

spa business

2021-2022 HANDBOOK

the global resource for spa professionals

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YEARS OF INNOVATION

Myrtha Wellness

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Roberto Colletto and Stefano Cattaneo

Background

Founded in Italy, in 1961 by visionary Giorgio Colletto, Myrtha has become a pioneer in the aquatic industry, creating a global brand and supplying to the Olympic Games since 1996. Committed to R&D, the company has transferred its unique and exclusive technologies to the world of wellness and thermal bathing.

Main products and services

Myrtha Wellness offers a comprehensive range of cutting edge and sustainable solutions, made in Italy. Its technology has inspired a complete line of innovative spa products including swimming pools, vitality pools, plunge pools, flotation pools, Kneipp baths, Finnish saunas, steamrooms, hammams, Roman baths, herb saunas, soft/bio-Saunas, salt saunas, tepidariums, caldariums, frigidariums, snow igloos, salt rooms, ice fountains and experience showers.

Myrtha Wellness collaborates with architects, interior designers and consultants during the design process and the team proudly shares the latest developments in materials technology and sustainability. The eco-friendly products contribute to the efficiency and sustainability of buildings for LEED, BREEAM, and Green Star certification. These include integrative processes, water efficiency, energy optimisation and CO2 emissions, lower environmental impact,

material resources, indoor environmental quality and innovation.

USPs

Myrtha's revolutionary use of modular, laminated stainless-steel panels in the design of hydrothermal facilities gives the products the best warranties in the industry for structure, equipment and waterproofing. The products are engineered, designed and manufactured using environmentally sustainable processes and contribute up to six of the nine LEED certification categories. This results in the most environmentally progressive products available in the industry. The 3D-design system (compliant with BIM standards) streamlines the approval process.

Top clients

Many global hotel and resort chains, including Mandarin Oriental, Marriott, Accor and Hilton.

Future plans

Working for the last 10 years on a responsible and sustainable programme, the mission now is to redefine the evolution of how to integrate responsible, eco and chic into the spa and wellness industry. Myrtha looks forward to bringing a new generation of cutting-edge, environmentally sustainable products to market.

Where in the world?

Seven direct offices and a global network of dealers and installation companies in 5 Continents and more than 70 countries.

Who's who?

Roberto Colletto, CEO of Myrtha Pools and Myrtha Wellness;
Stefano Cattaneo, Myrtha Wellness director.

What the clients say

"Myrtha Wellness is unique on the international scene – its unmatched production capacity, innovative modular system and BIM design process offer a winning combination. The increasing demand for sustainability and an Italian vision of product performance is a challenge that Myrtha can easily meet."
Alberto Apostoli, Architect and spa designer

"Myrtha Wellness sets itself apart with its ability to integrate scenery, lights, colours and sounds, as well as the use of natural and sustainable products."
Sergio Bizzarro, Architect and spa designer

"Myrtha is a great partner in every sense of the word and a great brand alignment for Mandarin Oriental Hotels & Resorts"
Sean O'Connor, Group Spa manager, Mandarin Oriental Group (2006-2021)