



Company Presentation

Trendsetters in Wellness

For four decades, Alpha Wellness Sensations has been a leader in the international market and a well-known manufacturer of high-quality wellness products. We build private and public wellness areas, both custom made and in standard formats. Our large product range includes saunas, infrared saunas, steam rooms, salt caves, relaxation rooms, hot tubs, foot spas, experience showers, ice and snow rooms, and other related thermal experiences. We supply these state-of-the-art thermal suites worldwide under the Alpha Wellness Sensations brand.



Our Mission

Our mission is to offer our customers a place of pure pampering and total relaxation, which will also be their source of health, harmony and beauty.



The most important for us is that:

" Our product satisfies the client's needs! "





Company Background

Heeren Sanitary Products was launched

1934

1960

Pool installations added to the business

Alpha-Sun: The beginning of sunbeds production

1975

1982

Alpha-Plastics: Sunbed designed by Luigi Colani

Rebranding to Alpha-Industries

1985

1986

Alpha Heat: Introduction of infrared & sauna to the product range

Alpha Steam: Introduction of steam & shower units to the product range

1993

2000

The new production unit established in Republic of Moldova

Creation of Alpha Wellness Sensations - the new selling brand of Alpha Industries

2008





2014

The "Abstracto sauna" – finalist of the SBID International Design Awards

The take over of the DR. KERN Brand

2015



2016

AWS was selected as a Hospitality Partner to the Condé Nast Johansens collection of luxury hotels, spas, and venues

The "Infrared Lounge Cabin" – winner of the Red Dot Award

2017



reddot award 2017
winner



2018

The "Chaleur Lounge ELT" – nominee for the Wellness and Spa Innovation Award

The "Venus Sauna" – nominee for the German Design Award

2019



2020

The "Eclipse sauna" – winner of the Iconic Award in Innovative Architecture Selection

The "Chaleur ergonomic sauna headrest" – winner of the Best Product of the Year by Plus X Awards

2021





2021

The "Luxury Outdoor" & "Infrared Sauna"- took Gold at The NY Product Design Awards

The "Infrared Lounge Bench" – took Gold at APR International Interior Design Awards

2021



2022

AWS The NEW Factory Lifestyle Showroom opened in Hasselt, Belgium

"Eclipse Series"- winner of The ESPA Innovation Awards

2022



2022

AWS became a premium partner of NOA Outdoor Living

The "Luxury Outdoor" – was chosen as the best sauna in Belgium by Belgian Swimming Pool: Wellness and Swimming Pond Builder

2022



2023

Tree Gold Medals won at Belgian Swimming Pool: Wellness and Swimming Pond Builder

The launch of the updated NEW Chaleur Sauna

2023



Why choose Alpha Wellness Sensations?



Wide range of wellness products



Bespoke solutions for every customer



90% of products are made in-house at the AWS factory



Survey, design, production, delivery, installation and maintenance - all in one by our team!



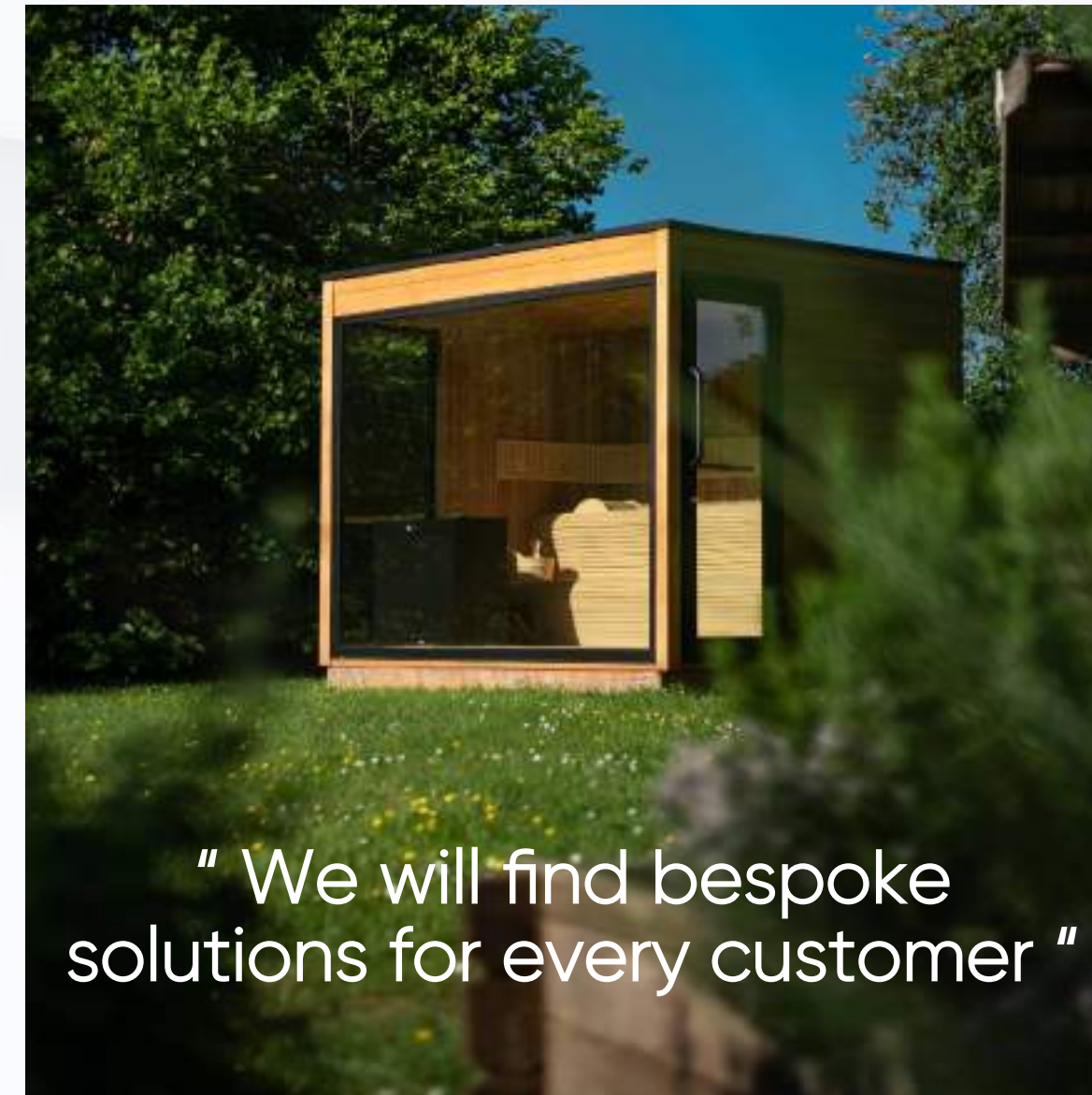
100% made in Europe following Belgian and European quality traditions



Most effective marketing tools

Wide Range of Wellness Products

We have almost 100 standard products for all the segments of the market, from budget to high end.



Outdoor

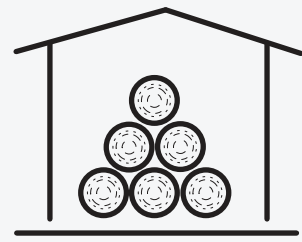
Private
& professional



Indoor

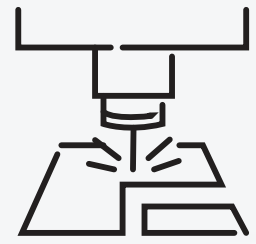
Private
& professional





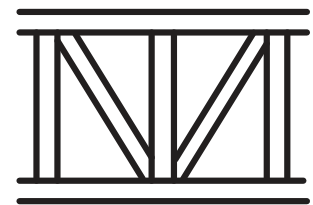
Timber warehouse

we buy the edged board and let it dry naturally in our own drying plants.



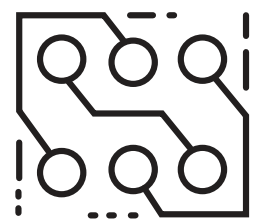
Timber processing and CNC machine

using our wood processing machines and equipment, we can produce wider and longer wooden profiles, and bench slats for unique personalized features.



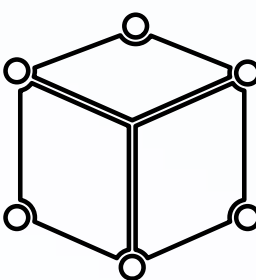
Metal department

high level production is guaranteed by modern equipment and professional masters. Most of the metal constructions are made in the factory: starting with IR heater housing to metal modules.



Electronic department

we construct all assemblies of electronic parts and controllers, pre installation of technical equipment and lighting, assembling of sauna ovens and infrared heaters.

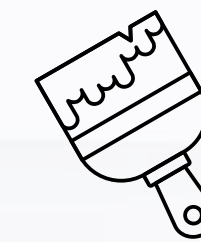


EPS & Plastic department

we do **all the** hot wire CNC cutting and processing of EPS structure, fiberglass reinforcement and plastic forming.

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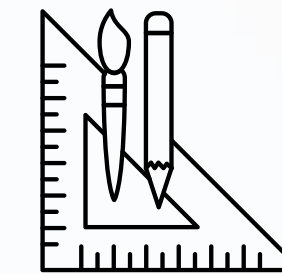
Painting department

we do all the wet painting of metal, wood and aluminium, powder coating of metal and aluminium parts.



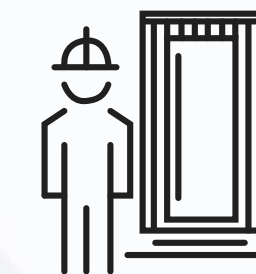
Warehouse

we have a large warehouse for all the materials and spare parts with minimum stock so we can ensure a quick delivery.



Design and research

our designers use modern 3D technology to create new products and a realistic CGI of the bespoke projects. All the new products are thoroughly studied and tested by our engineers before being launched on the market.



Assembly and quality control

all the products are assembled and rigorously checked before being packed.



Logistics

we have a large fleet of lorries to transport the raw materials to Moldova and the finished products to Belgium. We also use our lorries and vans to deliver the goods to the final customers in case the installation is carried out by our team.



Alpha Wellness Sensations – a family business of 4 generations

Family businesses continue to thrive in today's competitive economy. Alpha Wellness 'Sensations, like most successful family businesses, is not only well-founded but also well-managed. Here are some advantages of a family-owned and -run company:

- Commitment and unified leadership
- Stability
- Trust and authenticity
- Flexibility and versatility
- Vision and long-term goals
- Decreased costs and expenditures
- Next-generation ingenuity

And, of course, all these qualities are reflected in our products, making them authentic, trustworthy, lasting, and personalized.



Professional Team

A team of over 250 staff members handles your orders, 30% of which have been part of Alpha Industries for around 20-40 years. Qualified, enthusiastic, and trained production staff will build your wellness dreams. The interior design department, with 12 designers, will create a realistic design with 3D-techniques so you will have an idea about how your project will look like. Our global in-house sales department speaks more than 14 languages. Our installers are all over the world waiting to help you. We also provide maintenance and after service for 100% customer satisfaction.

Survey, design, production, delivery,
installation & maintenance –
All in one by our team!





Chief Executive
Officer



Chief Operating
Officer



Chief Product
Officer



Administrative
Assistant



Human
Resources



Accounting
Department



Procurement and
Logistics Department



Import/Export
Department



After Sales
Department



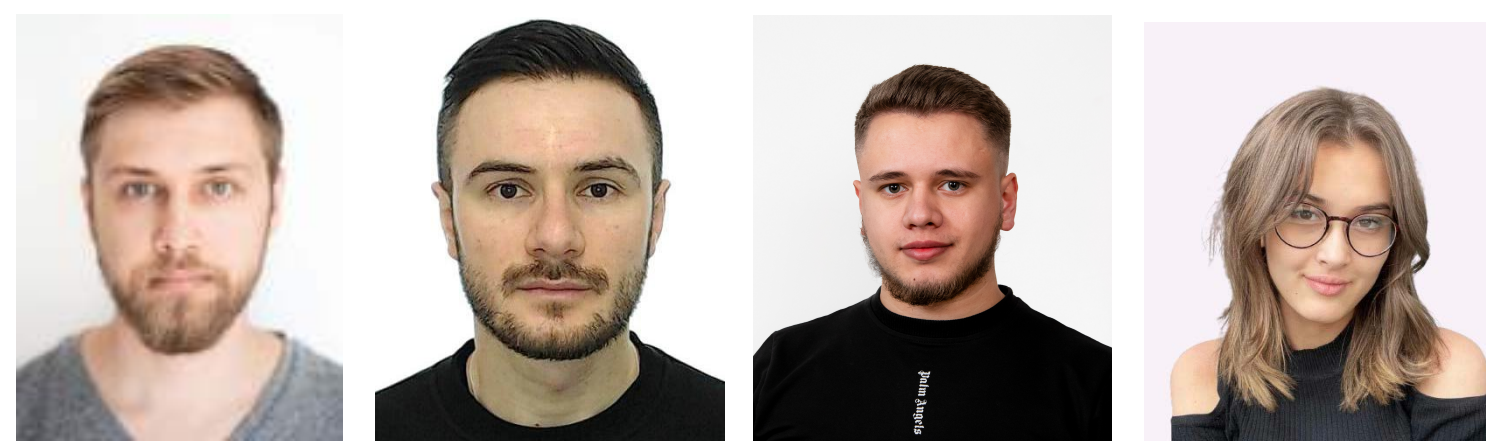
Sales
Department



Quality Control
Department



Design
Department



Marketing and
Promotions Department



Production
Department Heads

Production



Certificates, environment, and safety



Our infrared heaters are developed and tested in cooperation with TUV and the Seibersdorf laboratory, which is the most important international scientific quality testing laboratory in Austria. We opt for security and the best technique. Safety first!



following Belgian
and European
quality traditions

Because the world is contaminated by pollution and toxic materials, being sustainable is important to us. Going eco-friendly improves our quality of life. We, at Alpha, have great respect for nature and thoroughly select our materials from sustainable and responsibly managed sources. Therefore, we only use PEFC certified timber, our mosaic tiles are made from recycled glass, we do not use chemicals in production and all the remaining pieces of timber are used to heat the factory on cold days. Because we care!



Key design considerations for Health / Safety / Hygiene:



Proper drainage to
avoid excess water
that can cause slips
and/or breed bacteria



Ventilation that enables
the proper flow of
oxygen and
condensation



Emergency
call systems



Measures for easy
cleaning and
disinfecting of all areas



Building materials that
minimize the growth of
mould and bacteria

Delivery Installation

Our standard products are user-friendly and very easy to be installed, but we strongly recommend you accept delivery and installation by our skilled fitters and technicians, especially for bespoke products and complex projects.

Lead time for
standard products

4-6
WEEKS

Lead time for
bespoke products

8-10
WEEKS



Warranty



For private use

2 years from the date of purchase

For professional use

2 year from the date of purchase



We have an online system for registering the complaints. Our technical support team will provide you with a solution within a short time.

We use the best quality materials for our products which guarantee the long use of them. Also, our engineer's design ensures easy and cheap maintenance to offer you the best wellness experience.

Marketing

Marketing is more than just a strategy for us –it's the very essence of our identity, a dynamic force that shapes who we are as a company. We wholeheartedly view it as a way to genuinely convey our story, values, and dedication. Through marketing, we strive to present our core brand concepts, allowing you to gain a clear understanding of our goals and witness them with transparency.



Marketing

Alpha at EXPO

Exhibition presence is very important to us. We attend the following exhibitions every year:

- Interbad, Stuttgart **DE**
- Piscine Global, Lyon **FR**
- Piscine, Barcelona **ES**
- Batibouw, Brussels **BE**
- Equip hotel, Paris **FR**
- Aquanale, Koln **DE**



Multi-language websites and catalogues

Alpha Catalogues:



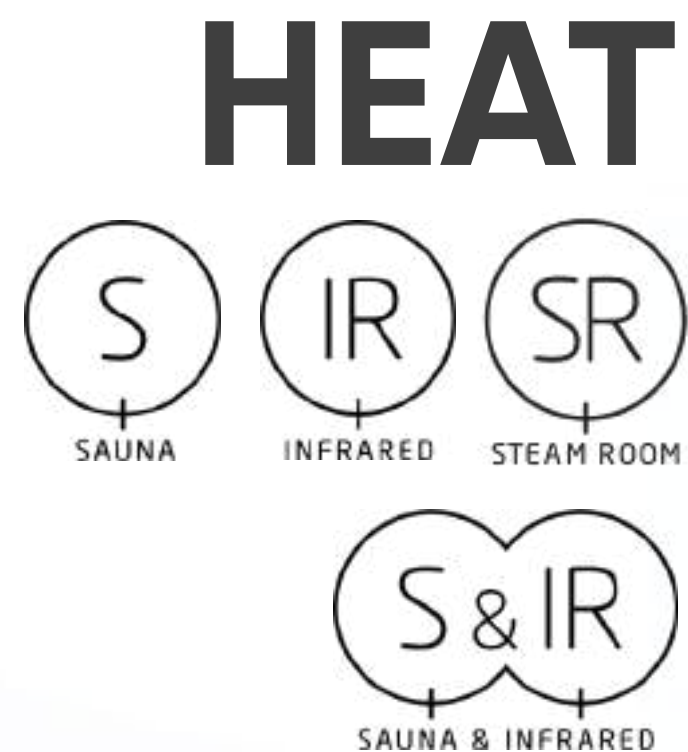
Alpha Wellness Sensations
Site:



Alpha Gallery



Why is wellness so important?



Health Benefits:

- Getting hot and sweating out impurities is important to our health, and experiencing extreme changes in body temperature also increases the blood circulation and gives bodily functions a positive jolt.
- Heat stimulates sweat glands resulting in perspiration that is a detox for the body.
- The high humidity and temperature also results in positive moisturizing and cleansing effects on the skin.



Mental Benefits:

- In addition to the medical benefits, there is the simple notion of "thermal pleasure" – the feeling a person experiences when moving from a place where the temperatures have eventually made them uncomfortable to one where the contrasting temperature brings immediate relief and an almost euphoric feeling of pleasure. Hydrothermal spa areas provide this pleasure while delivering a social and ritualistic experience.

Why is wellness so important?



Health Benefits:

- Accelerates the supply of blood to the skin and internal organs, facilitates toxin flush out and closes the skin pores to prevent dehydration.
- The vascular dilation provided by the heat and rapid contraction from the cold enables the slowed-down, cooled blood to act as a "pipe cleaner" for the restricting fine-membrane arteries.
- Cold rooms have an additional benefit: because the atmosphere is also near-freezing temperatures, cold air can be breathed deeply into the lungs. This delivers the benefit of vascular dilation in the lungs, an area that is very difficult to reach through the epidermal or surface shock that cold pools or showers provide.



Mental Benefits:

- Cold exposure may improve mood. Responses to cold exposure is a robust release of norepinephrine into the bloodstream, it's not only a hormone but also a neurotransmitter and is involved in vigilance, focus, attention and mood.

Why is wellness so important?



Health Benefits:

- May protect against the flu because salt has antifungal and antiviral properties. It can reduce inflammation and mucus in the lungs, improving respiratory conditions such as asthma, allergies, bronchitis, sinus congestion, etc.
- May relieve skin problems. Pure mineral salt has natural moisturizing properties; supports water balance and skin barrier function by attracting moisture to the skin.
- It increases the level of serotonin, which is believed to have a positive impact on digestion, memory, sleep, appetite, and mood.

Mental Benefits:

- Reduces stress and headaches, increases energy. Negative ions improve mood and promote relaxation. Many people visit salt rooms just to de-stress.



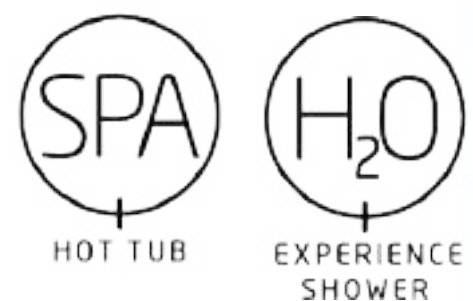
Why is wellness so important?



Health Benefits:

- Enhanced blood circulation, improves your immunity and blood levels.
- Ensures the quick closure of skin pores, keeping the skin free of germs, and hydrates your eyes, hair, and skin.
- Regulates your core body temperature, relieves headaches and migraines, and helps you sleep better.
- A cold plunge bath helps with muscle recovery, soaking in cold water for short periods after exercise results in less muscle soreness later on.

WATER



Mental Benefits:

- Hot/cold water therapy elevates heart rate, adrenaline, and the release of endorphins. This has proven to actually ease pain and lighten the mood.
- Leads to a balanced autonomic nervous system, reducing symptoms of depression and anxiety.
- Feeling clean on the outside can increase levels of mood-boosting hormones, like norepinephrine and serotonin, on the inside.

Vision statement

Our vision is to remain the global market leader as a supplier of wellness solutions, to continue to devise and design new solutions for the benefit of our corporate vision: promoting a healthy wellness lifestyle with tailor-made solutions for individuals and professionals. And of course, due to the changing global health situation, everyone will have to adapt, and our experienced and professional team will help you find the best solutions for your private wellness area or for your business. Wellness was already a growing market, but especially now, wellness products are very relevant and offer considerable health benefits and also good business opportunities.





The NEW AWS Factory Lifestyle Showroom in Hasselt

1300m2 of wellness solutions for you and your business. Approach our products and check the quality yourself. Saunas, infrared saunas, steam rooms, salt caves, hot tubs, showers, cold rooms, and other related thermal experiences are waiting for you.



The goal is to make our customers feel comfortable and have enough confidence in the brand to choose it every time, helping us build brand loyalty.



Innovation, Training & Health Center
Concept Store Hasselt

Clientele

Our business is driven by the needs of our clients. Hence we are constantly compelled to understand the needs of our customers in a better manner to offer innovative services and products to them. Private clients are served by our dealers' showrooms and representatives worldwide. We're proud that these incredible private clients trusted us: famous sportspeople as Belgian top tennis players, F1 drivers, athletes such as Didier Brenard and Olympic gold medalist in Judoka – Tong Wen; famous doctors, presidents, ministers as Joseph Dion; singers, and musicians such as Michael Andrew; business people and CEO/owners of multinational technology companies such as Alibaba, Mercedes Benz, and Cartier. This has given us a broad base of experience in delivering a wide range of solutions from the simple to the complex.



Partners

The hospitality sector is served by our professional partners for whose highest priority is the health, safety & security of their guests, employees and business partners worldwide:



10 Best Completed Professional Projects:

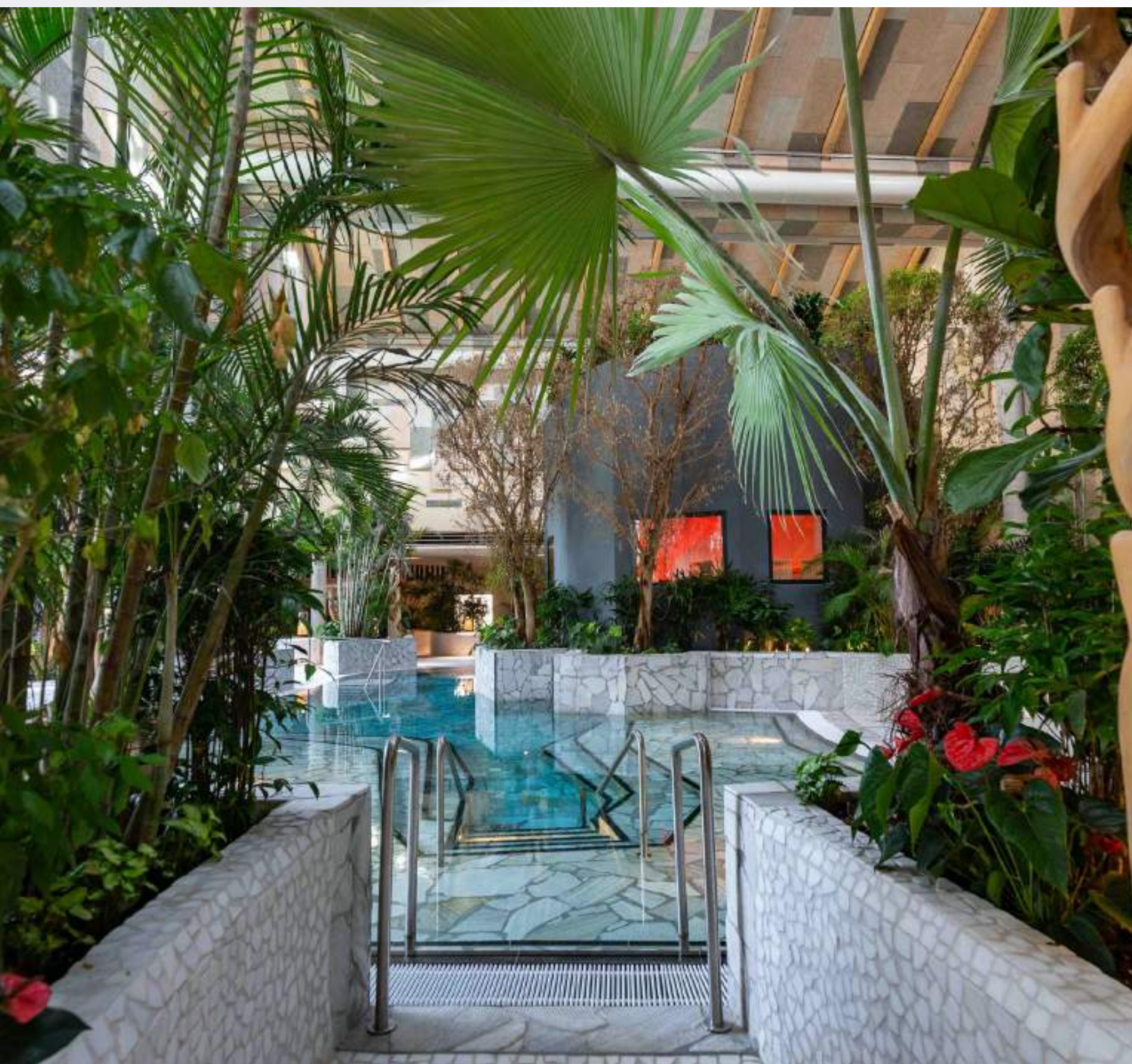
Vodní svět, Velké Karlovice (CZ)



Pierre et Vacances,
Méribel (FR)



Allgäu Parc,
Leutkirch (DE)



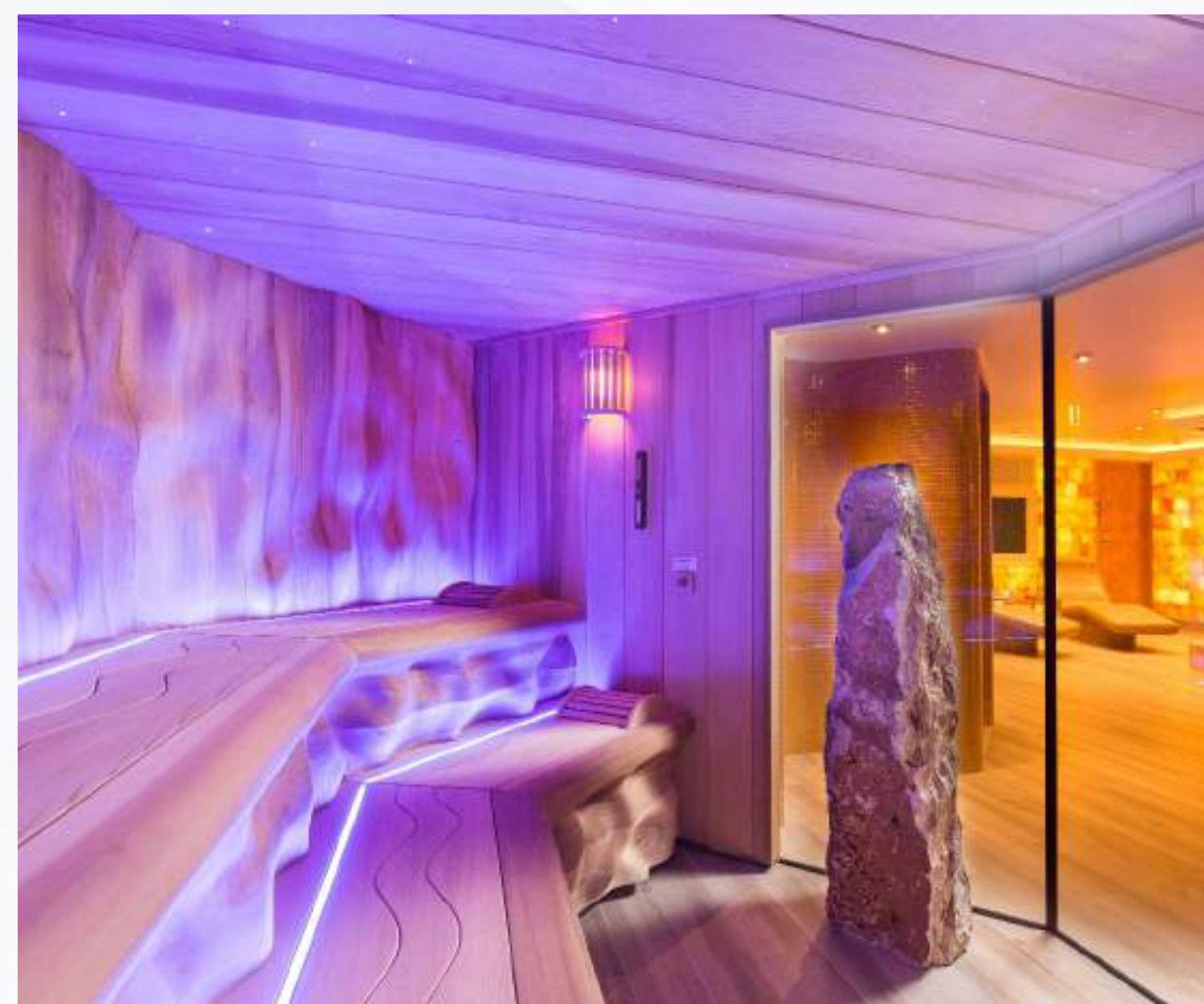
Amrai Suites,
Schruns (AT)



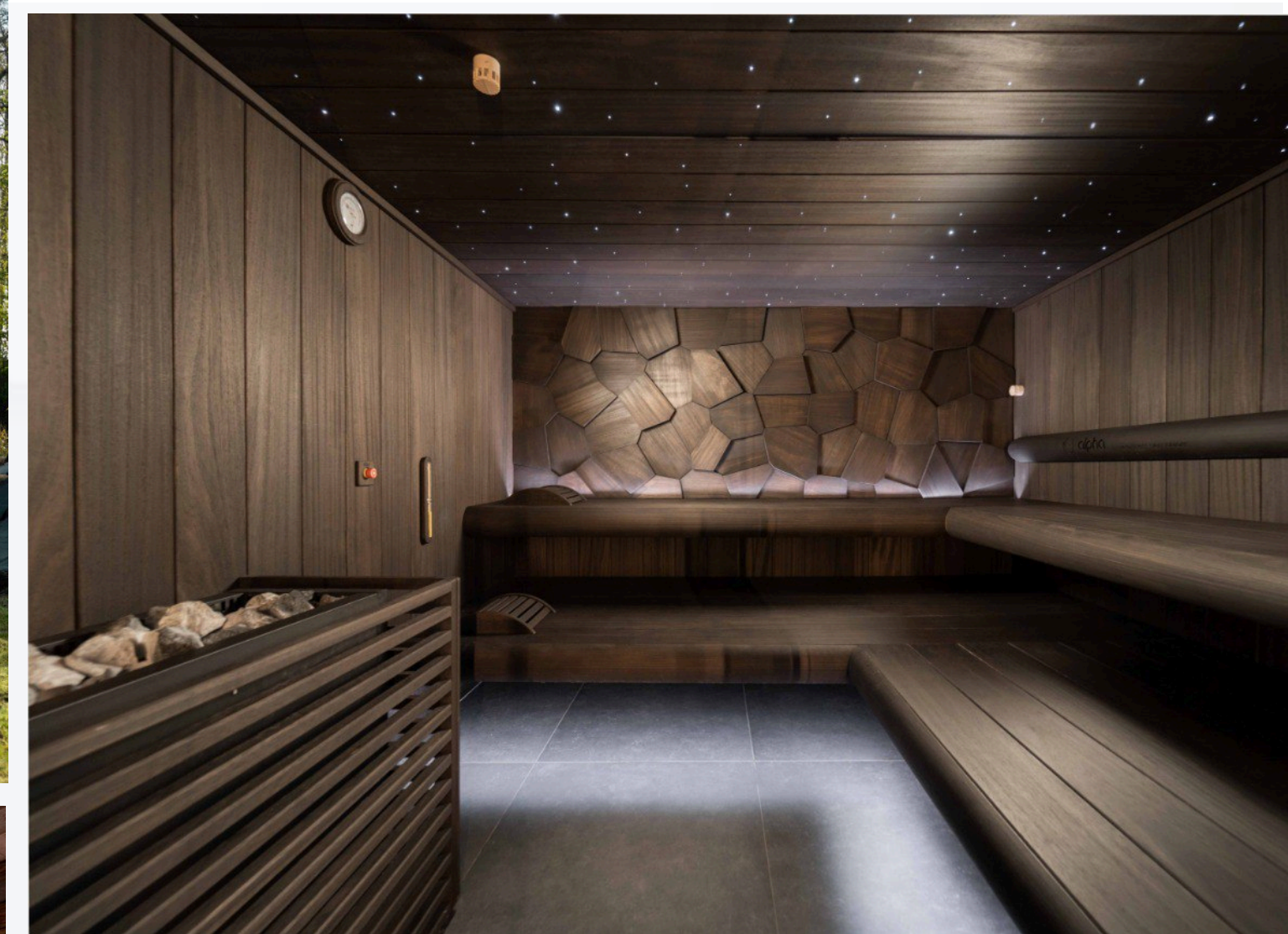
NOA Outdoor Living, Kruisem (BE)



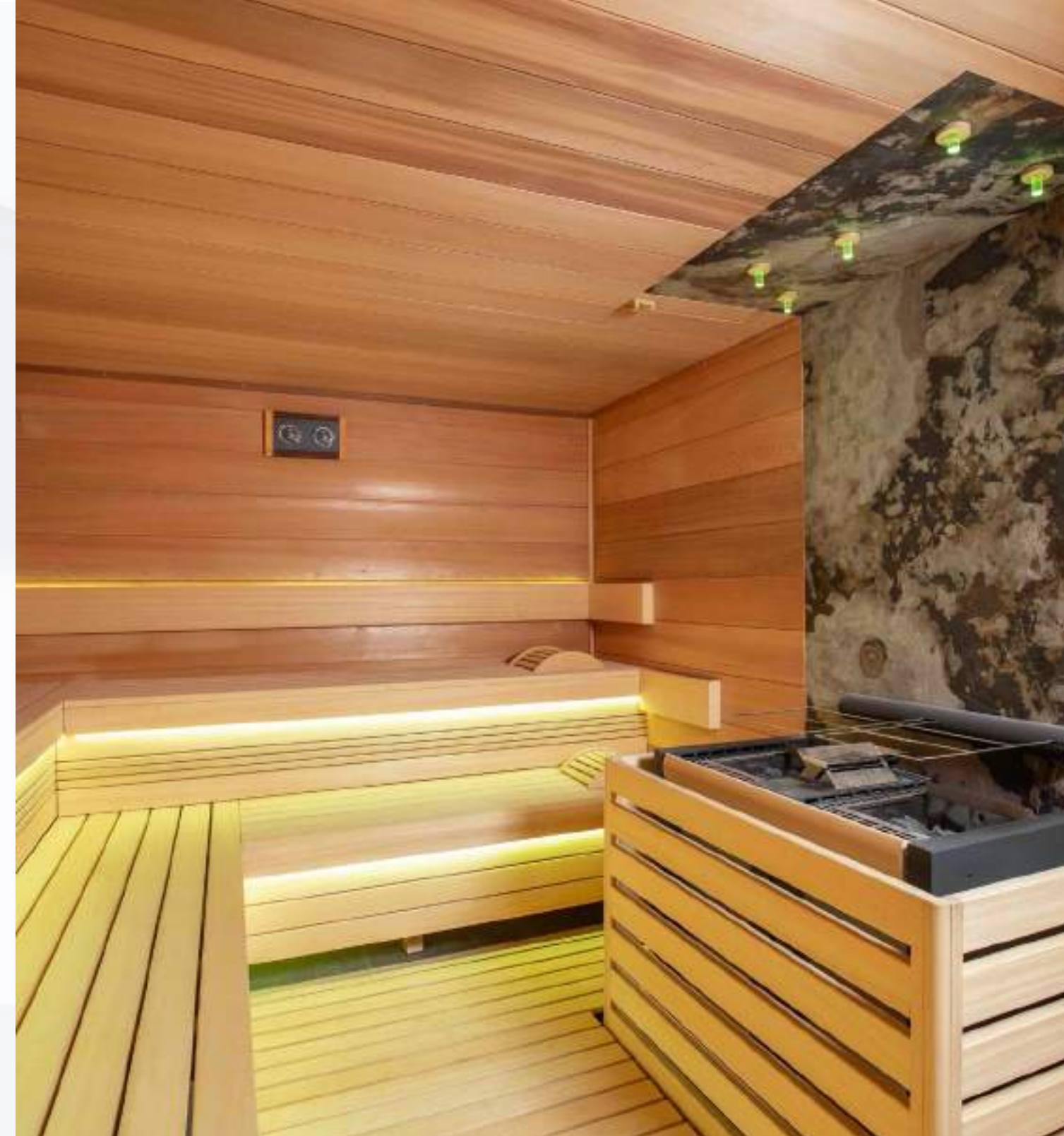
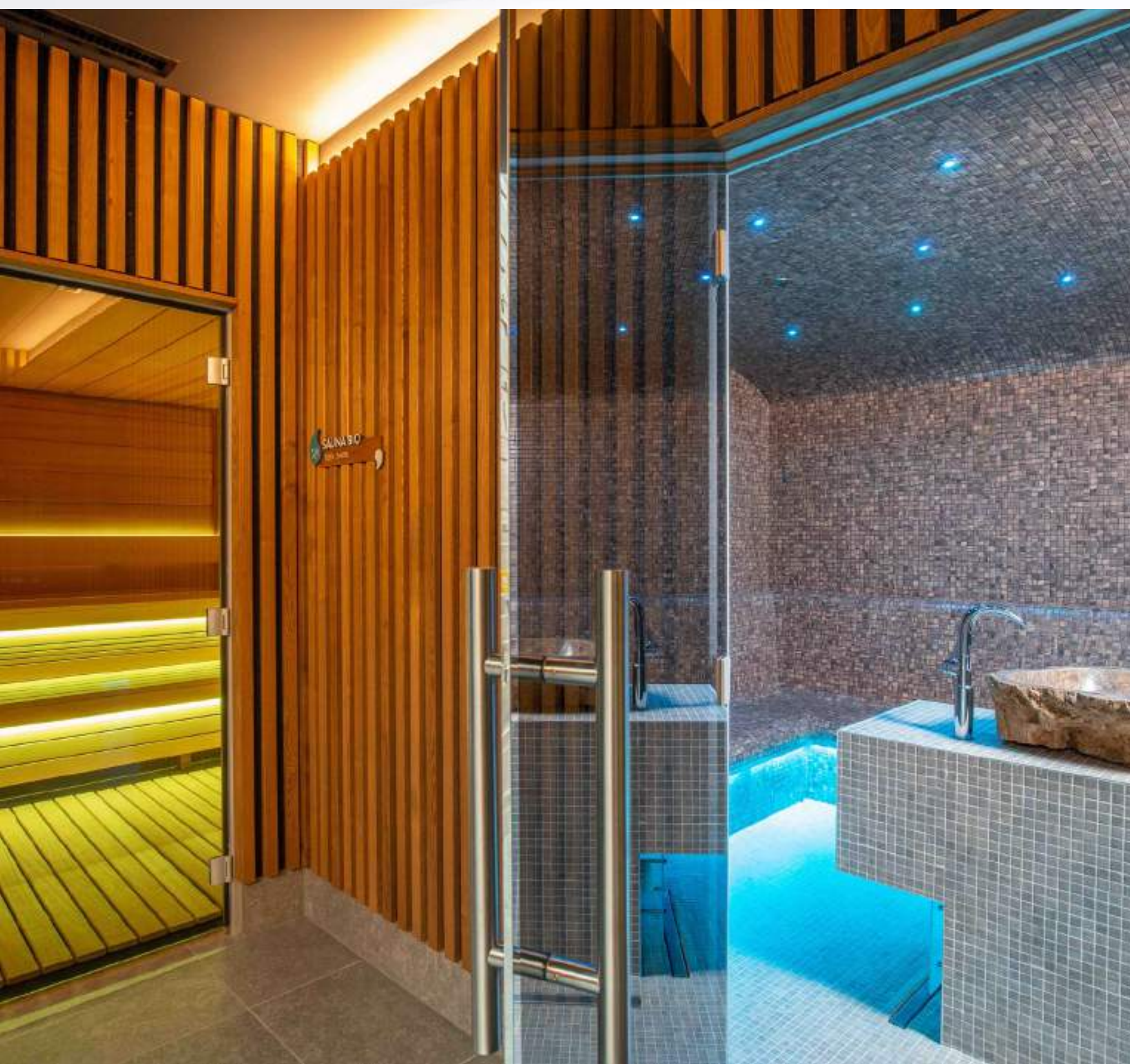
Nobil Spa 5*,
Chisinau (MD)



Domaine des Thermes, Awans (BE)



Aquavirat, Crémines (CH)



W-Hotel,
Xian (CN)



Hotel Orsett Hall,
Orsett (UK)

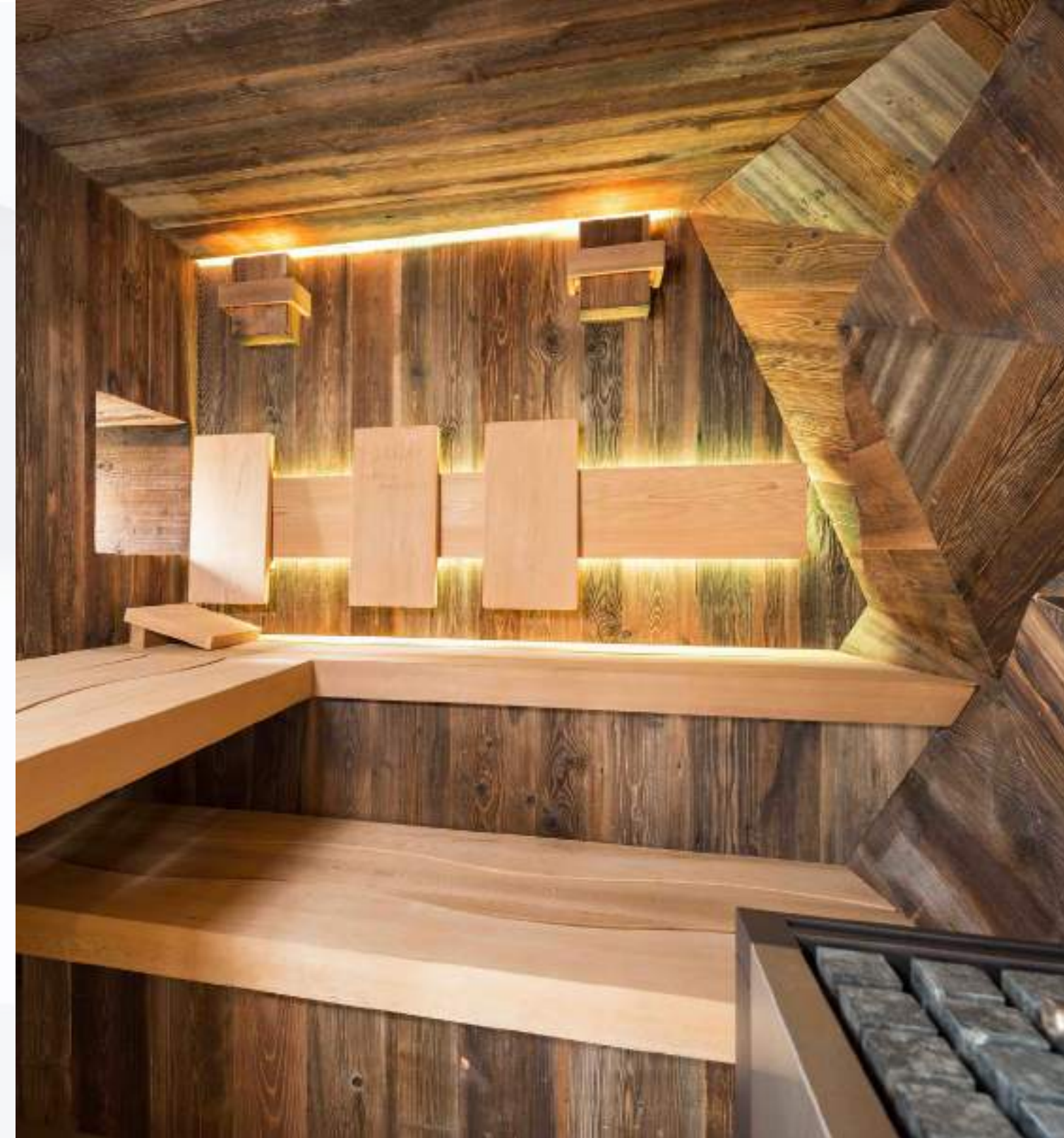


10 Best Completed Private Projects:

Private Wellness, Belsele (BE)



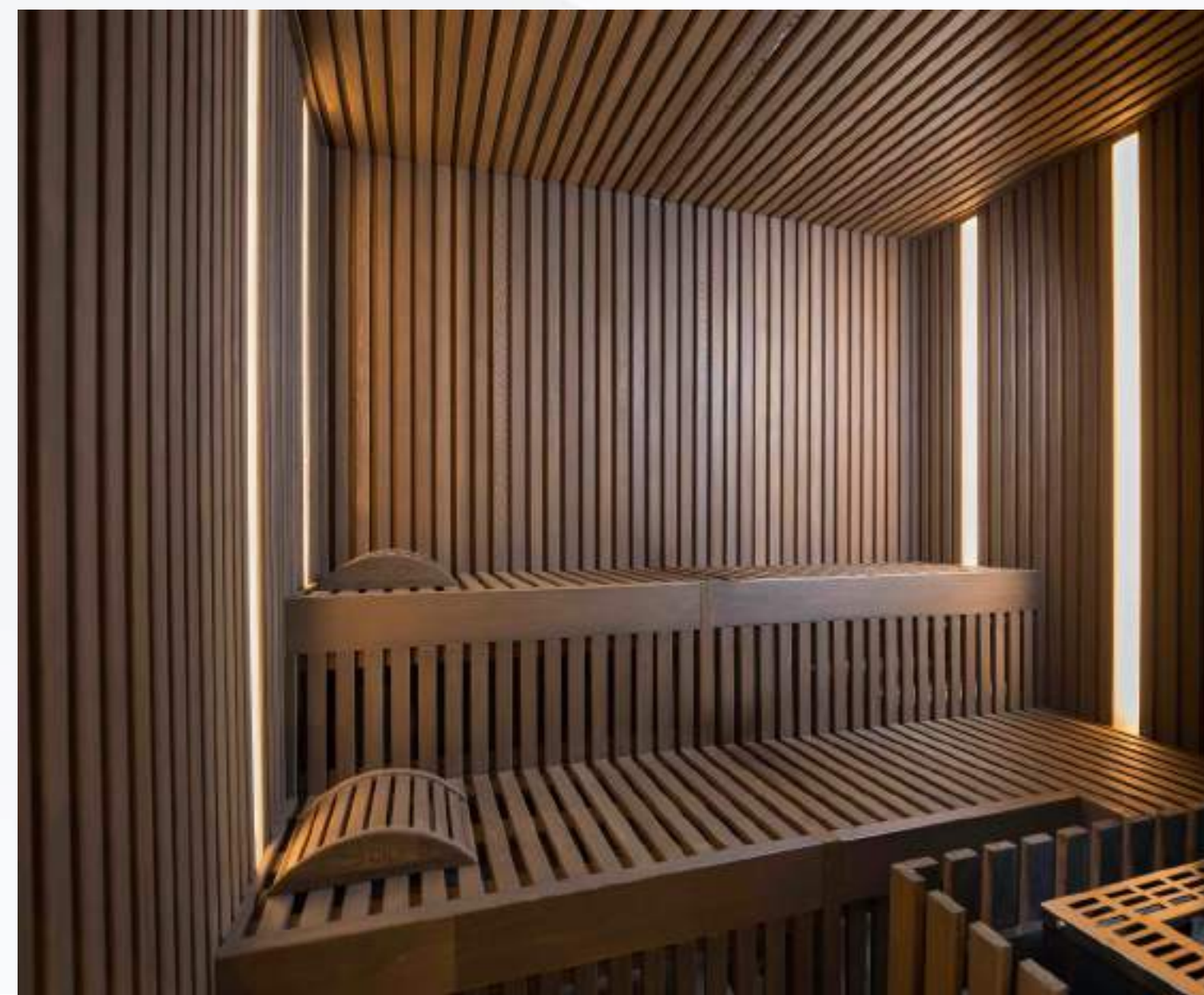
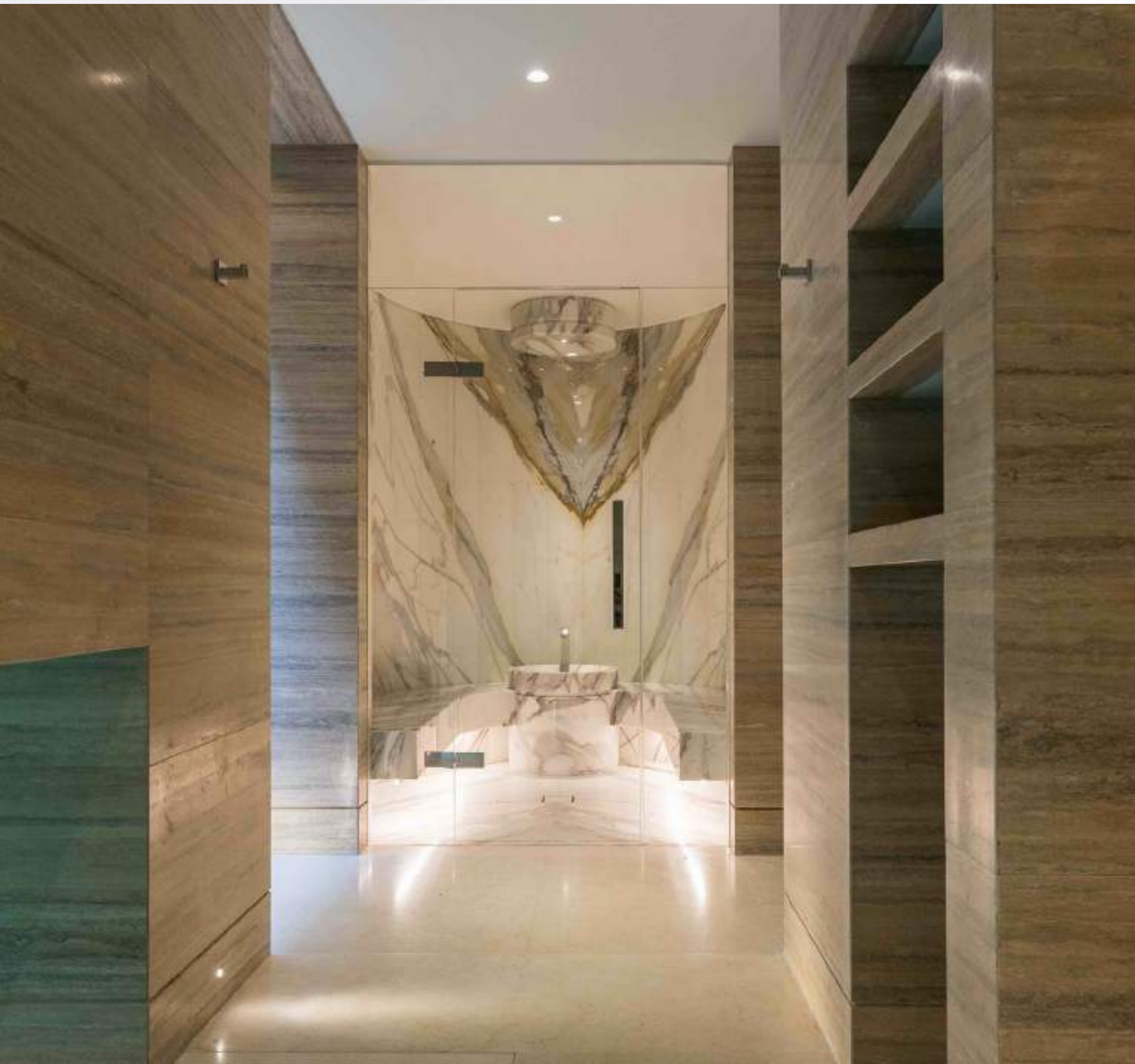
Prive Wellness, Ehner (LU)



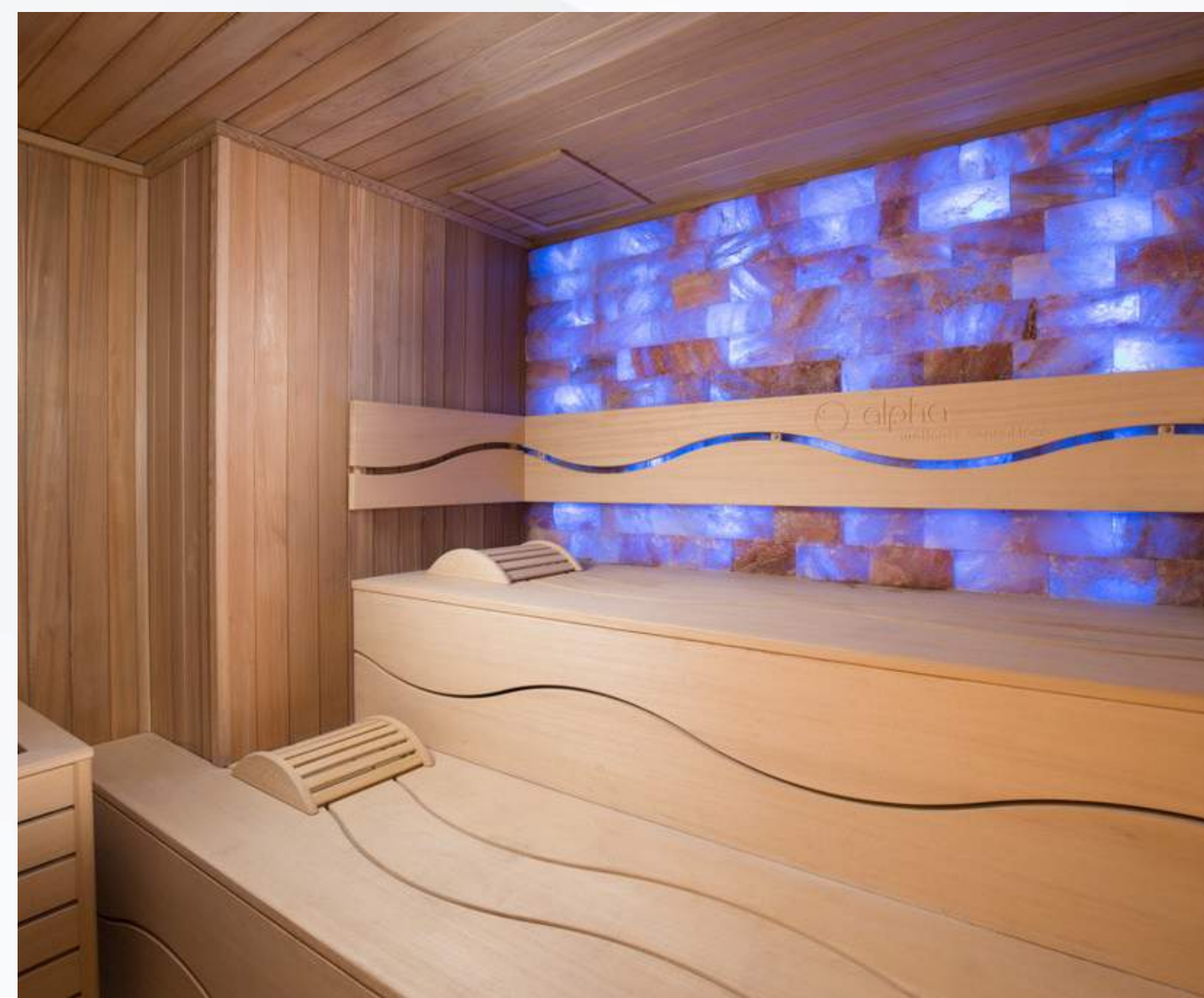
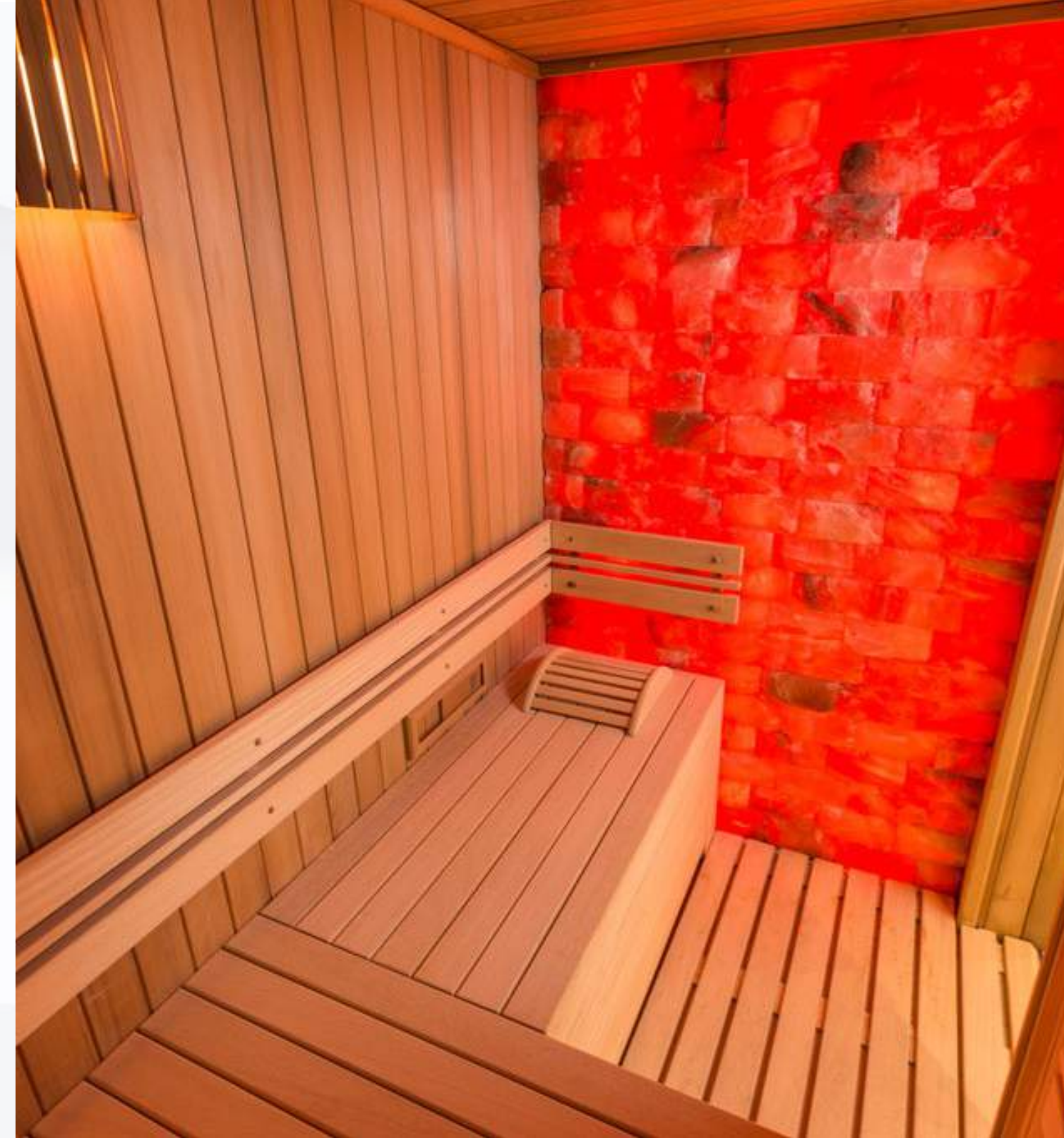
Private Sauna Saarbrücken (DE)



Hyde Parc,
London (UK)



Fuxing Royal, Shanghai (CN)



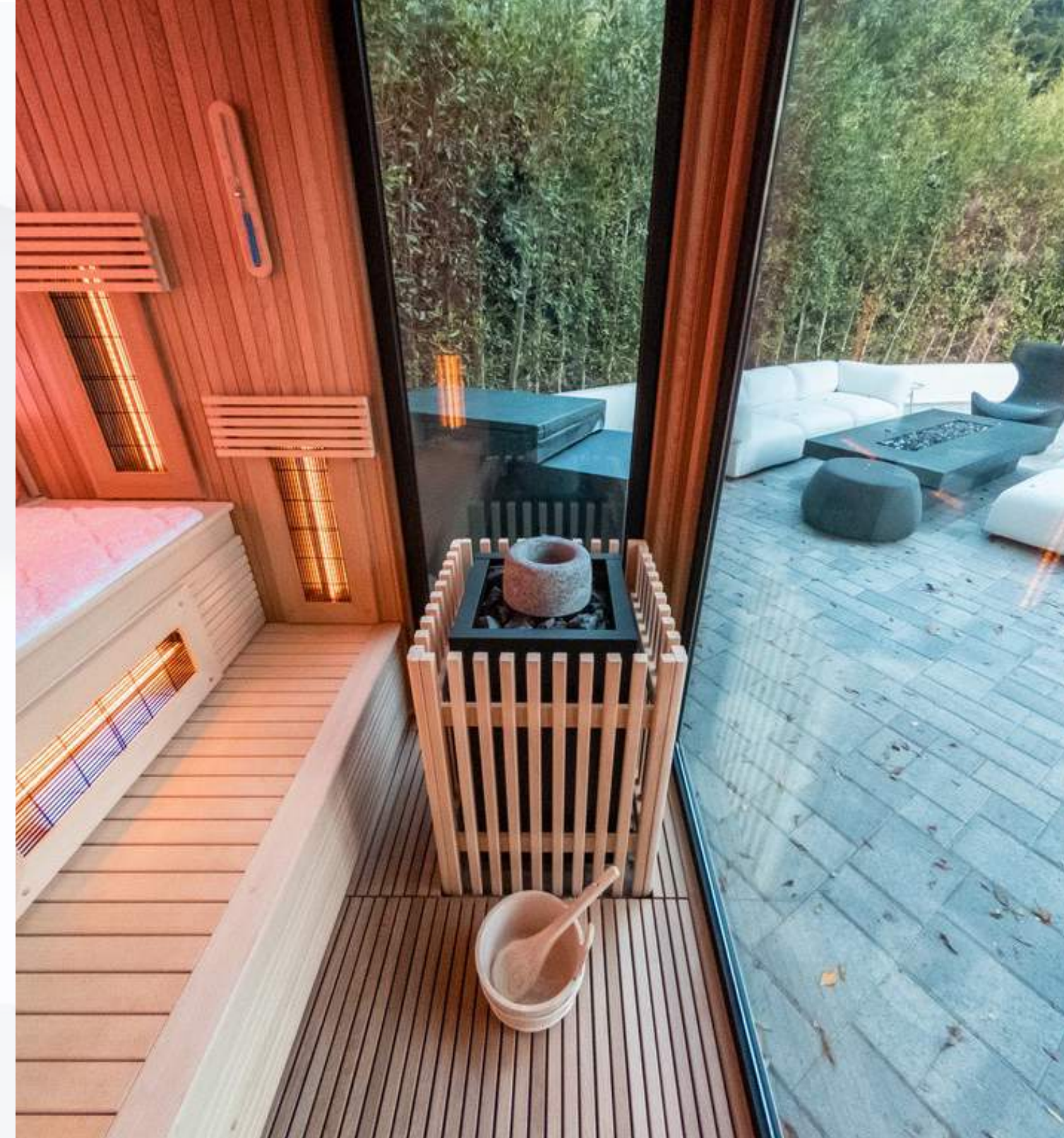
桑拿房男
SAUNA



Panoramic
Mirage Sauna,
Keerbergen (BE)



Outdoor Luxury, Beverly Hills (USA)



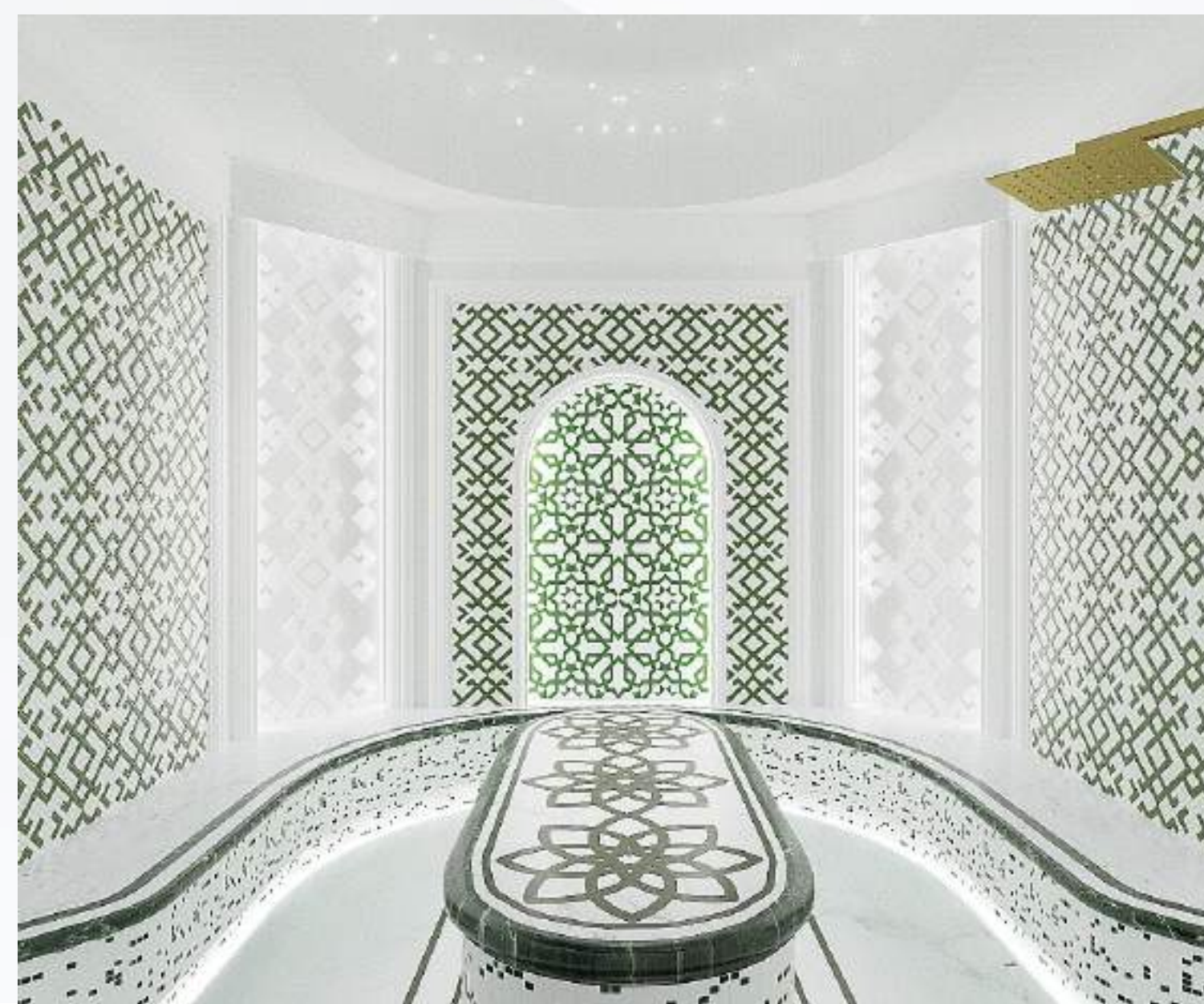
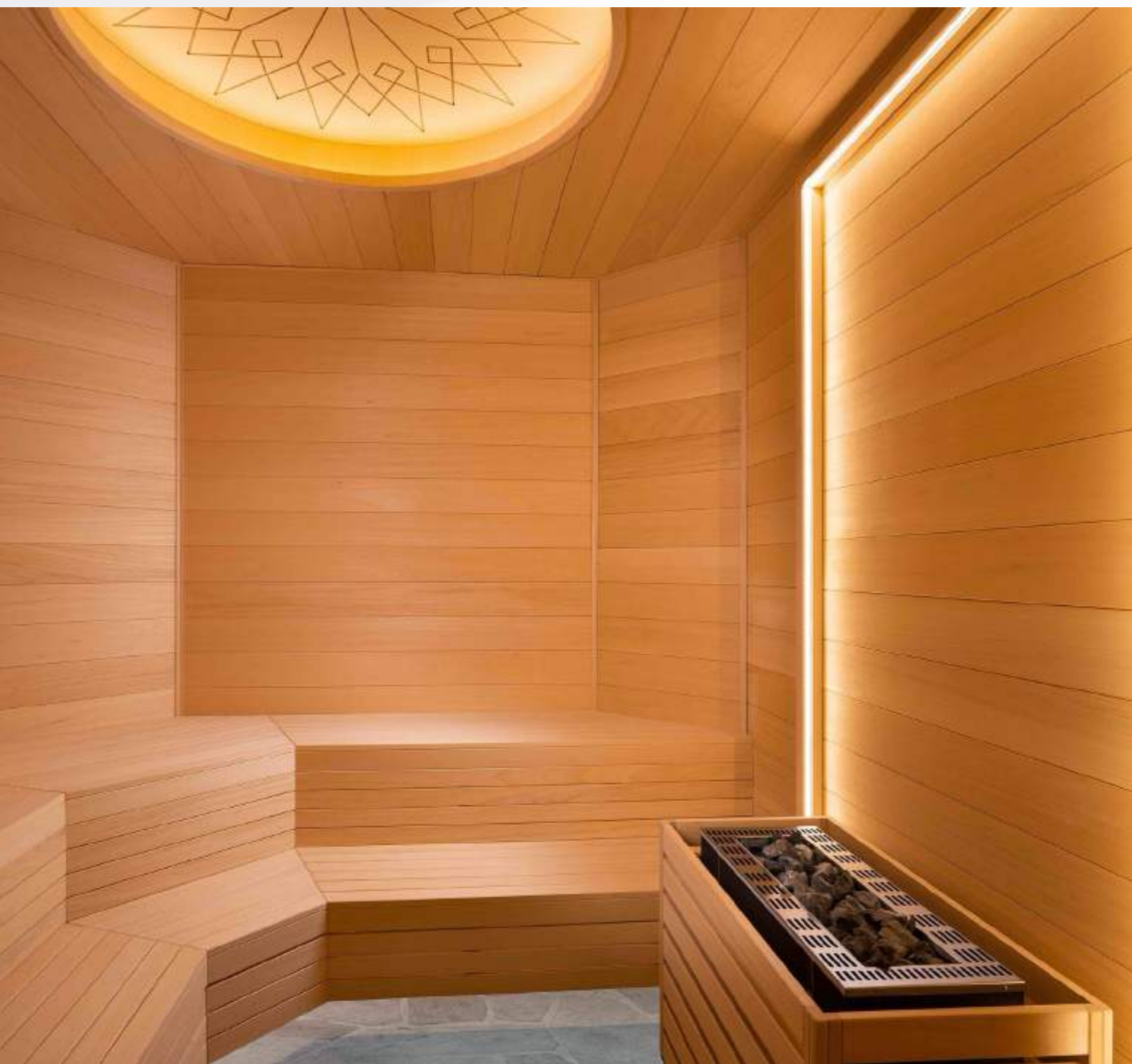
Chaleur Sauna, Laren (NL)



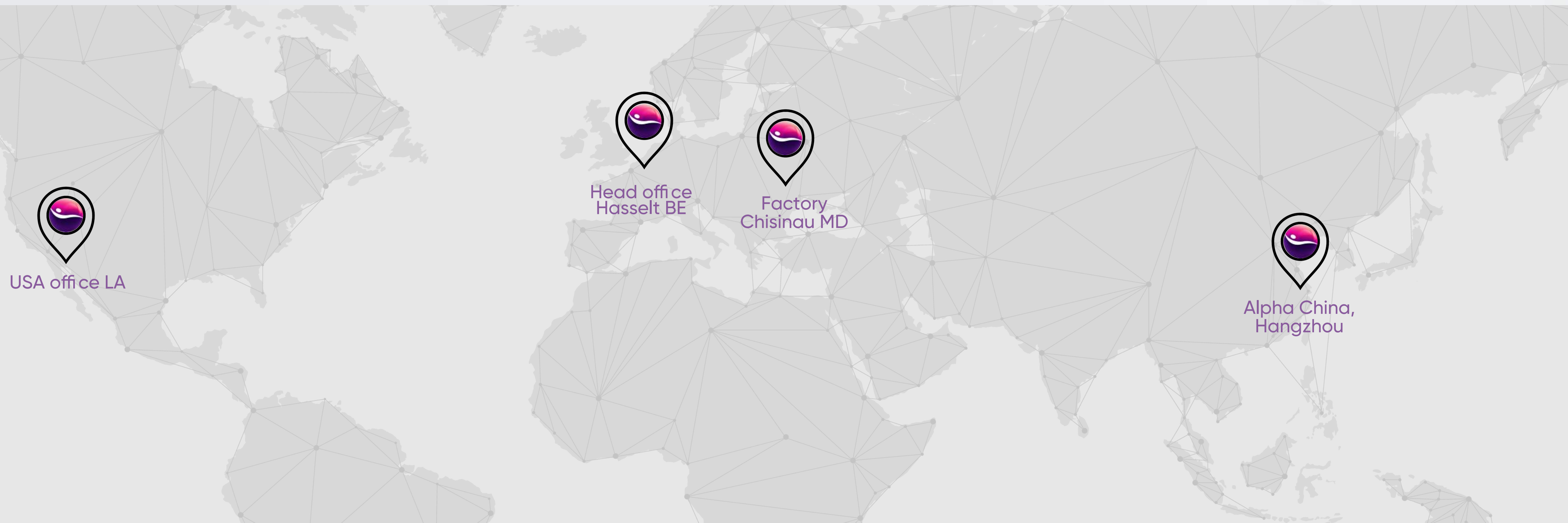
Private Wellness, Bellevaux (BE)



Private Wellness,
Ashgabat (TKM)



Worldwide structure and sales



Our commercial and logistic headquarter is in Hasselt, Belgium. The production is located in Moldova. And there are 2 subsidiaries in Hangzhou (CN) and San Diego (USA). Also, you can find our dealers in: France, Belgium, Netherlands, Switzerland, Germany, Luxembourg, Austria, Qatar, USA, Moldova, Japan, Italy, and China.

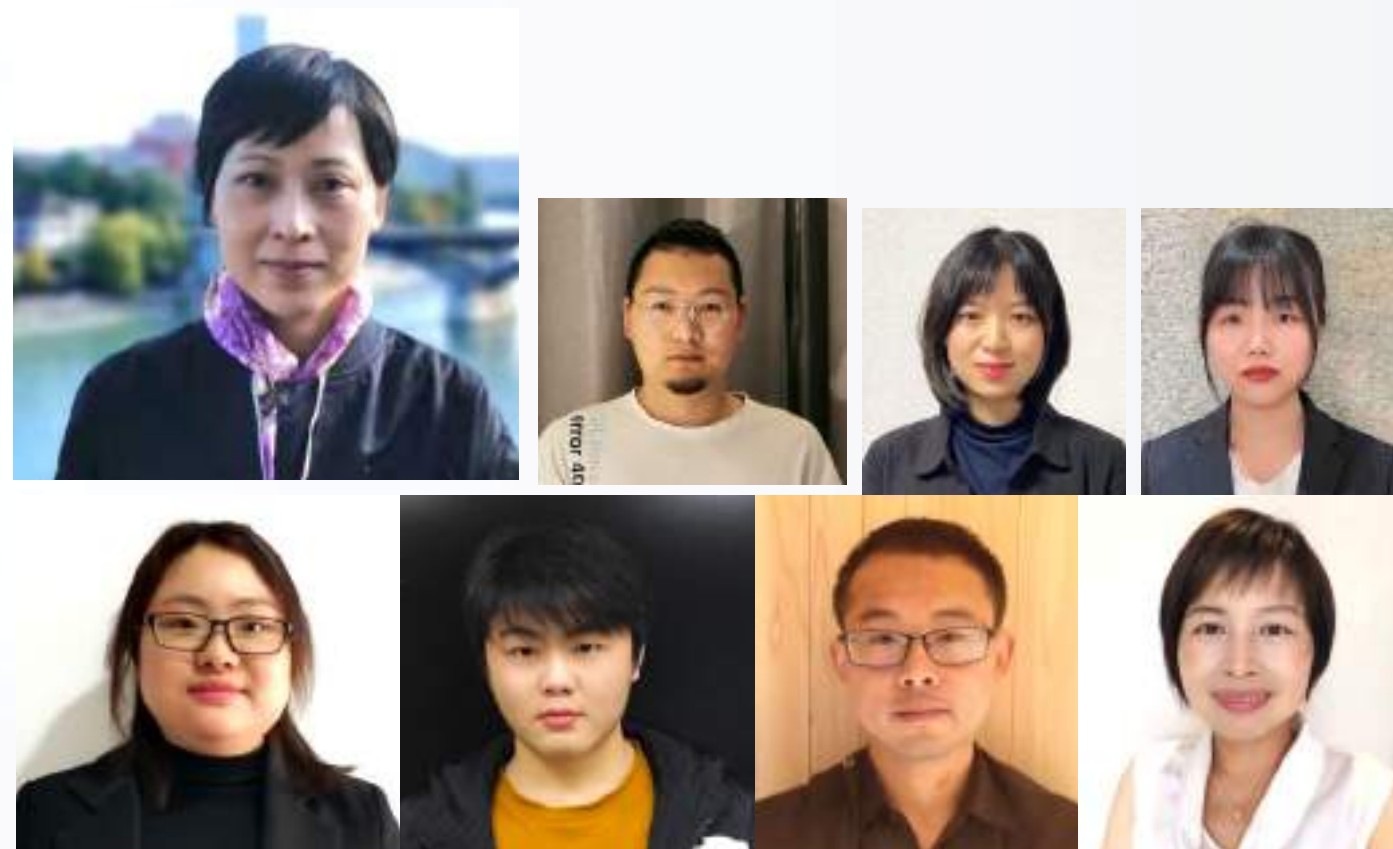
Worldwide structure and sales



Alpha Belgium



Alpha Moldova



Alpha China



Alpha USA



alpha[®]
wellness sensations

If you can dream it,
we can build it!