

A woman with long brown hair and blue eyes is sitting on a wooden bench in a sauna. She is wrapped in a white towel, with the towel draped over her shoulders and around her waist. She is looking directly at the camera with a slight smile. The background is a wall of horizontal wooden planks.

Why should you
be thinking about
going into the
Sauna market?

TYLÖ
for the senses

One of the best ways for a business to grow is for it to successfully react to change; to see new opportunities in the market and take advantage of them.

The fastest changing, and fastest growing sector of our industry right now is the sauna market.

Changes in design, changes in technology and changes in where and how people use a sauna or steam shower are giving this sector continued, year on year growth.

And that isn't just 'sales talk', that is taken from facts, figures and feedback from the whole industry in the Wet Leisure Industry Survey Report.

Over the course of the survey, from it's beginning in 2011, the sauna sector has shown strong and consistent growth and is now firmly established as one of the three pillars of the wet leisure industry.

Businesses who offer sauna and steam tend to out-perform industry averages and attract top end clients with a growing demand for bespoke sauna and steam rooms from architects and designers.

In fact, "The growth of the sauna sector continues; this year with over 50% of respondents involved in selling and installing saunas as opposed to just over 40% in last years survey."

Not only is there overall growth in sauna, but the businesses that are out-performing the industry averages, businesses that reported an extremely good year in 2016 shared a common view of sauna, "the importance of sauna had grown for them by almost 50% from last year."

There are a few other things about the sauna market that make it an attractive one.

- Saunas are easy to install. You certainly have all the skills that you would need already.
- The sauna market tends to be less seasonal than either pools or spas and, as they are almost always installed indoors, the work isn't weather dependent.
- At the recommended SRP a sauna sale will generate 40% gross profit.

So it surely makes sense for you to take a closer look at the sauna market and this book is designed to help you do just that.

The health benefits of a home sauna are driving sales up and down the country. This ebook explains how the Tylö sauna and steam range could benefit the health of your business.

Kind regards,



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Why should you be thinking about
going into the sauna market?

Saunas are an established part of the wet leisure industry. Along with hot tubs, spas and swimming pools, they share a core promise of health, relaxation and enjoyment.

From your customer's point of view and from a marketing point of view, they fit naturally with each other.

As we have already said, the technical skills that you and your staff would need to install a Tylö sauna, steam room or steam shower are ones that you will already have. Offering Tylö sauna and steam installations to new and existing customers simply allows you to generate extra turnover and profit from those skills, to keep those staff and your business busy.

A sauna or steam installation sits naturally in a pool room or alongside a hot tub in a home spa. The changes in design that Tylö has brought to the sauna market also make it an extremely attractive addition to a luxury bathroom.

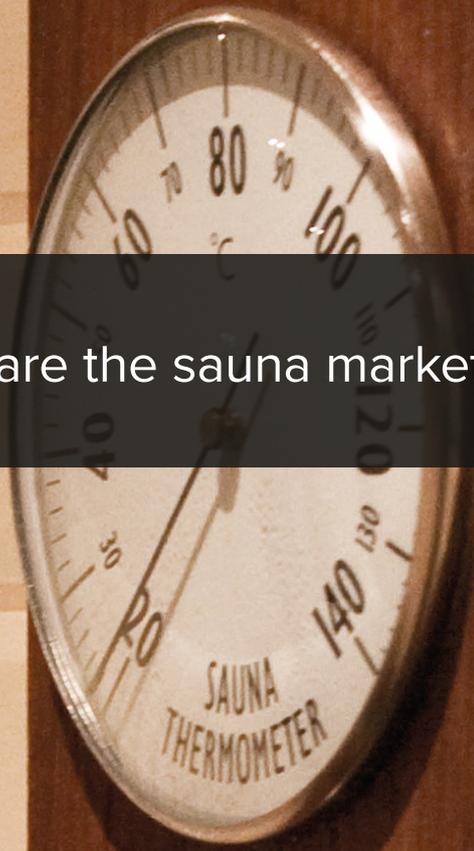
That second point allows you to introduce your business to a broader range of customers. There is rapidly growing interest and demand for sauna but people are unsure as to where to go to buy them or who to ask to install them. It is, potentially, a gap in the market that your business can fill.

A typical Tylö sauna customer owns their own home and is looking to spend between £5K and £40K. In the past, they would have been looking to install a sauna in a garage or basement, perhaps in a cabin outside but changes in the design and use of sauna now mean that people want to show them off in en-suite bathrooms or home health-spas.

It's a growing market and one your business is well placed to move in to.



What are the sauna market trends?



The sauna market is grown by two factors; awareness of the product and people's desire for relaxation and wellbeing.

The sauna in one form or another has been around for hundreds, possibly thousands of years. In Finland, the home of the sauna, there are 5 million people and over 2 million saunas, which is an average of one per household.

Of course, the Finns have had a lot longer time than us to experience the benefits.

Saunas have only been commercially available in the UK for about 40 years and we at Golden Coast have been selling Tylö saunas and steam rooms for the last 30 years. Over the last decade the domestic sauna market has grown on average at a rate of 10% per annum.

Across the market, the trend is towards higher value, more upmarket saunas and there is a distinct growth in bespoke sauna installations.

The Harmony range from Tylö provides a simple and attractive solution that takes advantage of this top-end interest.

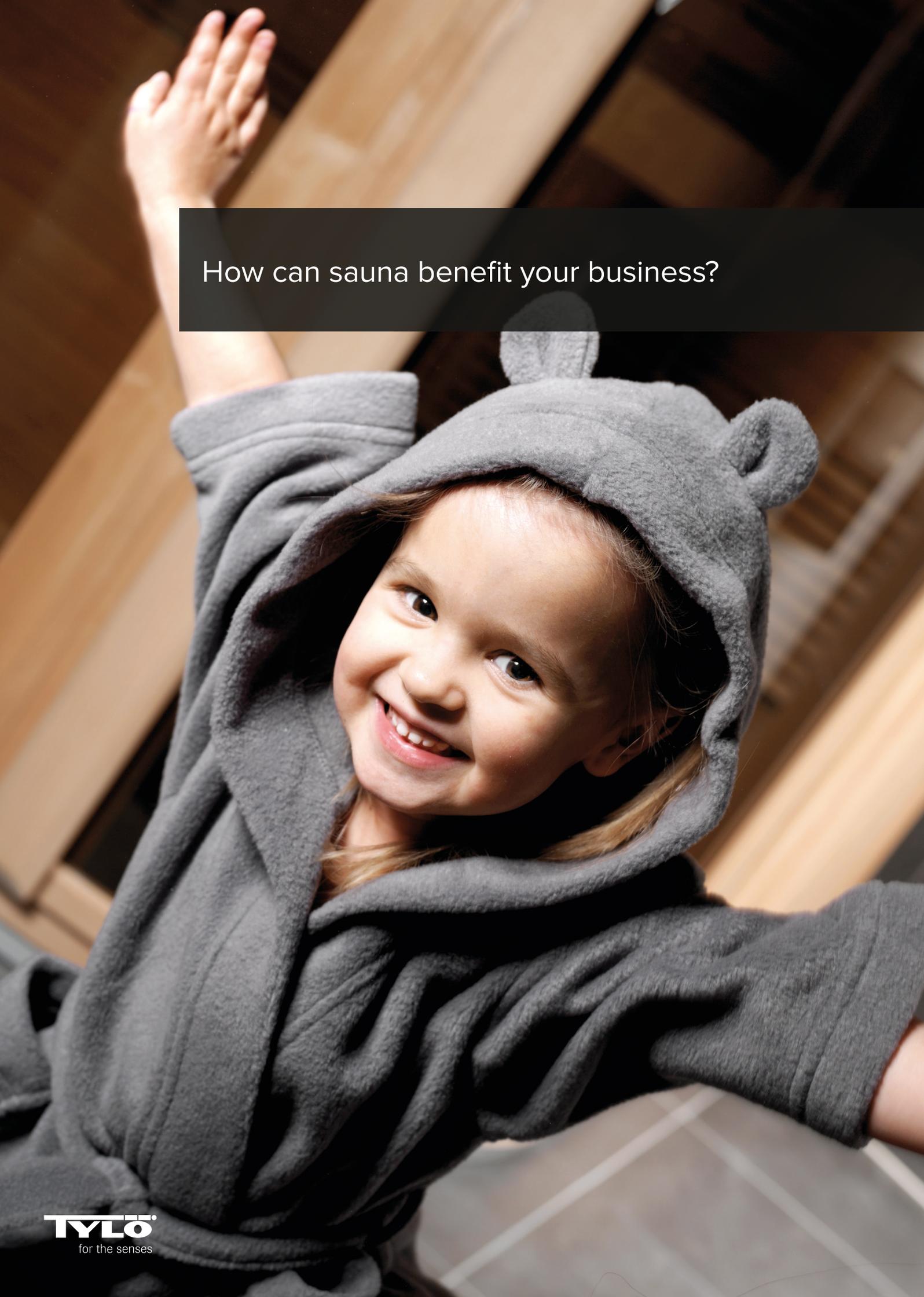
Harmony can be specified in a wide range of sizes, configurations, interior and exterior finishes and features to provide a high-end bespoke sauna that, as its prefabricated, is easy to assemble

The potential market for sauna has been further expanded by another innovation from Tylö, the Soft Sauna.

A Soft Sauna blurs the boundaries between a traditional sauna and a steam shower. The Soft Sauna is cooler and more humid than a Finnish sauna and therefore gives a gentler sauna-bathing experience.

The Soft Sauna is particularly attractive to women, with en-suite installations being popular, and the cabin design featuring curved glass panels and the attractive use of different woods echoes that appeal.



A young child with light brown hair is smiling broadly, wearing a grey, plush hooded robe with bear ears on top. The child is sitting on a wooden slatted bench in a sauna. The background shows the wooden interior of the sauna. A dark grey rectangular box is overlaid on the image, containing the text "How can sauna benefit your business?".

How can sauna benefit your business?

Saunas are profitable. Based on being an authorised Tylö dealer operating a business with a showroom and using our recommended SRP you will see a return of 40% gross profit.

The modern sauna is also following in the footsteps of the spa by its ability to be fitted with special lighting packs as well as entertainment packages such as sound systems, which can help add to the profit on each sale.

Although some people choose to have their sauna installed outside in a purpose built sauna cabin, the vast majority of customers will have their sauna built inside their house, so saunas are not weather dependent.

A run of bad weather won't make them any less popular from the customer's point of view and neither will that weather cause you any problems in scheduling or completing an installation. You won't be faced with a flooded site or have a build that is delayed while in progress due to the weather conditions. You won't have a workforce standing around watching it rain.

Actual start-up costs for becoming a Tylö sauna dealer are relatively low.

Other than the saunas that you choose to put on display in your showroom, some basic spares and perhaps a range of accessories, there is no need to carry stock that ties up valuable cash and storage space.

We have regular deliveries from Sweden and hold a substantial stock of sauna cabins, heaters, controls and accessories at our 30,000ft² premises, for delivery anywhere in the UK.

The majority of our sauna cabins and rooms are delivered to your customers on our own transport using our own drivers who are familiar with handling the products; drivers who are professional and courteous and regularly receive glowing feedback.



Tales from the sauna.

(Interviews with two pool business owners who have expanded into the sauna market)

One of the best ways to decide whether it would be right for you to expand your business into the sauna market would be to talk to some people who had done just that and see what their experiences were.

We spoke to two people who were happy to share their experiences of selling and installing saunas and here is what they had to say.



Kenton Mann – Leisurequip

Kenton Mann, along with his mother, Lynda Mann, are Directors of Leisurequip, a sauna, steam and spa business based in Hampshire but doing business throughout the country.

The business was established in 1982, originally as a pool construction company working mostly in the municipal sector.

Kenton took over the business in 1985 after the death of his father who had founded Leisurequip 3 years earlier.

Kenton himself had been working as a construction contracts manager in the property services industry working mainly on defence contracts; so quite a way from the luxury and aesthetic demands of their present, high-end installation business.

Leisurequip were one of the first companies to sell and install Tylö saunas in the UK and have stuck with Tylö for over 25 years.

They found no practical difficulties in moving into the sauna market. According to Kenton,

“Anyone with good DIY skills could complete a basic sauna installation, although the wiring must be completed by a qualified electrician.”

Having said that, it is the craftsmanship and design sense that lift Leisurequip up to their present high level of bespoke installations of saunas, spas and treatment rooms.

Tylö have invited Leisurequip over to Sweden for technical training but this has mostly been focused on exposing them to new products and new developments rather than any particular need to be trained in installation or maintenance on existing product lines.

When asked about changes in the sauna market over the course of Leisurequip’s life, two major areas came to light.

“When we started, it was in the pre-internet days,” says Kenton, “And our marketing was almost entirely based on the Yellow Pages.”



Leisurequip now have a well designed and optimised website and indeed, Kenton's advice for anyone entering the sauna market was to pay special attention to internet marketing with good web design, great SEO and a clever use of AdWords.

The second change that Kenton had noticed was that in his experience the top-end of the market was the area that was rapidly expanding with more and more clients wanting bespoke installations that included spa, steam rooms and treatment rooms. Kenton sees this to be true for both the domestic and commercial market and as a truth for the entire country, not just the affluent south east.

Nigel Gray – Grayfox Swimming Pools Ltd

Nigel Gray is Managing Director of Grayfox Pools. Grayfox Pools was originally established as a 'pool only' business in 1975.

According to Nigel, it was customer demand at the end of the 70's that led him to expand into the sauna market. Pool customers began to ask him if he could source and install saunas for them as well.

The skills that Nigel already had within his pool business were more than adequate to the task of installing saunas and Grayfox Pools had no difficulties in any of the early installations that they undertook.

As time has gone on, the changes in the market that Nigel has experienced have simply been ones of customers wanting better and better quality sauna installations. The sauna market has gone upmarket.

“Nigel tells us that most of his customers get their first taste of the sauna experience at a health club or spa hotel and that this drives them to want a sauna in their own home.”

As a reflection of this, it is the health and wellbeing aspects of sauna ownership and use that they find most motivating.

75% of Grayfox Pools business is by referrals and up until last year, Grayfox did not have a showroom. Even now that they do have such a facility, they don't have a complete sauna on display, rather just a small section where people can see a sample of the craftsmanship and quality of the products that they install.

Nigel feels that there is more sauna business that he could be doing if he marketed more actively towards that market and it is something he is considering for the near future.

As for overall trends, Nigel says, “People will spend money, but they want a good product.”

As a final quote, Nigel gave us, “For people who are already doing pools, saunas makes a great add on.”

“At the recommended SRP a sauna sale will generate 40% gross profit.”



So what do you need to get started?



TYLÖ

Having a showroom is a huge advantage – although not of course absolutely essential.

Modern saunas, and Tylö saunas in particular, have evolved a long way from the traditional image of a plain, wooden box. Curves, glass panelling, design detailing and even the possible addition of a steam shower have made the sauna an iconic addition to any home.

“If customers can look, touch and feel, they are much more likely to buy.”

The minimum floor space needed to display a sauna is 1.5 m². That space can accommodate a Tylö Harmony 1212 4 person sauna.

There is no ‘ideal’ sauna display but the larger and more sophisticated the display, the greater the impact and the greater the opportunity for sales.

As a guide we would suggest there are two levels of display:

Level One

An entry-level sauna from the Harmony range no larger than 2.0 x 1.7 metres.

This display features either a sauna cabin 1.17m x 1.17m seating two, or a cabin 1.94m x 1.69m seating up to 6. The cabin will be finished in spruce, with a glass door and comes complete with a Compact or Sense Sport heater, lighting and accessories.

Level Two

A sauna from the Vision range no larger than 2.0 x 1.6 metres. The sauna cabins for this display would be from 1.43m x 1.53m or 1.98m x 1.53m. The cabin would be finished in thermo aspen, with a curved glass door and glazing. They have feature lighting internally and externally and come complete with a Compact or Sense Sport heater.

If your showroom is too small for a sauna then you can still display a heater, stones, ladle and bucket together with literature. In fact we have produced a display kit that includes the above plus a full-length poster and a section of wooden slat walling.

Saunas look stunning, particularly when they are lit inside, and having a display allows the customer to see the finished product, to get a feel of the quality and the craftsmanship and even take a seat inside and smell the beautifully aromatic wood that the sauna is lined with.



If you are a hot tub dealer, you might be thinking 'wet test' but that is very unusual in the sauna market.

Almost everyone interested in buying a sauna will have already enjoyed the sauna experience either at a health club, in a spa or at a friends house and, obviously, saunas do not have the variety of jet and pump combinations that make wet testing spas such a sensible idea.

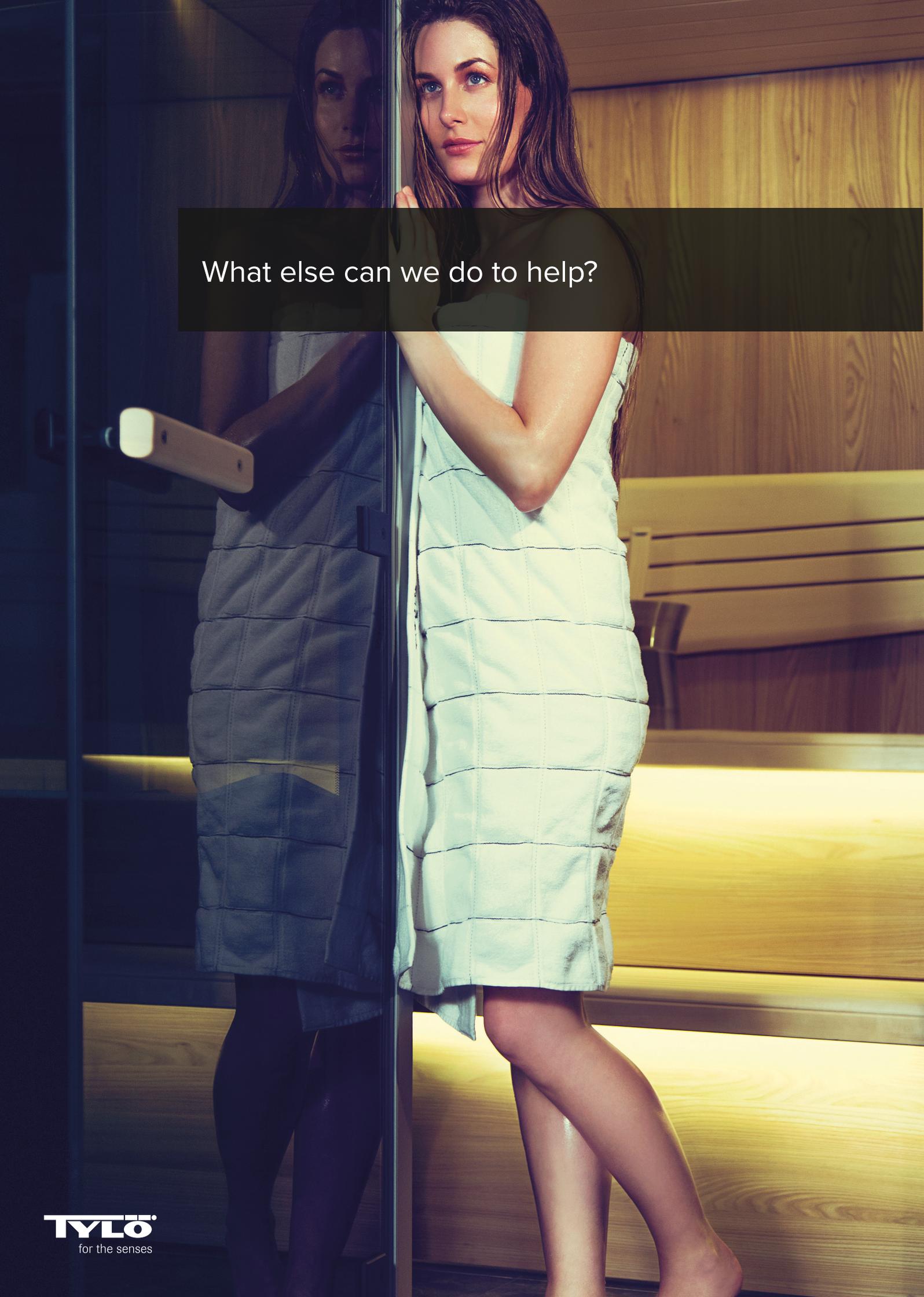
So, what sort of skills are you going to need?

Tylö saunas are all of a modular construction and need no specialist skills to assemble or install them other than qualified electrical skills for wiring in lights and the heater.

In fact, Golden Coast have never offered hands-on installation training for the simple reason that no one has ever felt the need to ask for it.

Every new dealers first installation has been in their showroom and that has gone smoothly and without hitch. Surely there can be no greater proof that we are right when we say that the skills that you will need, you already have.



A woman with long dark hair, wearing a white sleeveless dress with horizontal stitching, stands in a sauna. She is positioned behind a glass door, looking towards the camera with a slight smile. The sauna interior is made of light-colored wood, and the lighting is warm and soft. A dark semi-transparent banner is overlaid across the middle of the image, containing the text "What else can we do to help?".

What else can we do to help?

We want our business – Golden Coast – to thrive and our success is dependent on your success so, as always, we want to do everything that we can to help your business perform well in the sauna market.

We know that the right products at the right price are obviously important but we believe that it takes more than that and we provide product, technical, sales and marketing support for all of our customers.

“For a business entering into a new area such as the sauna market, Golden Coast will provide product and sales training for you and your staff.”

Product training is relatively easy and can be carried out in less than a day by our staff either at your premises or here at Golden Coast. The training covers:

- The different product elements of the Tylö range.
- The products within the ranges.
- The different product benefits for the consumer.
- Heater types and how they work.
- Where products should be located.
- What is needed to achieve an installation by way of services, labour, skills and tools.
- What accessories are available.
- Basic troubleshooting.

We can also provide Technical Training for engineers which would cover maintenance, service and troubleshooting although, once installed, saunas are essentially maintenance and trouble-free.

That training could be done at the same time as the product and sales training although ideally we find it more sensible to do the technical training at our premises.

Once the training has been completed, a certificate would confirm your authorised status.



Marketing support.

As we have already said, one of the great advantages for a pool or spa business expanding into the sauna market is that, at the beginning, you may well be simply selling more products to your existing customers, which is one of the most cost effective ways of growing any business.

However, as you become established as a sauna dealer you may well find that the saunas attract potential new customers for your existing core business.

Golden Coast will be advertising the Tylö brand in the appropriate leisure press such as What Pool & Hot Tub and passing the leads that are generated back to appropriate dealers.

“We have a consumer website – www.tylolife.co.uk – which is designed to promote the awareness of saunas in the UK and inform people about all the benefits of investing in a sauna in their own home.”

If you were to become one of our Tylö dealers then your business details will be added to the Tylolife website.

We have an eBook on wet leisure marketing that takes a simple and common sense look at most of the marketing aspects that your business might need, and is available to download for free or you are always welcome to contact our team direct for specific questions and advice.

Come on in, the sauna is lovely.

We believe that expanding into the sauna market represents a real opportunity to grow your business.

We hope this eBook makes the case well enough for you to want to discuss the opportunities further.

The easiest way of doing that is to contact Paul Waitimas or Erik Söderlund on 01271 378 100 or by email at paul.waitimas@goldenc.com or erik.soderlund@goldenc.com



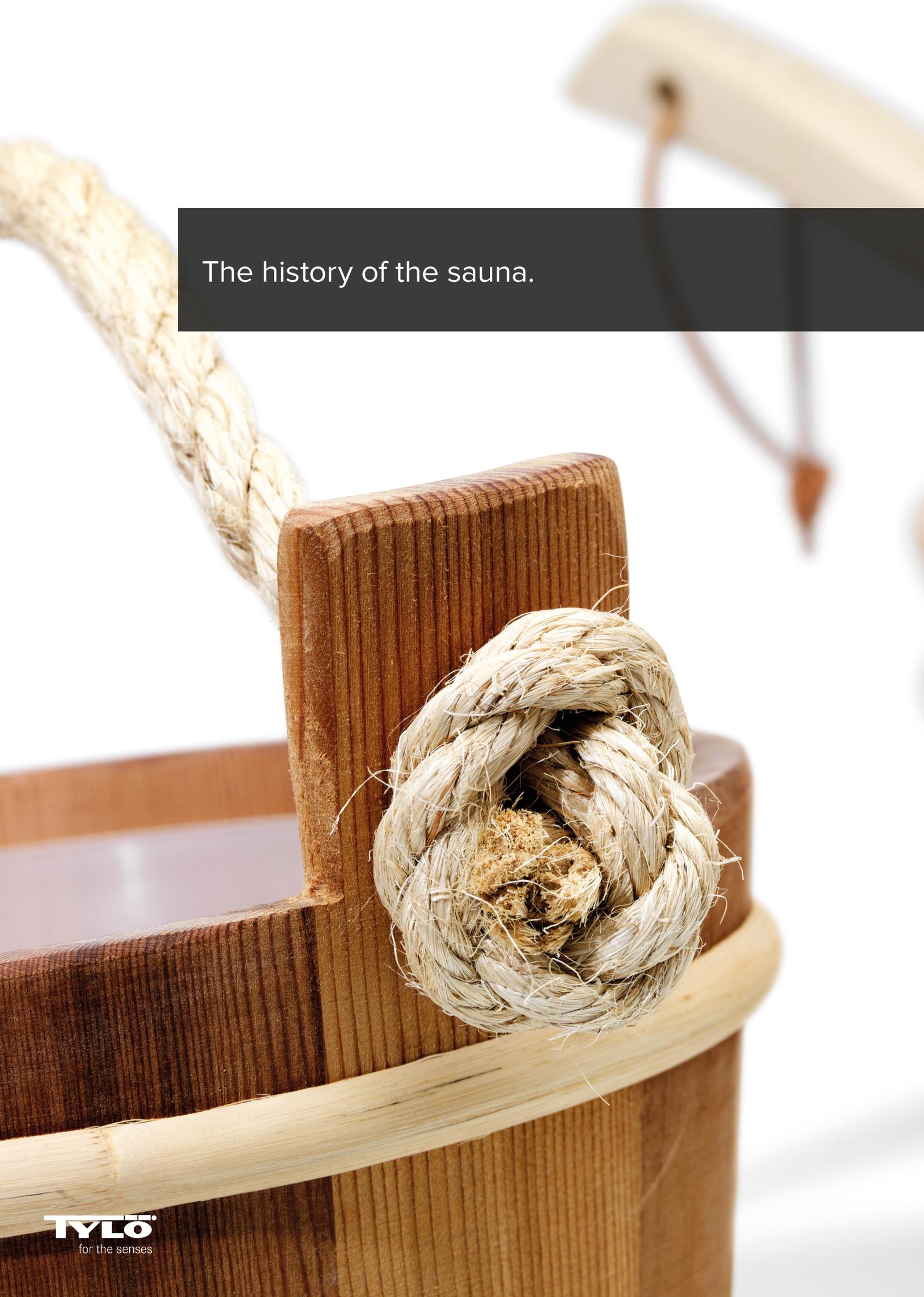
Golden Coast and Tylö.

TYLÖ

If you are going to get into sauna and steam sales then you may want to check the brand you are looking at is more than just a name and has some substance behind it.

- Tylö has been sold for the past 32 years in the UK by Golden Coast, an established distributor to the Wet Leisure industry with a 40 year track record of growth and innovation.
- Tylö has over 60 years experience in the design and manufacture of sauna and steam products.
- Golden Coast is actively involved with the British Swimming Pool Federation and wrote the Swimming Pool & Allied Trades Association (SPATA) standards for sauna.
- Tylö is the largest sauna manufacturer in Scandinavia and the only one to produce their own heater elements.
- Golden Coast is the only Tylö Certified distributor in the UK and one of just a few in Europe.
- Golden Coast keep substantial stock of cabins, rooms, equipment, components, accessories and spares in our 30,000ft² premises and receive monthly container deliveries from the factory in Sweden.
- Golden Coast provides training on all aspects of Tylö covering product knowledge, sales and technical support.
- Golden Coast has a team of staff available to provide full sales and technical backup on all aspects of the Tylö brand.
- Dealers are invited to the factory in Sweden where they can experience the quality and professionalism of the Tylö business and sauna and steam room production first hand.
- Dealer's technical staff are invited to Training Camps at the Tylö factory in Sweden.
- Brand awareness to the consumer is carried out through targeted display advertising and PR articles.
- Leads generated from our websites, advertising and PR are passed to the dealers.
- The Tylö brand is supported by a comprehensive range of high quality, colour literature that is made available at no cost to dealers.
- Golden Coast can produce a range of marketing materials to suit individual dealers requirements.
- A range of Tylö branded goodies are available.





The history of the sauna.

The Finnish sauna has a long, rich heritage and knowing some of the culture and traditions that it contains can only add to your own enjoyment of the sauna experience.

Sauna, pronounced: ‘sow (rhymes with wow) - nah’.

The Finnish word, ‘sauna’, meaning a bath or bathhouse is apparently the only Finnish word that has entered the English language.

“It’s certainly true to say that the sauna itself has entered into the British culture and lifestyle.”

Anyone who has ever taken a sauna can definitely remember that sense of heat that seems to sink right down to your bones, that incredible feeling of wellbeing that comes from being in such a cleansing space, the smell of cedar and that burst of sweat on your skin when water is first thrown onto the stones.

Bathing in a sauna is a truly unique experience and it’s no surprise that it has been popular for over a thousand years.

Back in the mists of time...

The Finns were originally a nomadic people and the first ‘sauna’ was probably much more akin to a North American sweat lodge.

“Skins and hides would be used to make a tent inside which a fire would provide heat and water would provide ‘löyly’ – the burst of steam that cleanses and purifies.”

In those times the simple state of being warm and clean was so rare that it certainly attained great significance.



As the Finns ceased to wander and began to settle, the sauna began to change into something more structured and permanent.

The first fixed sauna was perhaps nothing more than a pit dug in the ground containing a fire and covered with hide or branches, but it soon became a more permanent structure and as its solidity grew, so did its significance.

The next evolution of the sauna was an enclosed cabin with a fire heating a pile of stones. Once the fire had burned down and the smoke had cleared, the residual heat in the stones would keep the sauna warm for hours.

This type of sauna was the norm for hundreds of years and it was during this time that most of the original sauna traditions and beliefs developed.

“The sauna is a poor mans pharmacy.”

The heat and humidity - and of course originally the smoke - of a Finnish sauna cabin created an environment that was clean, purifying and restoring.

A Finnish farmer coming in from his fields in the evening would step into the sauna – that admittedly he sometimes used for drying his malts and smoking his meats – and the heat would relax his muscles and soothe his soul.

“The sauna was a place where children were born and women went through the purification ritual before marriage. There was no cleaner or more cleansing place.”

Such was the importance and the sanctity of the sauna that another Finnish saying goes, “In the sauna, one must conduct them selves as one would in church.”

In the modern world there are many claims made about the health giving qualities of a sauna and some of them are perhaps hard to substantiate but there can be no doubt that there are few experiences that can match a saunas ability to soothe the aches of the body and ease the cares of the mind.

As true today as it always has been.

By the 1920's, smoke saunas began to be replaced by iron stoves that vented the smoke through a chimney.

As Finns travelled and settled they took their sauna culture with them; it was such an intrinsic part of their lives.

In the 1950's in America the first electric sauna stoves were developed and this technology quickly spread throughout the world and indeed back to the country of origin of the sauna.

Electric stoves made saunas more accessible and easier for everyone. In Finland, with a population of about 5 million people, there are an estimated 2 million saunas, so it must be said that the people who invented the sauna, are still in no doubt about its benefits.

“There are few experiences that can match a saunas ability to soothe the aches of the body and ease the cares of the mind.”



Top 10 health benefits of a sauna.



1. Saunas help relieve stress.

We all seem to live in an increasingly stressful world and have increasingly stress filled lives.

Putting time aside to step into your sauna and close the door on that busy world is a relaxation in itself.

The heat and peace and quiet of a sauna aids relaxation. The heat relaxes tired muscles, improves circulation and that stimulates the release of endorphins.

2. A sauna helps your body to flush out toxins.

The human body is designed to sweat but even though we lead such busy lives, not many of us work up a sweat all that often.

Sweat bathing in a sauna raises the body's core temperature, dilates the blood vessels and increases blood flow.

As your body warms up, your sweat glands start to work in order to cool your body down.

Sweat is mostly water but it can also contain toxins and chemicals that we pick up in our daily lives and these impurities are flushed from your body.

3. A sauna can ease aches and pains in muscles and joints.

The endorphins that the heat of a sauna helps release are the body's natural painkillers and can ease the pain of arthritis as well as soreness from work or exercise.

The increased blood flow speeds up the body's natural healing processes and allows muscles and joints to warm up and relax.

4. A sauna can help you have cleaner and fresher looking skin.

The heat of the sauna opens your pores; you sweat and that helps clean your skin and aids the removal of dead skin cells.

If you have doubts about this, try this little experiment. If you haven't had a sauna for a while, in between each bathing session, rather than take a cooling shower, then scrape your skin with a wooden blade and see the dirt that comes off. The Romans were the first to exfoliate in this way and called the blade a 'strigil'.



5. A sauna can help keep your cardiovascular system healthy.

The heat of the sauna can raise your heartbeat from an average at-rest rate of between 60 and 70/min to 120/min and even higher.

Cardiovascular conditioning is increased if you take a cold shower between each sauna session. The rapidly changing temperature benefits your heart and your blood vessels particularly those finer ones that are close to the skin.

6. A sauna helps you fight illness and boosts your immune system.

The heat of a sauna helps your body produce more white blood cells. It is the white blood cells that fight illness and combat viruses.

A sauna can also help relieve congested sinuses – particularly when you splash water on the hot coals and if a few drops of Eucalyptus oil is added to the water.

7. A sauna can help you sleep better.

Taking a sauna in the evening can help you sleep better.

The endorphins help you relax and raising your body temperature in the evening helps it to fall as you sleep which aids deep sleep.

8. A sauna burns calories.

There are some outrageous claims about the ability of some saunas to act as a weight loss tool.

What is true is that as your heart rate raises you will burn more calories and that as you sweat, you will lose water through water loss. Boxers and jockeys often take a sauna to get their weight down before a weigh-in. However, the weight that you lose through sweating will be put back on, in most cases, by the water you drink after a sauna to re-hydrate yourself.

9. A sauna is fun.

A sauna enjoyed with family and friends can be a great place to relax and smile and laugh.

It may be hard to quantify, but having fun is good for your health.

10. A sauna is not only actually good for you; it also feels good.

A sauna has a physiological affect and it has a psychological affect.

It's good to take some time out and pamper yourself. It's good to know that you are doing something that is good for your mind and your body.

And sitting in a sauna, feeling the heat and the stillness seep into your bones, feeling the sweat break out on your skin and breathing in that hot, clean air that seems to smell of wood and 'health'... well, that feels pretty good as well.



Are you called to action?

Hopefully, this eBook should have made you want to find out more and explore further the possibility of adding saunas to your existing business offering.

It might have made you want to try a sauna session yourself, if you haven't done so already.

It might have made you want to simply pick up the phone and become a Tylö distributor.

With the first and the last of those three, we can help you, just contact:

Paul Waitimas or Erik Söderlund on 01271 378 100 or by email at: paul.waitimas@goldenc.com or erik.soderlund@goldenc.com

If you found this eBook interesting and useful, there is another dedicated to marketing and also free to download at www.wetleisure.co/marketing-ebook

There are articles on marketing and business strategy on the WetLeisure site, which are constantly being updated. If you follow WetLeisure on Twitter, you will get notifications on the new business support articles and if you register on the site you can join the groups and forums to share and benefit from industry knowledge.

Whatever action you choose to take, I wish you all the best and look forward to working together in the future.

Kind regards,



Jamie Adams

Managing Director
Golden Coast



Notes



*“Our Wet Leisure Industry
Survey Report 2016
noted that sauna dealers
were the most confident
in their outlook on
business for the
year ahead”.*