

PRESS RELEASE

New headquarters of Kurland GmbH in Hammerau Bavarian-Finnish opening ceremony with international guests

Ainring/Salzburg, August 2023 - **On August 4, 2023, Kurland celebrated the opening of its headquarters, factory outlet and large showroom for saunas and spa facilities at its new location in the Hammerau industrial park. Among the guests were national and international partners as well as local politicians such as the District Administrator Bernhard Kern and the Mayor of Ainring Martin Öttl. As a musical highlight, the well-known Finnish band "EveXDingo" played alongside the traditional Bavarian Musikkapelle Ainring.**

Company relocation from Mitterfelden to Hammerau

After the introduction of the new corporate design in 2021, Kurland faced another milestone at the beginning of 2023: With the relocation of the company from Kirchenwegstraße in Mitterfelden/Ainring to Sägewerkstraße in Hammerau/Ainring, Kurland not only succeeded in optimizing all production and logistics processes, but also opened its first local store, thus further developing and strengthening the Kurland brand. At the new location in Hammerau, everything is now under one roof: company headquarters, production, planning & design, warehouse, sales, shipping, training center, store and showroom.

Grand Bavarian-Finnish opening ceremony at the new location.

On August 4, Kurland celebrated the opening of the flagship store and the new company headquarters together with national and international partners, suppliers, local politicians, customers, and Kurland friends and employees. After an opening speech by company owner Esa Ranta, District Administrator Bernhard Kern also said a few words about the company, which has now been based in Ainring for over 50 years. "You are a permanent fixture in the Berchtesgadener Land region and I would like to congratulate you warmly on that," said the District Administrator. After another speech by authorized signatory Roman Lindner, the guests were given a tour through the new company building and the production and storage halls. Musical entertainment was provided first by the Ainring music band and then by the well-known Finnish singer Jarkko Eve with band..

Flagship store with large showroom

With the new factory outlet in Hammerau, Kurland customers now have the opportunity to test Kurland products on site and buy them at favorable outlet prices - including free advice. The assortment ranges from natural cosmetic

products to care and massage oils to health products with moor, hay or Swiss pine. Also for Sauna lovers everything is present from Sauna smells over Sauna infusion buckets and bathrobes. Business customers now also have the opportunity to get to know Kurland products on site and to try out special applications, equipment or spa facilities. Preliminary opening hours are Monday through Thursday from 9 a.m. to 4:30 p.m. and on Friday from 9 a.m. to noon. Appointments for sauna and whirlpool consultations are also available by appointment outside of opening hours.

New: Saunas, whirlpools and spa facilities for private customers

Until now, Kurland has been considered a pioneer in spa facilities, especially by business customers in the hotel and healthcare industries. This is now to change: With the opening of the showroom, Kurland now also offers private customers a wide range of saunas, whirlpools, spa facilities and accessories. In Hammerau, customers will then not only have the opportunity to test the facilities, they will also be able to receive free, non-binding advice there. Those who decide on a spa system from Kurland have the option of installation by Kurland as well as the possibility of on-site pick-up in Hammerau - this eliminates shipping or forwarding costs. In the coming weeks, all spa systems and products that are in the showroom will also be available for purchase in the webshop www.kurland.de.

Picture material

Pictures of the opening ceremony, the new company headquarters, the store, the showroom, etc. can be downloaded here: <https://my.hidrive.com/share/c8lqoeua.h>

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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