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marks its 30th anniversary in Coventry

WellGate: A New Standard In High-end Thermal Design

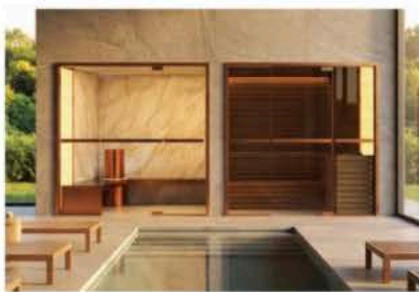
WellGate, created by Studio Apostoli for Myrtha Wellness, is a refined architectural system that reimagines the thermal journey for today's luxury hotels and wellness retreats.

Its distinctive 'above-ground' structure makes it ideal for five-star hotels, luxury real estate and wellness retreats, offering elegant, customisable designs that can be tailored to an architect's vision.

At the centre of WellGate is the Frame, a pure horizontal gateway that leads guests through a seamless sequence of sauna, steam and cold experiences. Its clean lines and sculptural circular elements – showerheads, ice fountains and softly curved details – reinterpret the language of water with lightness and precision.

Alberto Apostoli, Architect and CEO at Studio Apostoli said: "With WellGate, we redefine the concept of Wellness Architecture: a sanctuary where Italian design meets Myrtha's engineering expertise. Vision and technology merge into a harmonious ecosystem in which water, steam and light elevate the sensory journey. It is a philosophy made tangible through technology that remains invisible, yet essential."

Behind its quiet elegance lies Myrtha's hallmark engineering. The multifunctional Lesene discreetly houses all



technical systems, from steam generation to audio integration. A stainless-steel structure built with exclusive Myrtha Technology ensures durability, hygiene and the design flexibility architects rely on.

To support complete architectural freedom, WellGate is offered in three distinctive atmospheres:

- **Luxury:** Rich natural woods, tactile stone textures and warm, crafted finishes.
- **Elegance:** Refined perforated patterns and harmonious gold or black accents for sophisticated restraint.
- **Design:** Bold monochrome expressions in pure white or deep black, celebrating absolute minimalism.

WellGate is not simply a thermal product; it is a next-generation wellness ecosystem that sets a new benchmark for contemporary spa architecture.

Myrtha Pools UK
07860 852339
www.myrthapools.com

Superior Wellness Strengthens Leadership Team With New Chief Operating Officer

Superior Wellness is delighted to announce the appointment of Jay Crossland as its new Chief Operating Officer (COO). Jay brings with him extensive international operational leadership experience across manufacturing, supply chain and large-scale retail.

With a career spanning more than 20 years at IKEA, Jay has held senior leadership roles across the UK and Europe, where he led major operational transformation programmes. His work included developing complex multi-site operations, driving ERP and technology modernisation and optimising global supply-chain networks. Jay has a proven track record in scaling organisations, improving operational performance and building high-performing teams. He has consistently delivered step-change improvements in product quality, development processes, customer experience and EBITDA growth.

In his new role as COO, Jay will oversee global operations, supply chain, quality, manufacturing, systems and the development of people, performance and culture across all brands within the organisation, including Platinum Spas, Chill Tubs and AquaSolus.

Commenting on his appointment, Jay said: "Joining Superior Wellness at this stage of its journey is incredibly exciting. With new products, new markets and an ambitious growth plan, my focus is on building a global operational platform that delivers exceptional quality and reliability."

Rob Carlin, CEO of Superior Wellness, welcomed Jay to the leadership team: "Jay brings a wealth of global experience and a proven ability to lead operational excellence at scale. His expertise will play a pivotal role as we continue to expand our international presence and strengthen our commitment to world-class quality and customer experience. We are thrilled to have him join the Superior Wellness family."

Jay's appointment marks another milestone in the company's commitment to strengthening its operational division and delivering continued innovation and excellence across its product categories.

Superior Wellness
01246 559071
www.superiorwellness.co.uk



FINNMARK
AUTHENTIC SAUNA EXPERIENCES

Finnmark Sauna Celebrates Funding As North East Expansion Strengthens UK Sector Growth

In December, Finnmark Sauna secured a six-figure funding package from Barclays, marking a significant end-of-year milestone for the North East business as demand for authentic thermal experiences continues to rise across the UK spa sector.

The investment arrives ahead of the company's ten-year anniversary in March and will support significant development across its manufacturing and operational capabilities.

The funding will enable Finnmark Sauna to expand into a larger, production-focused facility and create new skilled roles in the region. It will also accelerate innovation in sauna manufacturing, strengthen supply

chain resilience and enhance digital systems to support the growing number of spa and wellness operators seeking high-quality thermal solutions.

Jake Newport, Founder and CEO of Finnmark Sauna, said: "This funding from Barclays is a real vote of confidence in Finnmark and in the North East. It enables us to scale responsibly and invest in new innovations and technologies that will keep our operations robust for years to come. Whilst we have an international reach and a market-leading UK presence, we are proud to be building a business that is growing in the region for the region."

In the last year, Finnmark Sauna has been responsible for several landmark projects that highlight the rise of thermal wellness experiences in the UK. These include the UK's highest sauna at The Shard, the UK's largest sauna at arc in Canary Wharf and the UK's first floating sauna, WYLD in Liverpool Docks.

Work on Finnmark's expanded facility will begin early next year as the company prepares for its anniversary and the next phase of its development.

Finnmark Sauna
020 8050 2895
www.finnmarksauna.com