

# treesse

Design for lifestyle

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## COMPANY PROFILE



Always at the forefront along the road of innovation

MADE IN ITALY

DESIGN  
FOR  
LIFESTYLE

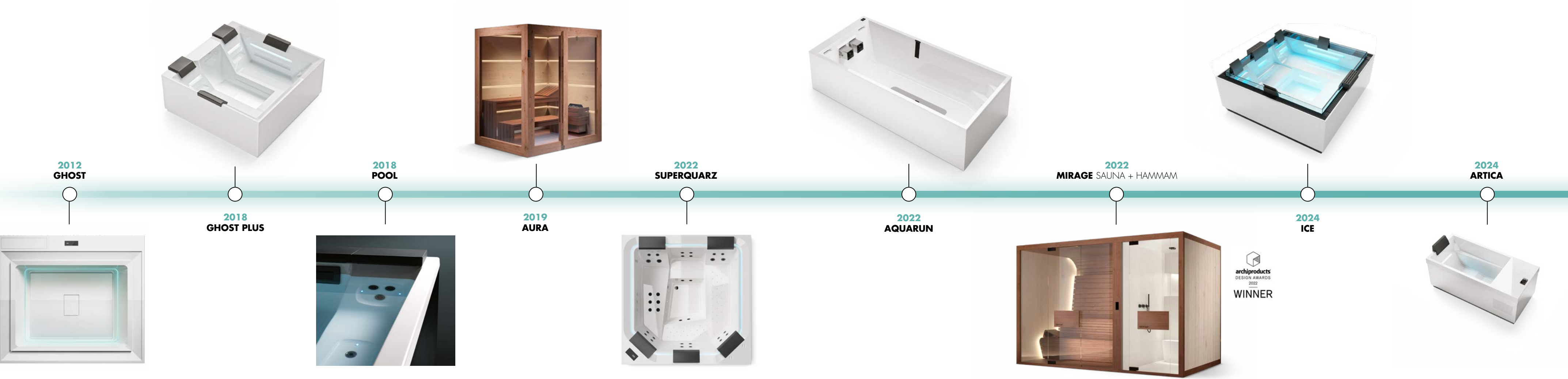


# TREESSE TOWARDS THE FUTURE

A STORY THAT BEGAN AS FAR BACK AS 1976,  
A CLEAR CALLING FOR EXCELLENCE.

THE TREESSE CATALOGUE INCLUDES HYDROMASSAGE MINI POOLS, SAUNAS, BATHTUBS, AND PRODUCTS FOR SPORT SUCH AS COUNTER-CURRENT SWIMMING POOLS AND ICE BATHS. THE COMPANY HAS MANAGED TO REDEFINE INDUSTRY STANDARDS IN ALL THESE AREAS THANKS TO ORIGINAL PATENTS, AVANT-GARDE TECHNICAL SOLUTIONS AND INNOVATIVE AND CAPTIVATING DESIGN. ITS PRODUCTS ARE THE FRUIT OF CONTINUOUS INVESTMENTS IN R&D, EXPERIMENTATION WITH MATERIALS AND NEW TECHNICAL SOLUTIONS; MANY ARE THE RESULT OF A STRATEGIC PARTNERSHIP WITH THE INTERNATIONALLY RENOWNED DESIGNER MARC SADLER.

THEY REPRESENT A UNIQUE COMBINATION OF TECHNOLOGICAL INNOVATION AND BEAUTY SPECIFICALLY FOR AN EXCLUSIVE AUDIENCE, SYMBOLS OF AN ELEVATED, CONSCIOUS LIFESTYLE. CONSTANT ATTENTION TO CUSTOMERS COMPLETES THE FRAMEWORK OF A COMPANY THAT GUARANTEES QUALITY AND RELIABILITY.



**GHOST**  
A line of light revolutionises the concept of a spa. It hides the hydromassage nozzles while elegantly highlighting contours, increasing seating comfort and creating new chromotherapy effects.

**GHOST PLUS**  
The peripheral cuts typical of the Ghost line become wider, the hydromassage jets stronger. The principle of the Ghost hydromassage is exalted and put to the service of greater power.

**POOL**  
A new concept for the hydromassage nozzles that offers greater comfort thanks to their flush positioning and different distribution along the structure.

**AURA**  
The first sauna that brings a high level of technical efficiency and comfort even within small spaces. The lighting is provided by horizontal cuts of light reminiscent of the Ghost system.

**SUPERQUARZ**  
Treesse amazes again: the evocative effect of the infinity edge is applied to a spa in the Pool series, including the innovative design and operation of the hydromassage nozzles.

**AQUARUN**  
Developed with the support of flow dynamics experts from the University of Trieste, Aquarun offers a technically enhanced counter-current swimming experience hand in hand with more comfortable dimensions.

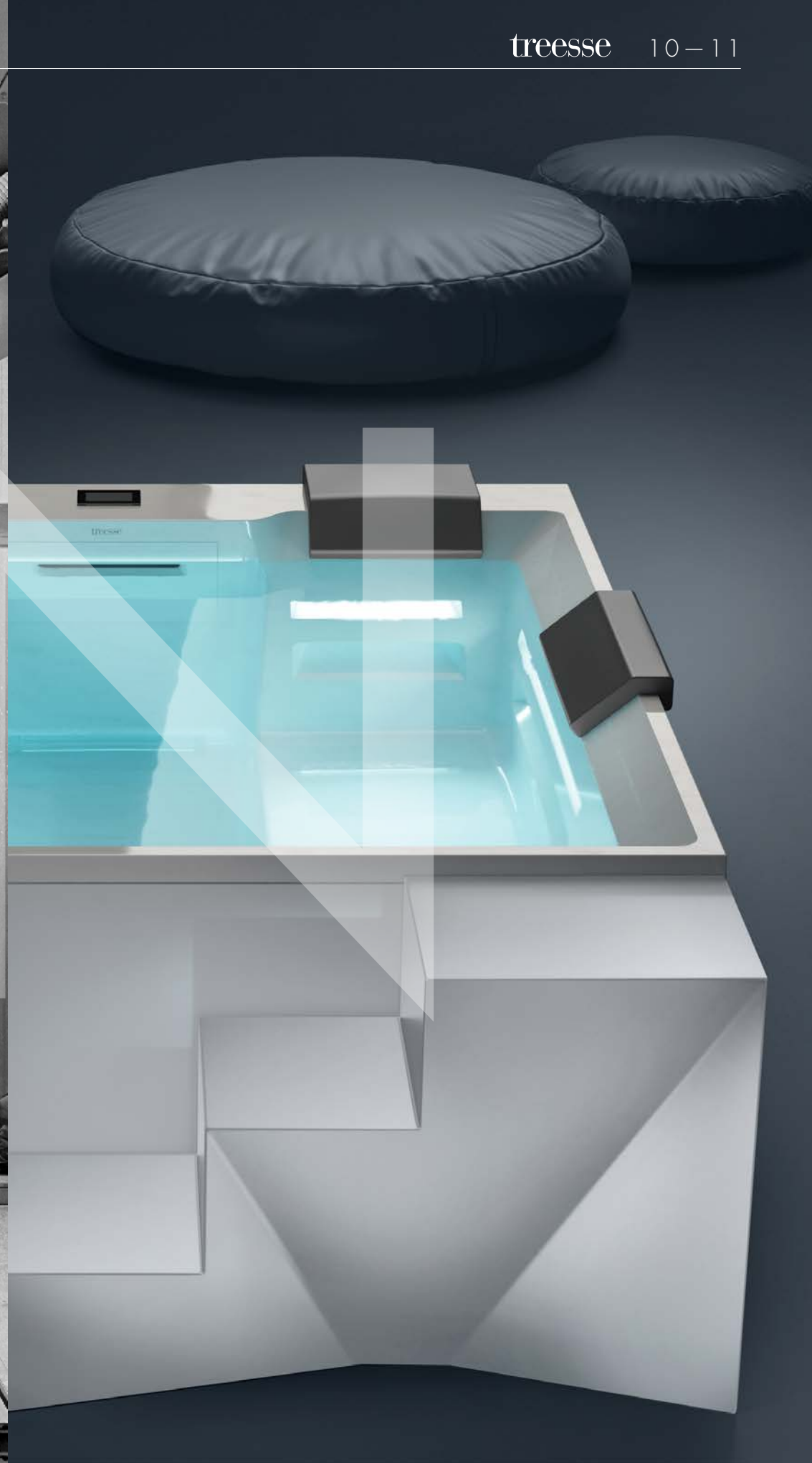
**MIRAGE**  
Sauna, Turkish bath and shower, together. The hammam Mirage is an ambitious product with attention to every detail, made with select materials to enhance the structure's thermal performance and beauty.

**ICE**  
The elegance of glass emphasizes the striking effect of the infinity edge. The play of reflections on the transparent surface makes the relaxing experience even more immersive.

**ARTICA**  
Designed for post-workout recovery: a new, efficient and carefully designed cryotherapy tub with adjustable temperature, suitable for both indoor and outdoor installation (cover optional)









TREESSÉ'S STORY BEGAN AS FAR BACK AS 1976. MANY THINGS HAVE CHANGED SINCE THEN, BUT THE FUNDAMENTAL ASPECTS OF ITS ORGANISATION HAVE NOT: **FAMILY-RUN MANAGEMENT**, WHICH ALLOWS TO DEDICATE SPECIAL ATTENTION TO EACH CUSTOMER, **BEING MADE IN ITALY**, MANIFESTED IN THE PARTICULAR AESTHETIC TASTE BUILT ON MINIMALIST AND REFINED AESTHETIC RESEARCH, AND IN THE CONSTANT PURSUIT OF EXCELLENCE.



**Franco Merenda**

THE COMPANY FOUNDER FRANCO MERENDA PASSED AWAY IN 2021; HE WAS THE INSPIRATION OF THE VALUES THAT GUIDE TREESSÉ'S CHOICES AND WORKING METHODS. THANKS TO HIM, THERE IS STILL A CLEAR STRATEGIC VISION AT THE HEART OF TREESSÉ'S BUSINESS; THE COURAGE TO EXPERIMENT, ALONG WITH A STRICT SENSE OF LOYALTY, WHICH HAS ALWAYS TRANSLATED INTO THE CREATION OF STABLE, TRUST-BASED BUSINESS COLLABORATIONS.

1976

## MANAGEMENT

TODAY THE COMPANY IS LED BY A COHESIVE TEAM THAT IS TAKING THE TREESSE BRAND TOWARDS EVER INCREASING INTERNATIONALISATION. TREESSE IS LED BY RICCARDO MERENDA, FRANCO'S SON AND THE CURRENT CEO, AND FABRIZIO MORGANTINI, MANAGING DIRECTOR.

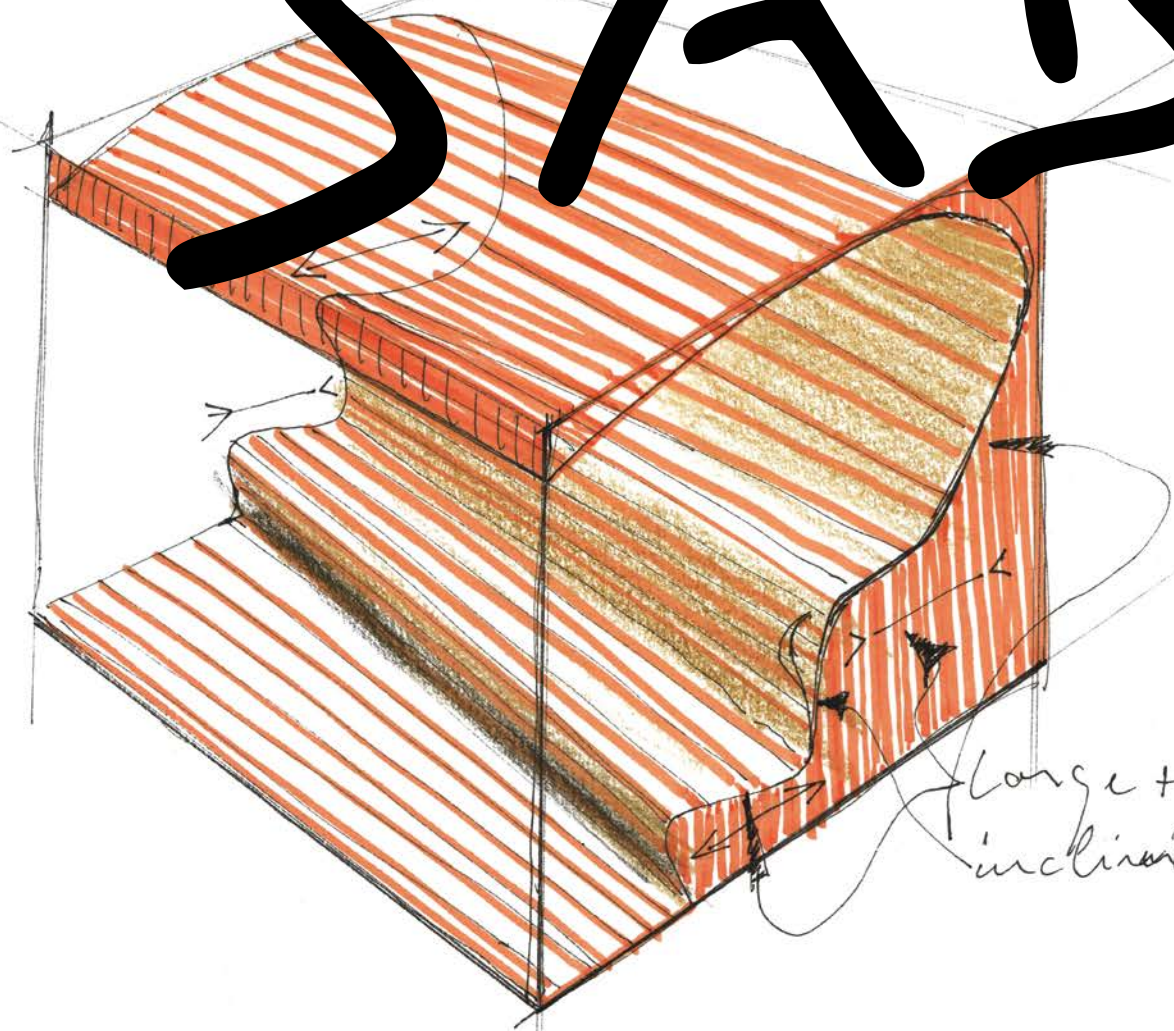




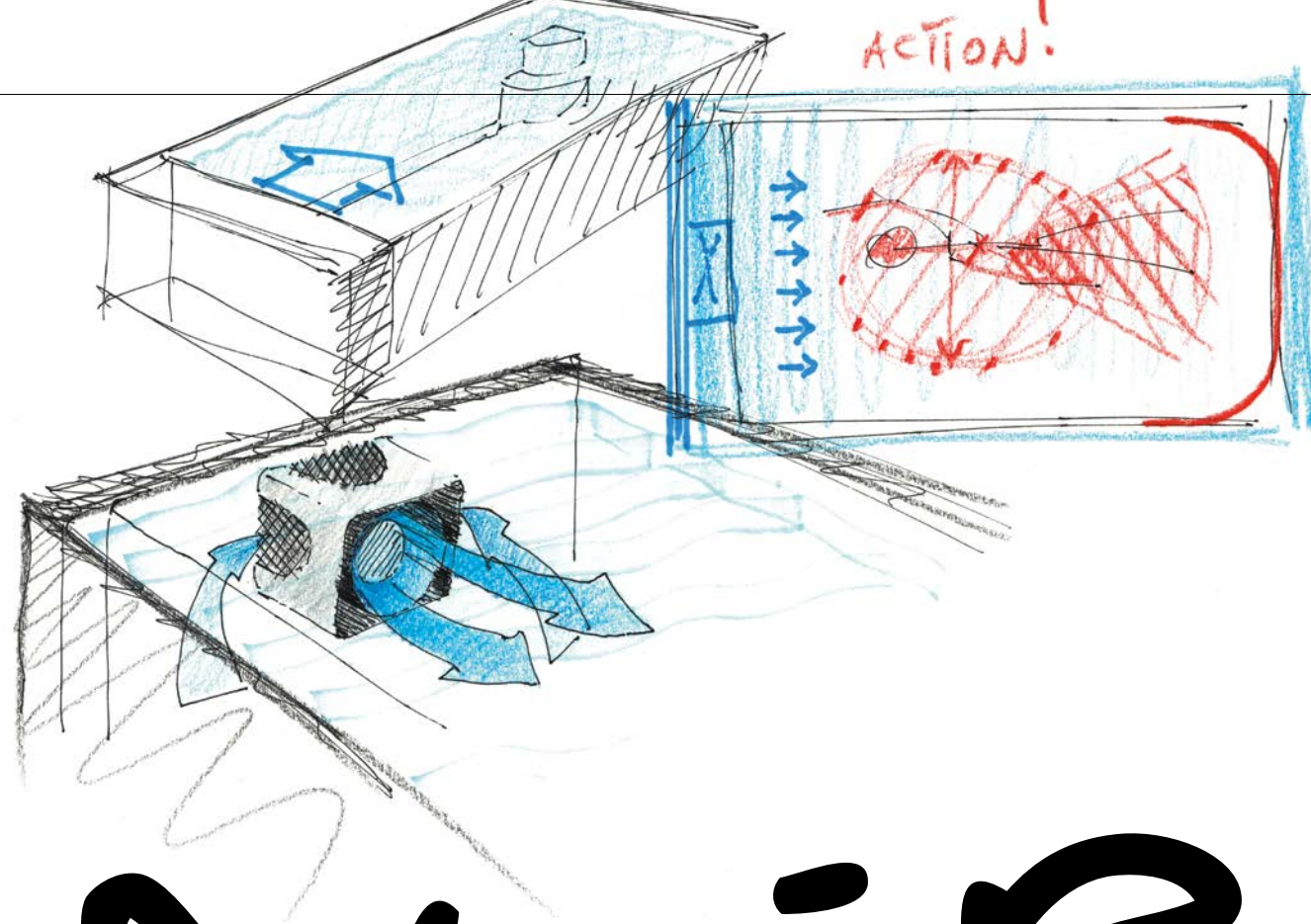
MARC SADLER IS A DESIGNER KNOWN FOR HIS MINIMALIST STYLE; AN ECLECTIC ARTIST WHO LOVES TO EXPERIMENT WITH PLASTICS AND THE CONTAMINATION BETWEEN TECHNOLOGIES. HE HAS RECEIVED NUMEROUS AWARDS IN HIS LONG INTERNATIONAL CAREER: FOUR-TIME WINNER OF COMPASSO D'ORO, FOUR HONOURABLE MENTIONS FROM THE ADI (ASSOCIATION FOR INDUSTRIAL DESIGN). ONE OF HIS PROJECTS IS EXHIBITED IN THE PERMANENT DESIGN COLLECTION OF MOMA IN NEW YORK.

MARC SADLER HAS BEEN WORKING WITH TREESSSE FOR OVER 15 YEARS AND HAS DESIGNED MANY OF THE COMPANY'S FLAGSHIP PRODUCTS. A TRUE WINNING PAIR: ON THE ONE HAND, THE COMPANY'S DESIRE TO EXPERIMENT AND ITS WILLINGNESS TO INVEST IN INNOVATION, ON THE OTHER, SADLER'S BRILLIANT CREATIVITY AND EXPERTISE IN DESIGNING CUTTING-EDGE SOLUTIONS TO IMPROVE PRODUCT FUNCTIONALITY AND DESIGN. THIS IS HOW TREESSSE CONTINUES TO PRESENT SUCH INNOVATIVE PRODUCTS, YEAR AFTER YEAR.

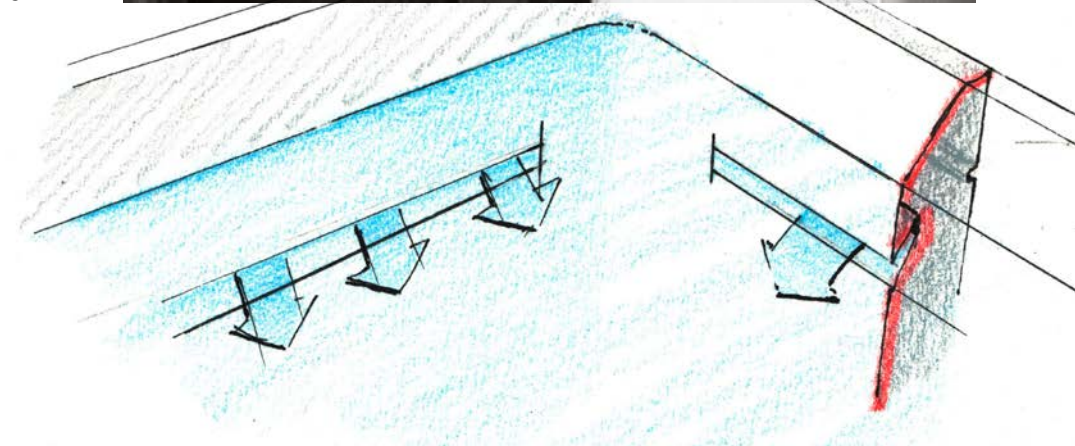
# SADLER



longe + étroit (sédente -)  
incliné + vertical (Dossier.)



ADI Compasso d'Oro Award





# PRODUCTS

UNIQUE MINI-POOLS OF GREAT ELEGANCE, WHICH INCLUDE PATENTED HYDROMASSAGE SYSTEMS AND CREATE AMAZING LIGHTING EFFECTS OR PLAY WITH THE EFFECT OF NATURAL STONE. FREESTANDING TANKS WITH A REFINED DESIGN, MADE OF INNOVATIVE MATERIALS.

EFFICIENT AND ATMOSPHERIC SAUNAS SUCH AS AURA, OR COMPLETE HAMMAMS LIKE THE EXTRAORDINARY, INNOVATIVE MIRAGE. THEN THERE'S PRODUCTS AT THE SERVICE OF SPORT: FROM THE COUNTER-CURRENT SWIMMING POOL AQUARUN TO THE NEW ARTICA, DESIGNED TO OFFER NEW COMFORT TO POST-WORKOUT ICE BATHS...

TREEESSE'S PRODUCTION RANGES FROM BATHROOM FURNISHINGS TO WELLNESS, ALWAYS CHARACTERISED BY PRODUCTS OF THE UTMOST QUALITY AND REFINED, CONTEMPORARY AND MINIMALIST AESTHETICS. YEAR AFTER YEAR, THE COMPANY'S COMMITMENT TO R&D HAS BROUGHT IT TO PRESENT ABSOLUTE INNOVATIONS TO THE SECTOR.



#### RELAXATION & WELLNESS

SPAS, SAUNAS, HAMMAMS.  
TREEESSE HAS BROUGHT A NEW SENSE OF AESTHETICS  
TO WELLNESS, ACCOMPANIED BY SUPERIOR  
COMFORT AND FUNCTIONALITY COMPARED  
TO WHAT OTHER BRANDS ON THE MARKET OFFER.

#### SPORT

AQUARUN IS A PRODUCT DEVELOPED WITH  
THE SUPPORT OF DYNAMIC FLOW EXPERTS FROM THE  
UNIVERSITY OF TRIESTE TO OFFER AN ENHANCED  
SWIMMING EXPERIENCE. THEN POST-TRAINING,  
AN ICE BATH IN THE ELEGANT ARTICA CRYOTHERAPY  
TUB FACILITATES MUSCLE RECOVERY AND RELAXATION.



#### DAILY WELL-BEING

TREEESSE'S FREE-STANDING PRODUCTS  
EMANATE ELEGANCE, ORIGINALITY,  
VARIETY, A DESIRE TO EXPERIMENT  
WITH INCREASINGLY HIGH-PERFORMING  
MATERIALS AND DIFFERENT STYLES.



CONSTANT INNOVATION.

ELEGANCE.

COURAGE.

**TREEESSE IS ALL THIS.**

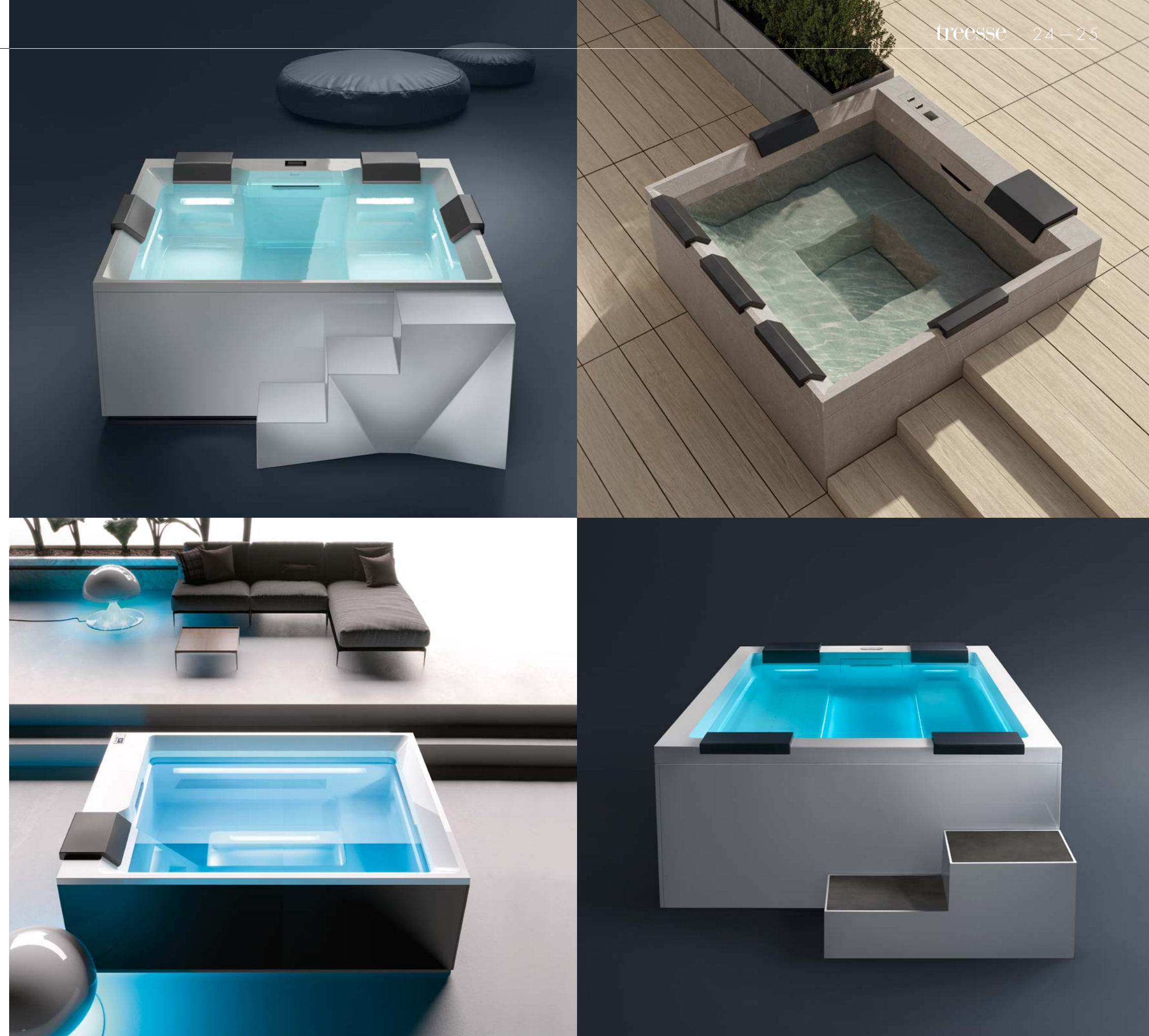


UNIQUE PRODUCTS,  
BECAUSE...



## A TREESS SPA IS UNIQUE AND UNMISTAKABLE, ALWAYS.

WHEN THE MARKET STILL ONLY OFFERED TRADITIONAL HYDROMASSAGE SYSTEMS, TREESS CREATED A NEW CONCEPT THAT ALLOWS TO ACHIEVE HIGHER LEVELS OF ELEGANCE, TECHNICAL EFFICIENCY AND COMFORT. THE REVOLUTION OF GHOST AND GHOST PLUS (BOTH WITH EXCLUSIVE PATENTS), AND THEN THE POOL LINE, TURNED THE CONCEPT OF A SPA UPSIDE DOWN BOTH FOR THEIR REFINED DESIGN AND FOR HAVING RAISED THE BAR OF FUNCTIONAL STANDARDS.





## THE UNCOMPROMISING APPEAL OF AN INFINITY EDGE.

THE INFINITY EDGE IS ANOTHER ASPECT FOR WHICH TREEESSE HAS STOOD OUT FROM THE COMPETITION, DEVELOPING SYSTEMS WITH ENTIRELY UNIQUE FEATURES. TREEESSE REFUSES TO COMPROMISE ON THE ELEGANCE OF ITS SPAS; NO EXTERNAL FILTER SYSTEMS NOR OTHER REDUCTIONS IN TECHNICAL EFFICIENCY! AN INFINITY EDGE THAT ADDS APPEAL WHILE MAINTAINING THE UNMISTAKABLE TREEESSE DESIGN AND ALL THE POWER OF ITS HYDROMASSAGE SYSTEMS. MOREOVER, THE GLASS ELEVATION IN THE TUB CREATES A NEW AND STRIKING PLAY OF REFLECTIONS IN ICE.



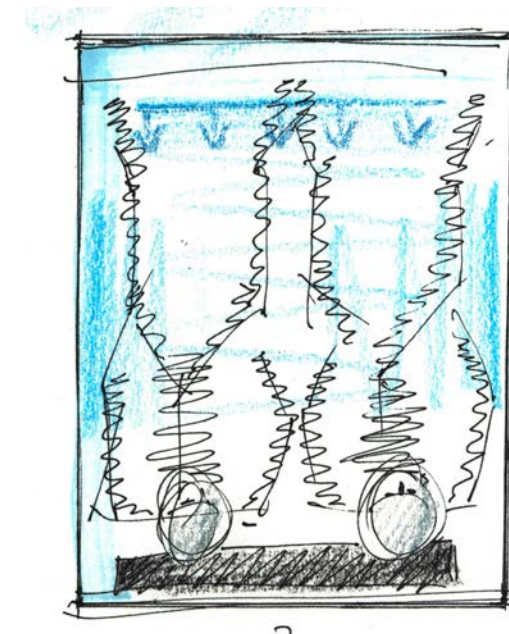
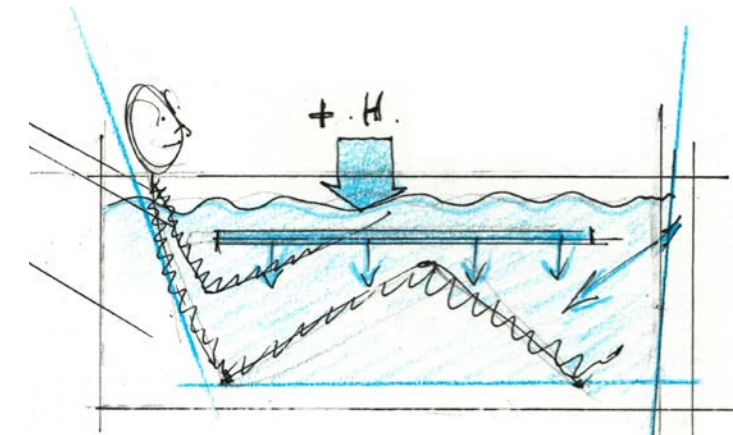


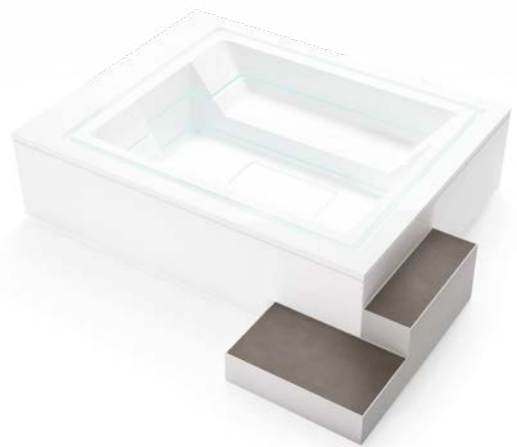
**LIGHT IS DESIGN:**

THE LEDS INTEGRATED IN THE SPAS  
CREATE A PLEASANT CHROMOTHERAPY EFFECT,  
WHILE THE HORIZONTAL CUTS DIFFUSE A SOFT,  
RELAXING LIGHT INSIDE THE SAUNAS.  
THE INTERNAL LIGHTS INCREASE THE PLEASURE  
OF SWIMMING IN AQUARUN.

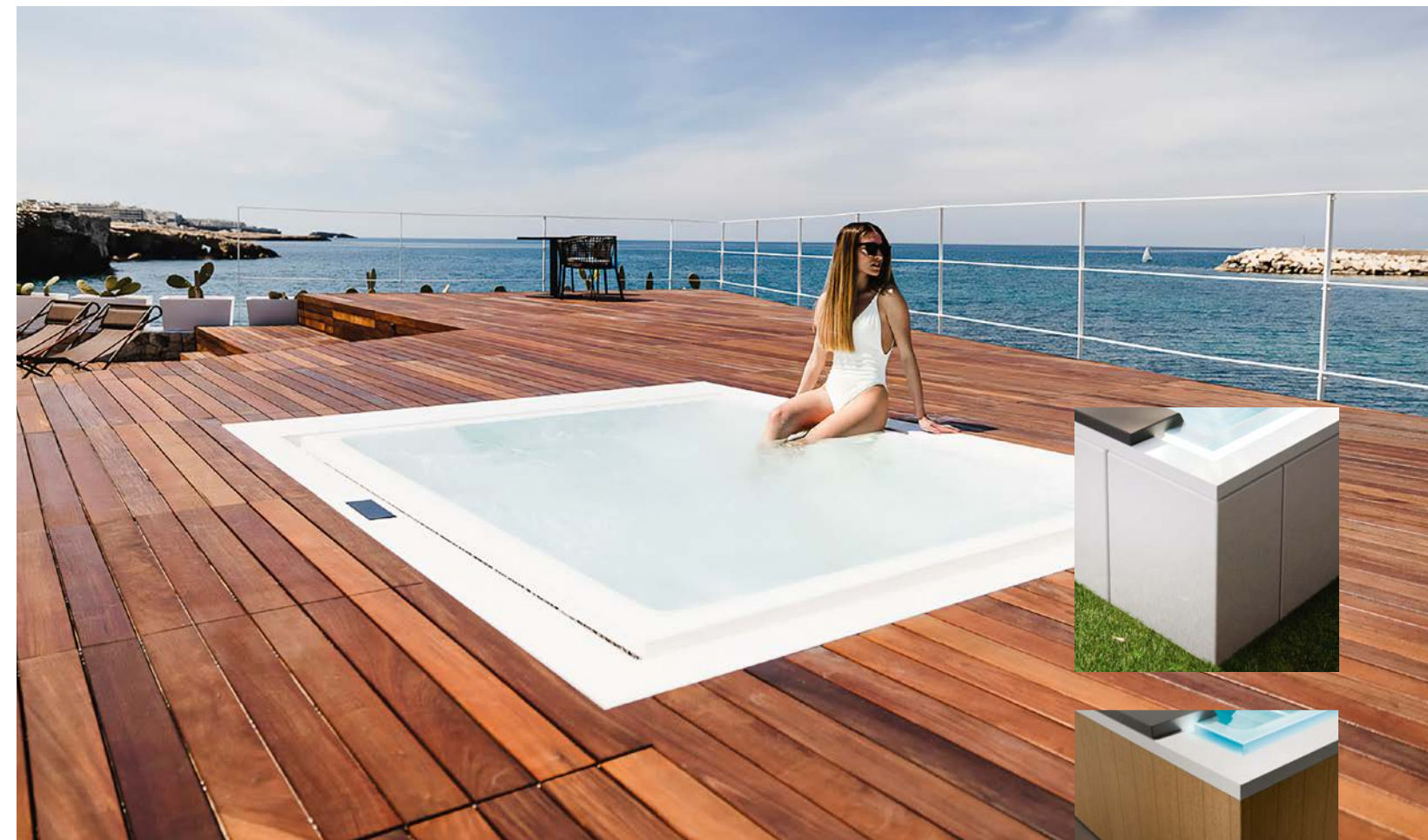
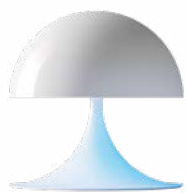
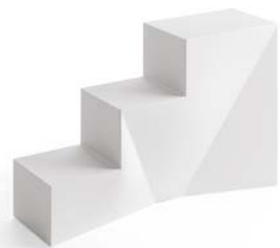


HYDROMASSAGE TUBS AND  
SPAS AVAILABLE IN MANY  
**SHAPES AND SIZES.**  
PERFECT CIRCLES, ELEGANT  
OVALS, RECTANGLES OF VARYING  
PROPORTIONS...  
THEY CAN ACCOMMODATE  
**FROM 2 TO 8 PEOPLE.**

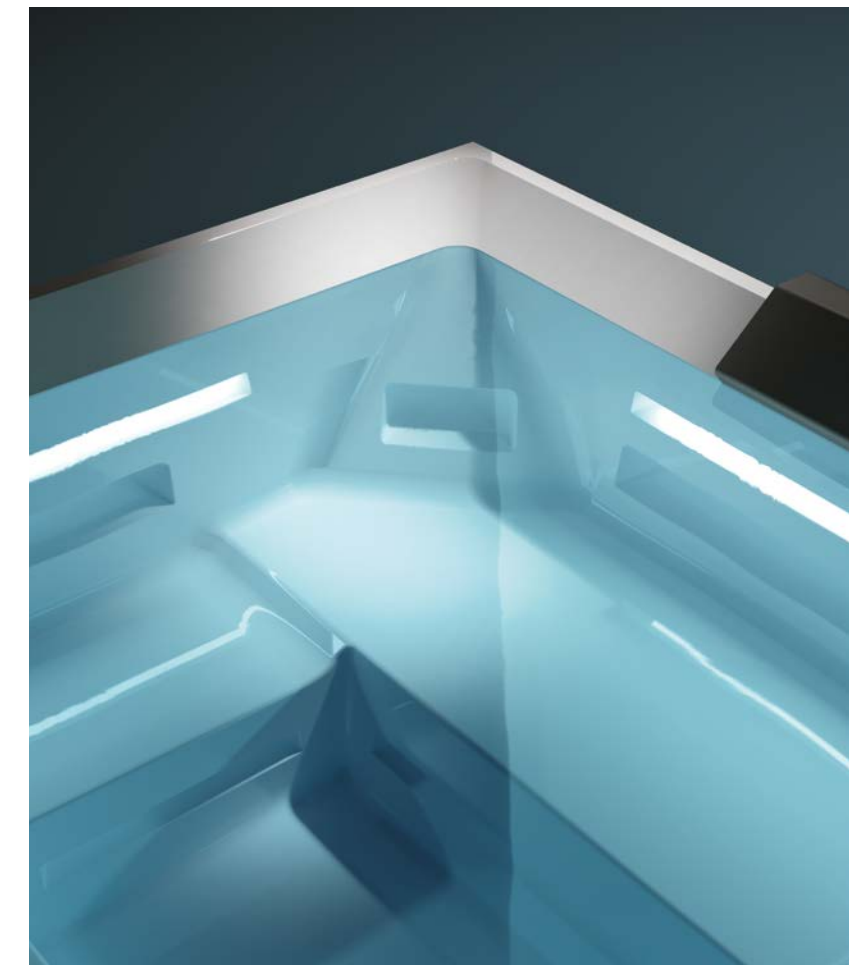
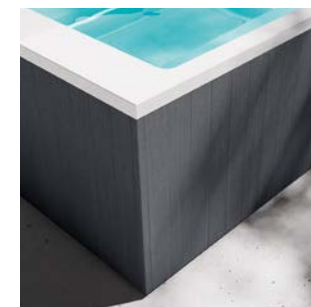
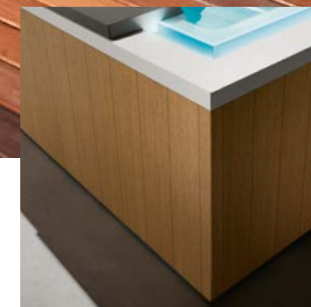




THE DEDICATED ACCESS SYSTEMS, STEP-BOX OR THRONE, AND THE PERFECT AUDIO OF BIG BANG ENHANCE THE USER EXPERIENCE, WHILE THE AUTOMATIC LIFT FACILITATES MAINTENANCE OPERATIONS.



THE SPAS CAN ALWAYS BE INSTALLED BOTH INDOORS AND OUTDOORS, FLUSH WITH THE GROUND OR RAISED ABOVE IT, IN THE MIDDLE OF A ROOM OR AGAINST A WALL... THE SIDE PANELS ARE CUSTOMISABLE IN DIFFERENT FINISHES TO MEET EVERY STYLE NEED.



THE SPAS FEATURE STATE-OF-THE-ART FILTRATION SYSTEMS. ALL ACCESS SYSTEMS ARE NON-SLIP. THE COMPANY GUARANTEES THE MAXIMUM SAFETY STANDARDS FOR ALL ITS PRODUCTS, CERTIFIED BY THE CORRESPONDING CERTIFICATIONS.



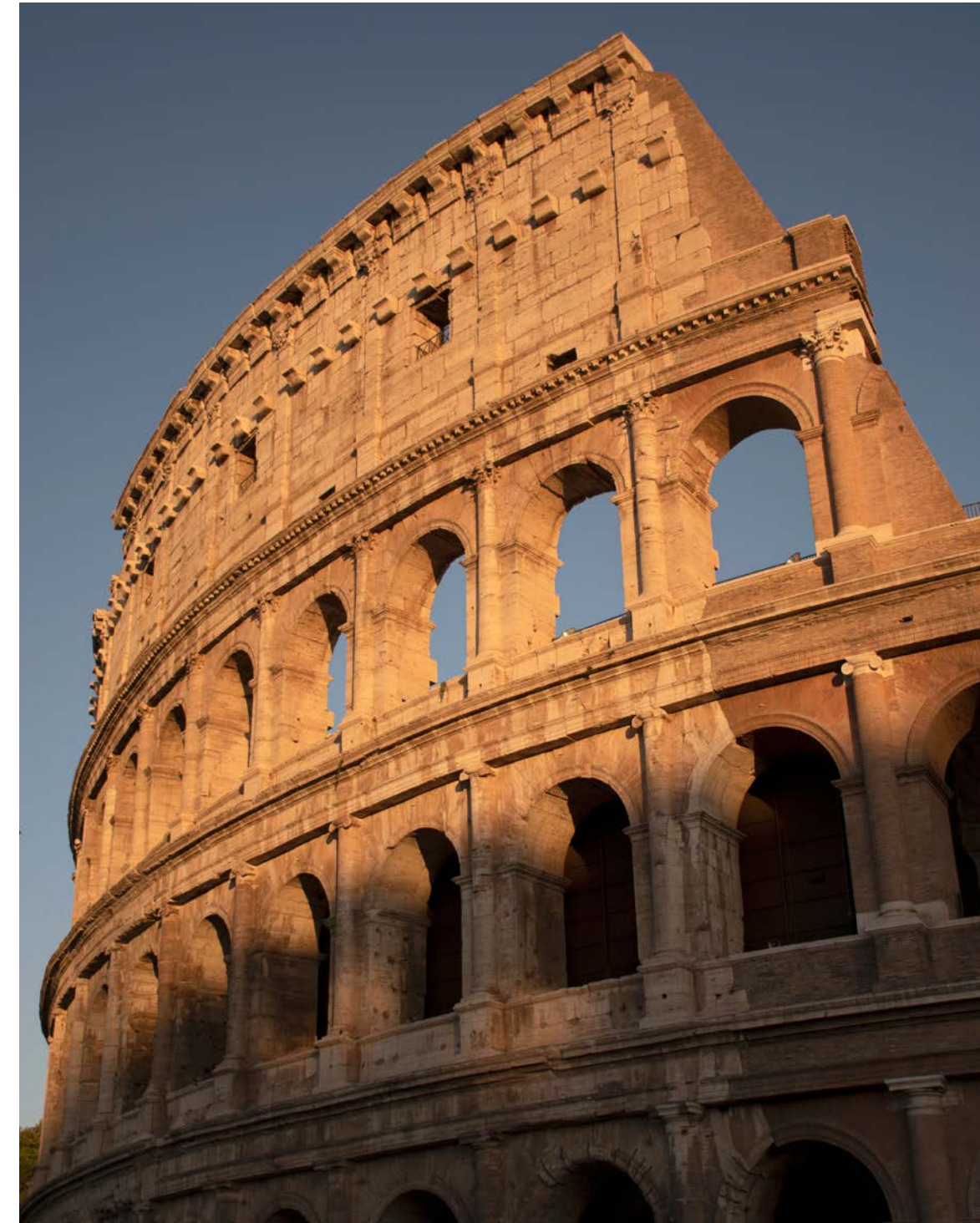
# COMPANY





THE COMPANY WAS FOUNDED IN LAZIO,  
THE GEOGRAPHICAL AND IDEAL HEART OF ITALY.  
ITS HEADQUARTERS ARE IN ROME, WHILE THE MAIN PRODUCTION  
PLANT IS IN NEPI. THE PRODUCTION PLANTS ARE STATE-OF-THE-ART,  
MADE MORE EFFICIENT BY HIGH LEVELS OF AUTOMATION  
AND ROBOTICS: A GUARANTEE OF MAXIMUM OUTPUT CONTROL.  
THE ORGANISATION FOLLOWS BEST PRACTICES,  
WITH STRICT QUALITY CONTROL.

THE COMPANY IS CURRENTLY EXPANDING ITS PLANTS,  
WAREHOUSES AND OFFICES TO ADAPT THEM TO THE NEW  
PRODUCTION AND IMAGE NEEDS OF AN AMBITIOUS  
AND GROWING COMPANY.  
THE PROJECT INCLUDES A NEW, EVEN BIGGER SHOWROOM,  
WHERE VISITORS WILL BE ABLE TO ADMIRE THE VARIETY  
OF TREESS PRODUCTIONS.





# LIFESTYLE





FROM ITALY TO THE WORLD:  
TREESSSE WORKS WITHOUT BORDERS,  
AND HAS REACHED MORE THAN 50  
COUNTRIES AROUND THE WORLD.

TREESSSE SPAS, BATHTUBS AND  
OTHER PRODUCTS CAN BE FOUND IN SOME  
OF THE BEST ACCOMMODATIONS IN  
EACH COUNTRY, INSIDE EXCLUSIVE SPAS,  
IN PRIVATE VILLAS. MOREOVER,  
TREESSSE CUSTOMERS CAN COUNT  
ON A STABLE DISTRIBUTION NETWORK  
IN ITALY AND MANY AREAS OF EUROPE  
WHICH INCLUDES SPECIALISED  
STORES AND AGENTS.









CONTRACT



TREESSÉ'S ELEGANCE IS CHOSEN EVERY DAY BY ACCOMMODATIONS, WELLNESS CENTRES, CONTRACTORS CARRYING OUT AMBITIOUS PROJECTS FOR RESIDENCES OR PRIVATE STRUCTURES. TREESSÉ OFFERS THE CONTRACT WORLD ITS EXCELLENT EXPERIENCE AND CARE ALONG WITH AN EFFICIENT SERVICE CENTRE.



HOTEL JAGDHOF, SELVA DI VAL GARDENA



### TECHNICAL MATERIAL

Catalogues, colour folders, technical manuals, 3D drawings for every product, all available to designers and architects.



### SUPPORT

Consultancy and dialogue with Treeesse technicians to define the best project based on the end customer's needs.



### AFTER-SALES

Service available to retailers and the contract world.





CASTELLO TÜRCKE, GENOA



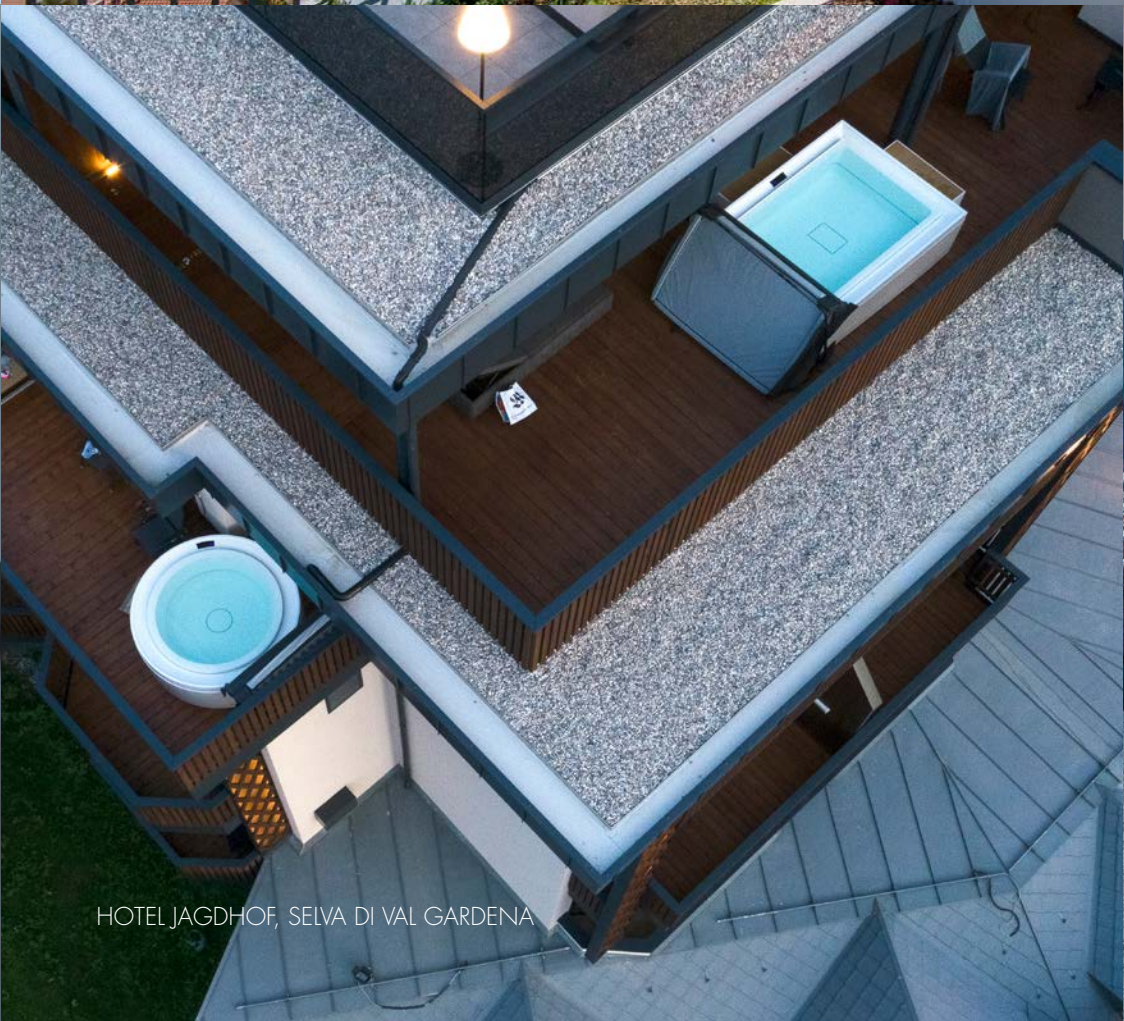
MASSERIA BORGO RITELLA, FASANO



PALAZZO CASANOVA, AMALFI



HOTEL ASTORIA, LIVIGNO



HOTEL JAGDHOF, SELVA DI VAL GARDENA



LEFAY RESORT & SPA, LAKE GARDA



WWW.GRUPPOTREESSE.IT



# SERVICE CENTRES

NOT JUST PRODUCTS:  
TREESSE EXCELLENCE ALSO INCLUDES  
ATTENTIVE CUSTOMER SERVICE.

WE HAVE SERVICE CENTRES THROUGHOUT ITALY  
AND IN 13 OTHER COUNTRIES IN THE WORLD,  
TO CAREFULLY ATTEND TO ANY AFTER-SALES ISSUES.  
RETAILERS CAN RELY ON THE TREESSE SERVICE NETWORK  
TO RECEIVE THE RIGHT TRAINING, FOR ADVICE  
ON TECHNICAL ISSUES, FOR THE SUPPLY OF SPARE PARTS.

# COMMUNICATION AND EVENTS



# treesse





## INTERNATIONAL FAIRS

YEAR AFTER YEAR, TREESSE PARTICIPATES  
IN THE MAIN INTERNATIONAL FAIRS IN THE INDUSTRY:  
THE INTERNATIONAL FURNITURE FAIR IN MILAN,  
PISCINE GLOBAL IN LYON, CERSAIE,  
INTERNATIONAL POOL | SPA | PATIO EXPO™ IN LAS VEGAS AND OTHERS...

THE TREESSE STANDS AMAZE FOR THEIR SIZE AND EXHIBITION QUALITY,  
BECOMING A FIRST BUSINESS CARD OF THE REFINED DESIGN  
THAT CHARACTERISES ALL ITS PRODUCTIONS.



PISCINE  
GLOBAL

EUREXPO LYON, FRANCE

treeesse





PRESS

TRADE MAGAZINES, NEWSPAPERS WITH NATIONAL DISTRIBUTION.  
THE COMPANY CONSTANTLY INVESTS IN ITS PRESENCE  
ON THE MOST PRESTIGIOUS CHANNELS.



AD

INTERNI

ELLEDECOR

CORRIERE DELLA SERA

la Repubblica

nautica

ABITARE

HOTEL DOMANI

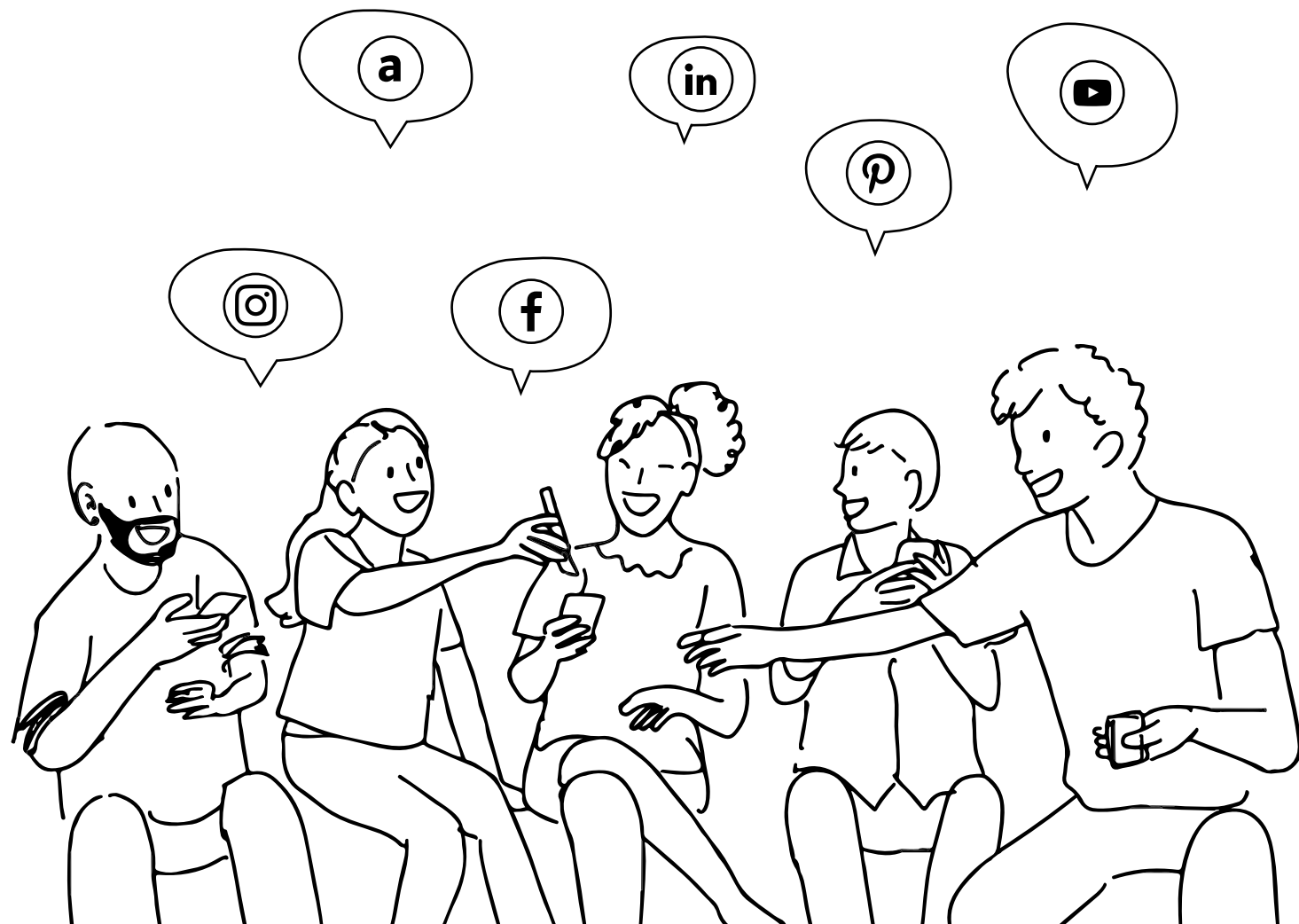
AROUND WATER

GUEST



## WEB

THE COMPANY CAREFULLY MONITORS ALL DIGITAL CHANNELS, FIRST AND FOREMOST THE MOST POPULAR SOCIAL NETWORKS. OFFLINE EVENTS ARE HIGHLIGHTED AND PROMOTED BY MULTI-CHANNEL ADVERTISING CAMPAIGNS DEVELOPED TO REACH A QUALIFIED AUDIENCE, PROMOTE BRAND AWARENESS AND SUPPORT RETAILERS.



## THE TEAM

TREESSSE COLLABORATES WITH SPECIALISED AGENCIES AND PROFESSIONALS, CAREFULLY COORDINATING THEIR WORK.

**STUDIOBATONI**  
architettura \_ design

STUDIO BATONI TAKES CARE OF STAND DESIGN AND ORGANISING THE SPACES IN THE NUMEROUS INTERNATIONAL EVENTS IN WHICH TREESSSE TAKES PART.



ADHOC SPAZIO CREATIVO IS AN AGENCY SPECIALISED IN THE FURNITURE SECTOR, RESPONSIBLE FOR TREESSSE COMMUNICATIONS ON TRADITIONAL AND DIGITAL MEDIA. IT DEALS WITH THE CONCEPT, GRAPHIC DEVELOPMENT AND CREATION OF CATALOGUES AND PRESENTATION MATERIAL.

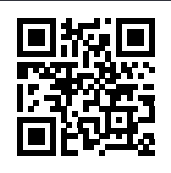
**PAOLA ANNUNZIATA**  
Stylist - Interior designer

INTERIOR DESIGNER AND STYLIST PAOLA ANNUNZIATA HAS BEEN COLLABORATING WITH TREESSSE FOR OVER 30 YEARS. SHE CONTRIBUTES TO THE COMPANY'S STYLISTIC AND IMAGE CHOICES, COLLABORATING WITH OTHER CREATIVE FIGURES AND COORDINATING THEIR WORK. SHE CURATES THE COMPANY'S IMAGE DURING NATIONAL AND INTERNATIONAL EVENTS.

**STUDIO ROSCIO**  
Pr & Consulting

STUDIO ROSCIO IS A PRESS OFFICE WITH OVER 25 YEARS OF HISTORY, AN ESTABLISHED COMPANY IN THE ARCHITECTURE, CONSTRUCTION, FURNITURE AND DESIGN INDUSTRIES, WITH IMPORTANT NAMES ON BOARD. IT WORKS WITH BOTH ITALIAN AND FOREIGN PUBLICATIONS.





treesse

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