

Sensation  Realisation



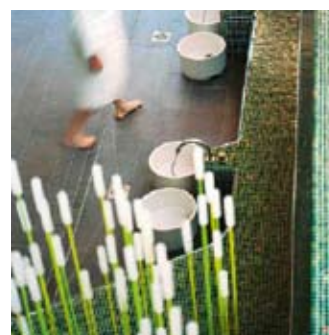


With expertise and precision

With over 35 years experience, we know what counts in the field of pools and spas and can offer you first-class services of the highest quality. Realistic and practical solutions for pools, spas and wellness facilities have formed the cornerstone of our company throughout its history.

Reliability and precision are our top priorities as a family-owned and managed company. We provide expertise and experience as well as commitment and creativity.

When we work for you, we do not seek a short-term profit for your spa, pool or wellness facility, but rather viable, long-term solutions.



With commitment and enthusiasm

Pools are our passion. This passion guides us in the planning and building of pools and wellness facilities.

It is a great challenge to design a pleasurable experience for pool guests – whether it is a stimulating bathing experience or relaxation and well-being. This requires sensitivity and experience in every detail and every decision in the design, planning and building phases.

We deliver solutions that provide this satisfying experience, because they are based on comprehensive know-how and precise technical planning.



World of bathing



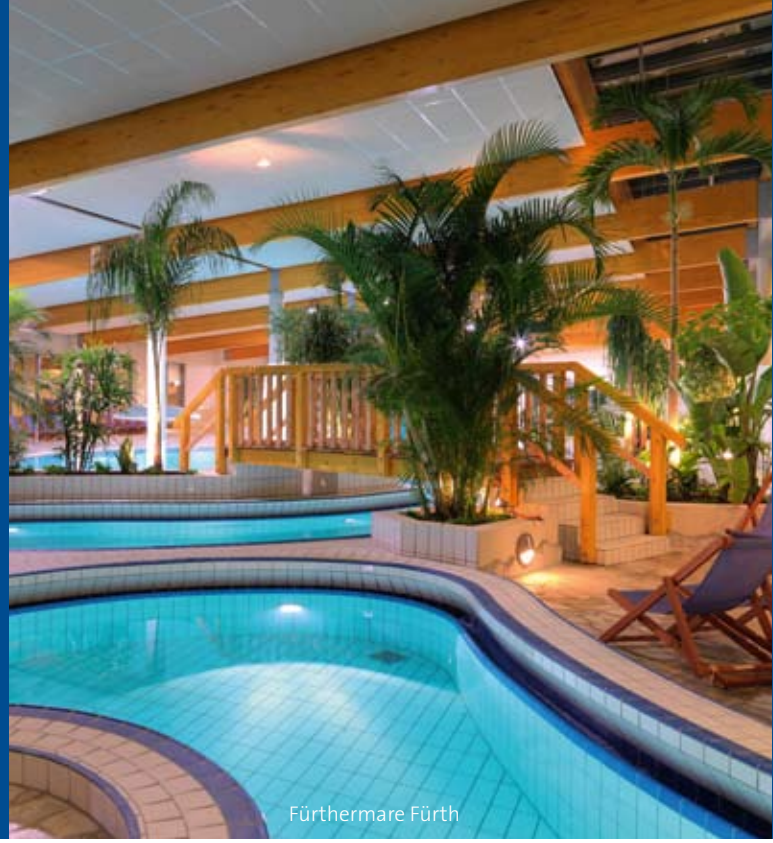
Caracalla Therme Baden-Baden



We are your expert partner for consulting, planning and operation.



Michaelibad Munich



Fürthermare Fürth

Full service

With our sound technical and operational know-how, we offer comprehensive support to realise your requirements: from a purely **operational optimisation** without any building works, to **renovation/improved attractiveness** through to **new buildings**.

Although we are a full service provider, you are welcome to make use of individual aspects of our range of services at any time.

Experience quality through our core competences

- Process quality:** Comprehensive project management experience
- Pool quality:** Balneological know-how
- Planning quality:** Across-the-board technical expertise and experience in implementation as principal builder/developer
- Technological quality:** Precision, expertise and innovation
- Operational quality:** Operational experience in terms of strategy as well as in daily business, turnaround and take-over of operations



Else Club Moscow

Outdoor pools Tuttlingen

			Services	
Operational optimisation	Renovation/improved attractiveness	New building		
■	■	■	Operating concept	▶ Consulting (Page 11)
■	■		Profit improvement studies	
	■		Attractiveness studies	
	■	■	Regional pool concepts	
		■	Feasibility studies	
	■	■	Developer support	
■			Technical optimisation of operations	▶ Planning (Page 13)
■			Hygiene solutions	
■			Technical support	
	■	■	Water features and pool design	
	■	■	Technical planning and specialist construction management	
	■		Technology/filter renovation	
	■	■	Energy strategies	▶ Operation (Page 15)
■	■	■	Coaching	
■	■	■	Operational management	





Customisation

We offer customised solutions. We attach great importance to producing a sound, sustainable concept prior to the planning and building phases. This requires accurate evaluating of the specific situation and developing creative yet tried and tested ideas

in order to establish a realistic perspective. With 35 years of experience in technical planning and 15 years of operational experience, we guarantee successful long-term solutions.

Our consulting services:

Operating concept:

For existing facilities, our extensive operational experience is essential in developing profitable operating concepts from the staffing schedule through to the marketing strategy.

Profit improvement studies:

For existing facilities, we draft the most profitable operating strategy based on a detailed operational analysis and benchmarking with competitors, which can be realised with or without building activities.

Feasibility and attractiveness studies:

We draft a specific concept designed to be successful in the long-term, based on a detailed analysis of the competitive environment and market potential. Key elements of the concept include a detailed space allocation plan and area planning, initial investment estimates and a realistic profitability forecast. We pay particular attention to clear positioning, market-oriented dimensioning and the creation of an optimised functional building.

Regional pool concepts:

The key question for a economical regional concept is: How many and which types of pools does your community, city or region need? This depends on size requirements, pool types, location and intermunicipal collaboration models.

Developer support:

As partner to the principal builder, we advise on overriding pool-specific construction questions (during the architectural tendering process, the planning phase etc.).



Spreewald Terme, Burg



Harmony

In order to provide bathers with a sensational experience, the harmony between the pool offering and the technology must be fine-tuned.

Our experience in over 150 pool projects has demonstrated that the various technical issues must be precisely balanced during the planning phase in order to ensure

that the subsequent operation is trouble-free and cost-effective.

We are well aware of what is required at each stage and maintain an overview of the entire planning process. As an expert partner, we support the principal builder and other parties on the project to ensure a successful result.

Our planning services

Technical optimisation of operations:

Increasing operational costs raise the importance of optimal regulation of power, heat, water and drainage in existing facilities. The potential savings can be immense.

Hygiene solutions:

Strict regulations and complex chemical processes require extensive experience in hygienic procedures (e.g. legionella removal and prevention).

Technical support:

Our long-term experience, gleaned from our own operations, has demonstrated the high value of ongoing technical coaching of the operating organisation by our engineers.

Water features and pool design:

The principal builder and the architects often get us involved in the creative design of the pools. Bathers can thus look forward to a new and special attraction in every new pool.

Technical planning:

Our original business was the technical planning (heating, climate control, sanitation and water treatment) for all types of pools:

- Design and implementation planning
- Specialist construction management / site monitoring with particular attention to quality, costs and deadlines.
- Commissioning and start-up
- Take-over of operations
- Fault remedying

Technology/filter renovation:

Wholesale renovation is not always necessary in existing facilities. A neutrally-conceived and well-grounded planning process is also important for single technical renovation measures.

Energy strategies:

With new building projects, an efficient energy strategy is vital to reduce future operating costs.





Success factors

In 1994 we expanded our range of services to include the operational management of pool facilities. This was a logical consequence of our many years of practical experience and our passion for the world of pools.

We have been successfully managing the Caracalla Therme and the Friedrichsbad in Baden-Baden for 15 years. Building on this experience, we have concluded further customised management contracts.

Our operational services

Coaching:

When private management is not desired or required, you can still benefit from our substantial management experience in the pre-opening phase and running operations.

Operational management:

We take on long-term oriented operational management in location-specific operating models. This can be in the form of a management contract, a lease contract or an investment model.

We are certain about one thing: **“Quality sells”**. This is why we focus on the following success factors in our operational work:

The “hardware” area – building and equipment:

- Clear positioning with respect to the competition
- Market-oriented dimensioning of the facility
- Optimised and functional building
- Balneological quality of the offerings
- Attractive ambiance for well-being
- Long service life and low maintenance costs thanks to “quality construction” and careful building execution
- Optimal technology enhances the comfort of your guests as well as profitability (and is not observable by the guests)

The “software” area – services and operational organisation:

- Customer orientation and service quality
- Cleanliness and hygiene
- Ongoing development and adaptation to guests’ requirements
- Lean organisation
- Effective marketing
- Technical optimisation in terms of electricity, heat and water consumption



Kannewischer Collection



KissSalis Therme Bad Kissingen



Bathing culture and pool quality

Our pool operations are a collection of selected market-leading thermal spas, each with its own special character, that are specifically designed for your guests' health, recreation and well-being.



Caracalla Therme and Friedrichsbad, Baden-Baden



In 1994, Kannewischer Holding and Kurzentrum Rheinfeldern (CH) jointly leased both of these world-famous spas in Baden-Baden.

As one of the first thermal spas of modern times geared toward prevention and recreation, the Caracalla Therme is particularly well-known. Kannewischer made a key contribution to the character of the Caracalla Therme through its technical planning.

The Friedrichsbad opened in 1877. As a Roman-Irish spa, it represented a complete innovation at the time. With its heritage-protected design, the spa continues to enjoy considerable popularity today.

An increase of 10% in visitor numbers with a doubling in turnover since our take-over proved that the correct decisions had been made. And yet both of our “classics” receive continuous development to ensure that they will be as successful in the future as they are today.

www.caracalla-therme.de

www.roemisch-irisches-bad.de





Spreewald Therme, Burg im Spreewald

With the Spreewald Therme in Burg, we were able to realise a new building project that has already been distinguished by multiple awards. Here it was possible to implement an exceptional location-specific and consistent new-build concept that was successful in terms of architecture, service provision and operational organisation. This was achievable because we were not just the investor and principal builder but also the project's technical planner and operator. The Spreewald Therme is a modern holistic spa with an extremely prized thermal brine set in the middle of the incredible Spreewald UNESCO biosphere reserve.

www.spreewaldtherme.de



KissSalis Therme, Bad Kissingen

As a spa with one of the richest traditions in Germany, the city of Bad Kissingen had given lengthy consideration to the further development of its bathing landscape. In 1998 we completed a feasibility study to sharpen these deliberations. The study served as a basis for the architectural tender as well as for the clarification of the financing and configuration of the subsequent operation.

In the subsequent planning process we were responsible for spa-specific advice for the principal builder as well as the technical planning. The town of Bad Kissingen was well aware that a spa facility of this size would have to be managed professionally and market oriented. The city therefore decided to award the operational management to us.

www.kissalis.de



VitaSol Therme, Bad Salzuflen

Bad Salzuflen is one of the most famous spas in Germany. We took over the operational management of the town's VitaSol Therme within the framework of a leasing contract. The facility at the edge of the spa gardens dates from the 1970s. In 2000, the entire spa was renovated and cosmetically improved. With our take-over of the operations in 2008, additional investments have been secured to ensure the facility's future.

www.vitasol.de



Family company



Dr. Stefan Kannewischer,
Dr.oec.HSG, Managing Director
Kannewischer Management AG
+ Kannewischer Collection

Bernd Kannewischer,
Dipl.Ing.SIA, President,
Kannewischer Holding AG,
Zug

Jürgen Kannewischer,
Dipl.Ing.FH, Managing Director,
Kannewischer Ingenieurgesell-
schaft mbH, Baden-Baden

In **1972**, Bernd Kannewischer established a consultant engineering office in Zug that soon specialised in the technical planning of all types of swimming pools.

He opened the engineering office in Baden-Baden in **1978**.

Since then the technical equipment for over **150** public outdoor and indoor pools, spas and thermal baths, as well as hotel wellness and fitness facilities, have been planned.

We have been successfully managing the Caracalla Therme and the Friedrichsbad in Baden-Baden since **1994**.

In **2001**, Kannewischer Management AG was established for the fields of consulting and operational management.

The operation of the KissSalis Therme in Bad Kissingen and the Spreewald Therme in Burg, as well as the VitaSol Therme in Bad Salzuflen followed since then.

Kannewischer Holding currently has approximately **300** employees.



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