

## **PRESS RELEASE**

**Strong, clear, timeless**

### **Kurland presents new corporate design**

Ainring/Salzburg, June 2021 – **The entire spa and wellness industry is currently facing challenging times. As a courageous response to the crisis and an important step towards the future, Kurland has developed a new corporate design. With a new logo, new slogan, new fonts and colors, Kurland continues the successful development of the brand and strengthens the company philosophy. The new design manages the balancing act between a modernity and a history rich in tradition.**

#### **"POWER OF NATURE" becomes "STORY OF MY NATURE"**

With its high-quality care products and innovative spa facilities, Kurland GmbH is now not only popular with health care companies and in the wellness industry, but has also made a name for itself with private customers. The focus for Kurland is on its vision of helping people achieve greater health, well-being, beauty and joie de vivre with its concepts, products and services. This vision is now to be strengthened and further advanced with the new corporate design. The slogan "STORY OF MY NATURE" not only expresses the close connection to nature and the traditional history of Kurland, but also alludes to the inner strength. In the future, the story and the essence of the customers are to be brought more into focus. After all, everyone has his own story that shapes him and determines his nature.

#### **New, modern look**

The new corporate design in the form of logo, slogan, logomarks, new colors and fonts is now being implemented step by step on all communication media, packaging and social media channels. The quality of the products, equipment and facilities will not change as a result of the new design. The contact persons in the company will also remain the same. In addition, Kurland is currently working on a modern, fresh online presence with a new website and webshop. Nevertheless, the focus remains on personal consultation and customer support. Ordering by phone will always be possible.

#### **International spa projects 2021**

This year, additional to the new corporate design, many exciting spa projects are on the horizon again. Together with its partner Body Mind Consulting, Kurland GmbH 2021 planned and implemented spa areas at the new Scandic CPH Strandpark hotel in Copenhagen and the Foroyar hotel on the Faroe Islands. Both projects have been successfully completed and the hotels have already opened. Not yet completed but already being implemented is a spa area at the new Scandic Spectrum hotel – including Kurland Rasul, steam bath, Finnish sauna, experience showers and foot baths. This will be the largest Scandic Hotel in the



center of Copenhagen. Also already in the planning stages is a new spa area at the Steigenberger Alsik Hotel & Spa. The hotel in Denmark was designed by the famous architect Frank Gehry for the harbor front of Sønderborg. There, Kurland is equipping the spa area with, among other things, a herbal sauna, infrared loungers, a Northern Light steam room, a Finnish panoramic sauna, a lounge with foot baths and an ice fountain.

## Images

Logo:



Logomark:



Screenshot Imagevideo:

<https://www.youtube.com/watch?v=ve97FCvVHHg>



## About Kurland

Helping people achieve greater health, well-being, beauty and joie de vivre with its concepts, products and services – this is what Kurland GmbH in Ainring/Salzburg stands for. With over 50 years of experience, the innovative successful company is one of the pioneers in the field of spa facilities and equipment and offers a unique range of natural health and skin care products. Both for spa and wellness businesses, doctors and therapists as well as for private customers. Decades of knowledge about the therapeutic effects of the products, coupled with effective formulations and treatments, are passed on in the company's own training center, the Kurland® Training Center.

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