow, immersing them in untouched nature. The -10 °C cold air flows through the body and invigorates the spirit. The head clears to reveal a tingling feeling of well-being. A holistic sensory experience, as real and authentic as nature itself.



**An eye-catcher and must-have in any spa: a cold room with snow to offer an efficient cool-down after a sauna session. Soft, gentle, and close to nature.**





## AFTER THE SAUNA: GENTLE COOLING WITH REAL SNOW

A good sauna should be followed by an effective cool-down after the sweating phase: it is only through the application of cold that the sauna can effectively strengthen the immune system, stimulate blood circulation and boost metabolism. Thanks to the dry cold of the snow in the SNOWROOM, the entire body cools down efficiently and gently: the respiratory tract and lungs, all organs and brain cells

cool down at a slow pace. Our largest organ, the skin, is cooled over the entire surface without any damage to the tissue. There is something uniquely pleasant about cooling down in the snow. Invigorating freshness abounds, body and mind relax and regenerate.

The benefits of the SNOWROOM have been scientifically proven.



**Warm-up phase in the sauna**

12–15 minutes

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**Gentle cool-down in the SNOWROOM**

3–5 minutes for women

4–8 minutes for men

The duration can vary and depends on the individual perception of well-being.

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**Rest phase**

15–20 minutes

The routine can be repeated several times in succession

**Exercise and regeneration in different temperature zones: an efficient added value for gyms**



# COOL DOWN ZONE -10°C

TECHNOALPIN INDOOR





**Warm up through physical exercise**

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**Relax briefly**

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**Cool down and regenerate in the SNOWROOM**

## AFTER THE WORKOUT: INNOVATIVE REGENERATION FOR BODY AND MIND

After intense exercise, the hot body has to be cooled down again. The dry cold of the SNOWROOM promotes rapid regeneration after exercise.

The entire body cools down gently, without any cold shock or getting wet. The cold temperatures

lead to a heightened release of cortisol, endorphins, serotonin and other chemical messengers. Pain and fatigue fade away. The increased blood circulation stimulates the blood vessels and encourages the breakdown of lactic acid in the muscles. This ensures better regeneration after sport.

Individual areas of the body can be treated by rubbing them gently with snow – a much kinder sensation than with ice. Inflammation, pain and swelling diminish. Body and mind are returned to health more rapidly. Athletes can begin a second exercise session immediately without having to dry off.



# This is the positive effect of cold on the body.

## **Mental health**

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Through cold, the body is exposed to positive stress and has to acclimatize to the situation physiologically. This stimulates the body's ability to react to stressful situations and long-term stress is reduced.

## **Boosting the immune system**

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The immune system is boosted by the improved blood circulation and the increased oxygen supply to the tissue. The defense system is better equipped, and harmful free radicals are defused more quickly.

## **Cardiovascular system**

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The cardiovascular system is stimulated by the interplay between hot and cold, causing the heart rate to rise and fall. After cold therapy, the initial heart rate is lowered.

## **Detoxification**

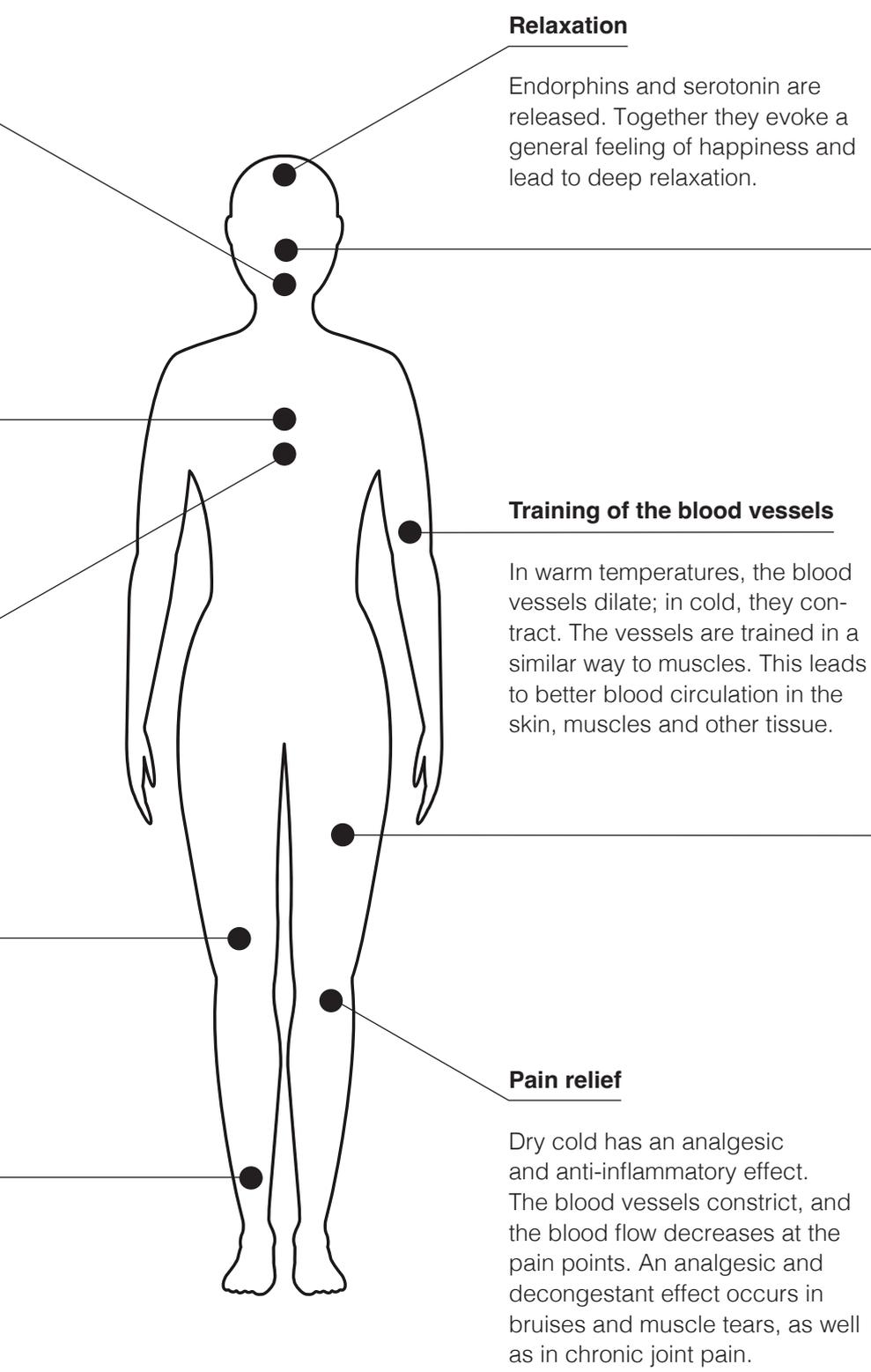
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The increased oxygen supply leads to the efficient removal of metabolic waste. This detoxifying effect tightens the tissue and improves the appearance of the skin.

## **Regeneration**

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With intense exercise, the lactate in the blood increases and deposits in the muscle. The cold improves blood circulation and boosts metabolism. The lactate is broken down more quickly from the muscle, enabling the muscles to regenerate quickly.



**Relaxation**

Endorphins and serotonin are released. Together they evoke a general feeling of happiness and lead to deep relaxation.

**Improvement in sleep**

The release of endorphins leads to overall relaxation, promoting restful sleep. The reduction of stress is essential to healthy sleep. Sleep is also optimized by lower stress levels and improved mental health.

**Training of the blood vessels**

In warm temperatures, the blood vessels dilate; in cold, they contract. The vessels are trained in a similar way to muscles. This leads to better blood circulation in the skin, muscles and other tissue.

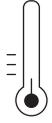
**Fat burning**

In cold temperatures, the metabolism is stimulated and brown fat cells are activated to warm the body. This process can help with weight loss.

**Pain relief**

Dry cold has an analgesic and anti-inflammatory effect. The blood vessels constrict, and the blood flow decreases at the pain points. An analgesic and decongestant effect occurs in bruises and muscle tears, as well as in chronic joint pain.

## SNOWROOM IN DETAIL



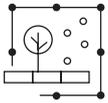
Dry cold  
at -10°C



Daily fresh snow  
made from air and  
water, no artificial  
additives



Modern design and  
visual highlight



Personalized  
turnkey solution



Most stringent  
hygienic standards



Scientifically proven  
effect on well-being



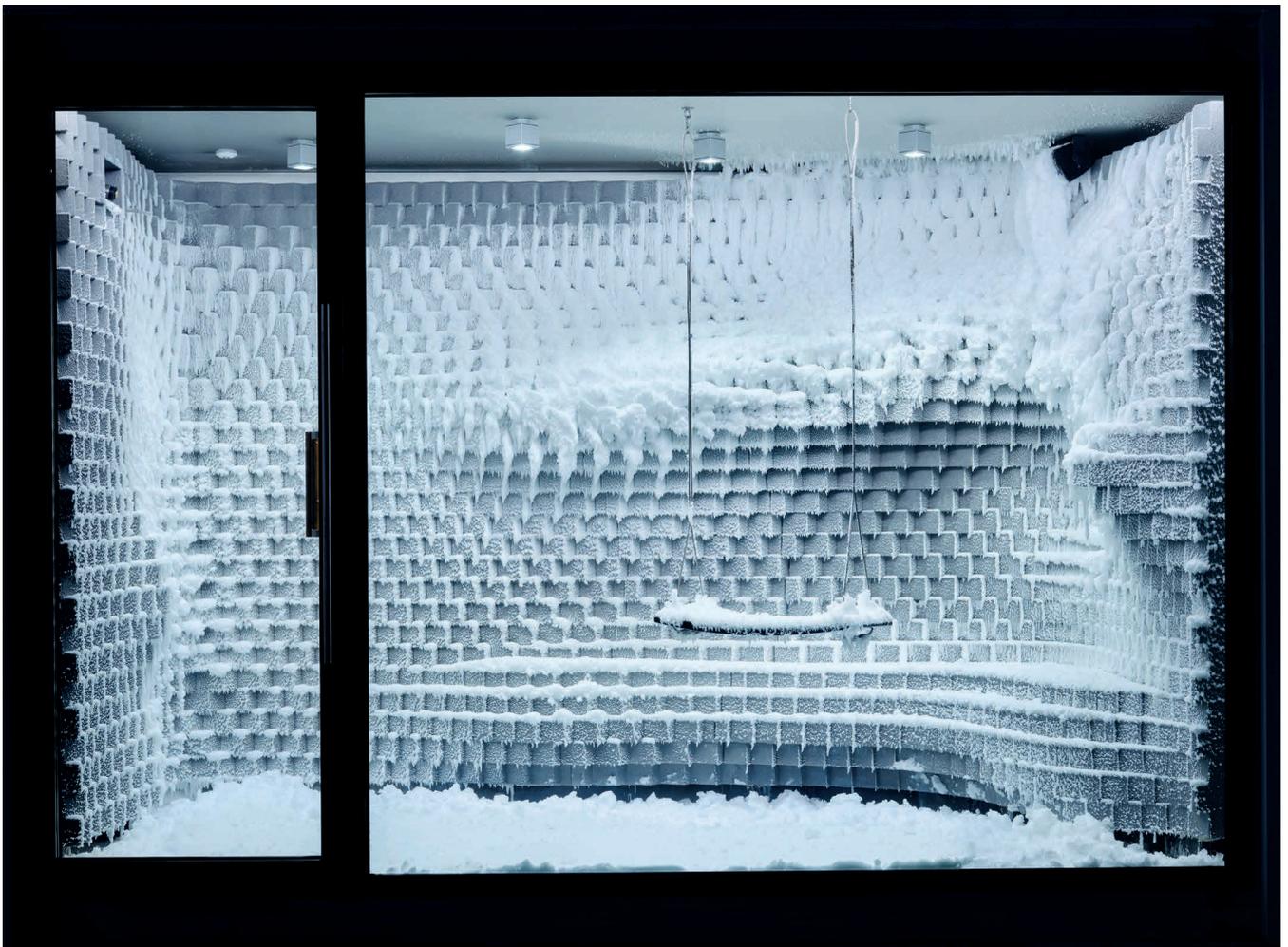
Resource-saving use  
of electrical energy  
through heat recovery



Lowest possible  
water consumption:  
1 liter of water turns into  
5 liters of snow. The amount  
of water needed per week is  
about 200 liters.



**MODERN DESIGN, AVAILABLE IN DIFFERENT VARIATIONS AND INDIVIDUALLY INTEGRABLE. SNOWROOMS ARE AN EXCLUSIVE HIGHLIGHT THAT CATCHES EVERYONE'S EYE.**



CUBIC design in grey

The SNOWROOM is available in three designs, CUBIC, ROCK and FOREST, in different colors and surfaces. The modular design can be adapted to different room sizes. The surfaces consist of durable and resistant materials which have been tested under extreme conditions.



ROCK design in black basalt look

FOREST Design



## OVER 120 CUSTOMERS IN 20 COUNTRIES

We inspire people around the world with outstanding snow experiences.





The snow expert  
TechnoAlpin combines  
its fascination for snow  
with holistic well-being  
to create something  
completely unique.



TechnoAlpin guarantees unique snow experiences and first-class snow quality. Since 1990, the company has been developing and implementing solutions that turn snow into a success factor in a wide variety of ways. As the world's leading manufacturer of

snowmaking systems, TechnoAlpin guarantees the best snow on the slopes. With TechnoAlpin Indoor, the company brings snow indoors as well: in ski centres and shopping malls, on cruise ships and in wellness hotels. With its indoor concepts, TechnoAlpin makes

it possible to experience the fascination of snow 365 days a year – anywhere in the world. The company is headquartered in the heart of the Alps, in Bolzano, Italy.

We make it possible for you to experience the beneficial effects of snow with all the senses. Anywhere in the world, 365 days a year. An exclusive unique selling proposition for spas and gyms.



**TECHNOALPIN® INDOOR**

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