

COMPANY PROFILE



Always at the forefront along the road of innovation

MADE IN ITALY

DESIGN LIFESTYLE

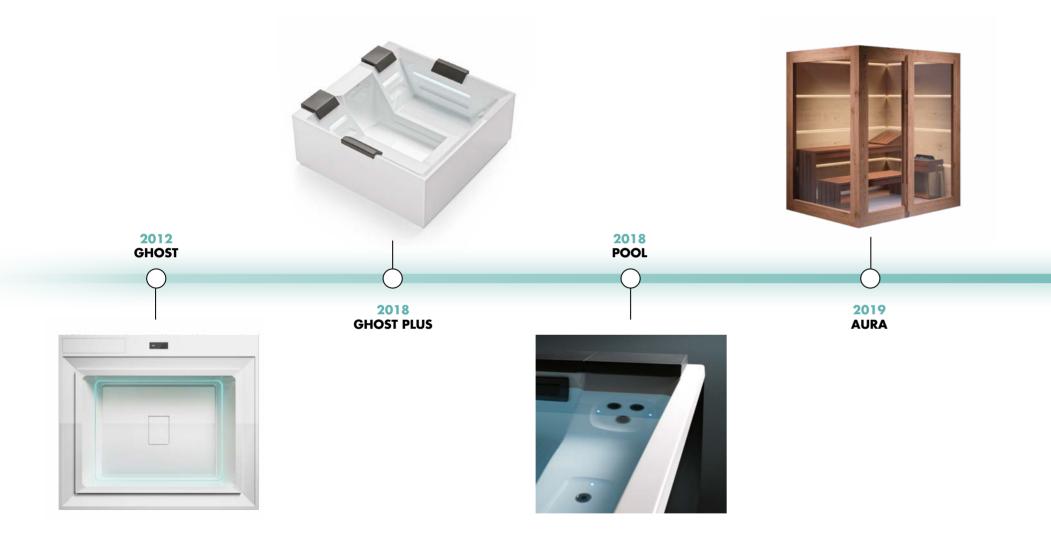


A STORY THAT BEGAN AS FAR BACK AS 1976, A CLEAR CALLING FOR EXCELLENCE.

THE TREESSE CATALOGUE INCLUDES HYDROMASSAGE SPAS, SAUNAS, COUNTER-CURRENT SWIMMING POOLS AND BATHTUBS. 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.

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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.

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.

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.



t / DESIGN

TREESSE'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 TREESSE'S CHOICES AND WORKING METHODS. THANKS TO HIM, THERE IS STILL A CLEAR STRATEGIC VISION AT THE HEART OF TREESSE'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.



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 TREESSE 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 TREESSE CONTINUES TO PRESENT SUCH INNOVATIVE PRODUCTS, YEAR AFTER YEAR.

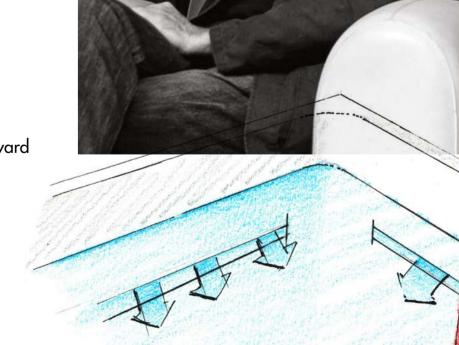


Honge + etnoit (Sedute -) inclinere + Mutical (Dossin.)



ACTION:

ADI Compasso d'Oro Award



PRODUCTS

UNIQUE SPAS OF GREAT ELEGANCE, WHICH INCLUDE PATENTED HYDROMASSAGE SYSTEMS AND CREATE AMAZING LIGHTING EFFECTS. FREESTANDING TANKS WITH A REFINED DESIGN, MADE OF INNOVATIVE MATERIALS.

SAUNAS THAT BRING THE FUNCTIONALITY AND COMFORT OF LARGER STRUCTURES TO SMALL SPACES. AND THEN THERE'S AQUARUN, A COUNTER-CURRENT SWIMMING POOL WITH HIGHER TECHNICAL STANDARDS THAN THE PRODUCTS ALREADY ON THE MARKET, OR THE EXTRAORDINARY HAMMAM MIRAGE...

TREESSE'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.

t / PRODUCTS



RELAXATION & WELLNESS

SPAS, SAUNAS, HAMMAMS.
TREESSE 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 WAS DESIGNED BY MARC SADLER AND DEVELOPED WITH THE SUPPORT OF DYNAMIC FLOW EXPERTS FROM THE UNIVERSITY OF TRIESTE. IT OFFERS AN ENHANCED SWIMMING EXPERIENCE FROM A TECHNICAL POINT OF VIEW, SUITABLE FOR BOTH PROFESSIONAL AND AMATEUR ATHLETES.



DAILY WELL-BEING

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

CONSTANT INNOVATION.

ELEGANCE.

COURAGE.

TREESSE IS ALL THIS.

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UNIQUE PRODUCTS, BECAUSE...

A TREESSE SPA IS UNIQUE AND UNMISTAKABLE, ALWAYS.

WHEN THE MARKET STILL ONLY OFFERED TRADITIONAL HYDROMASSAGE SYSTEMS, TREESSE 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.

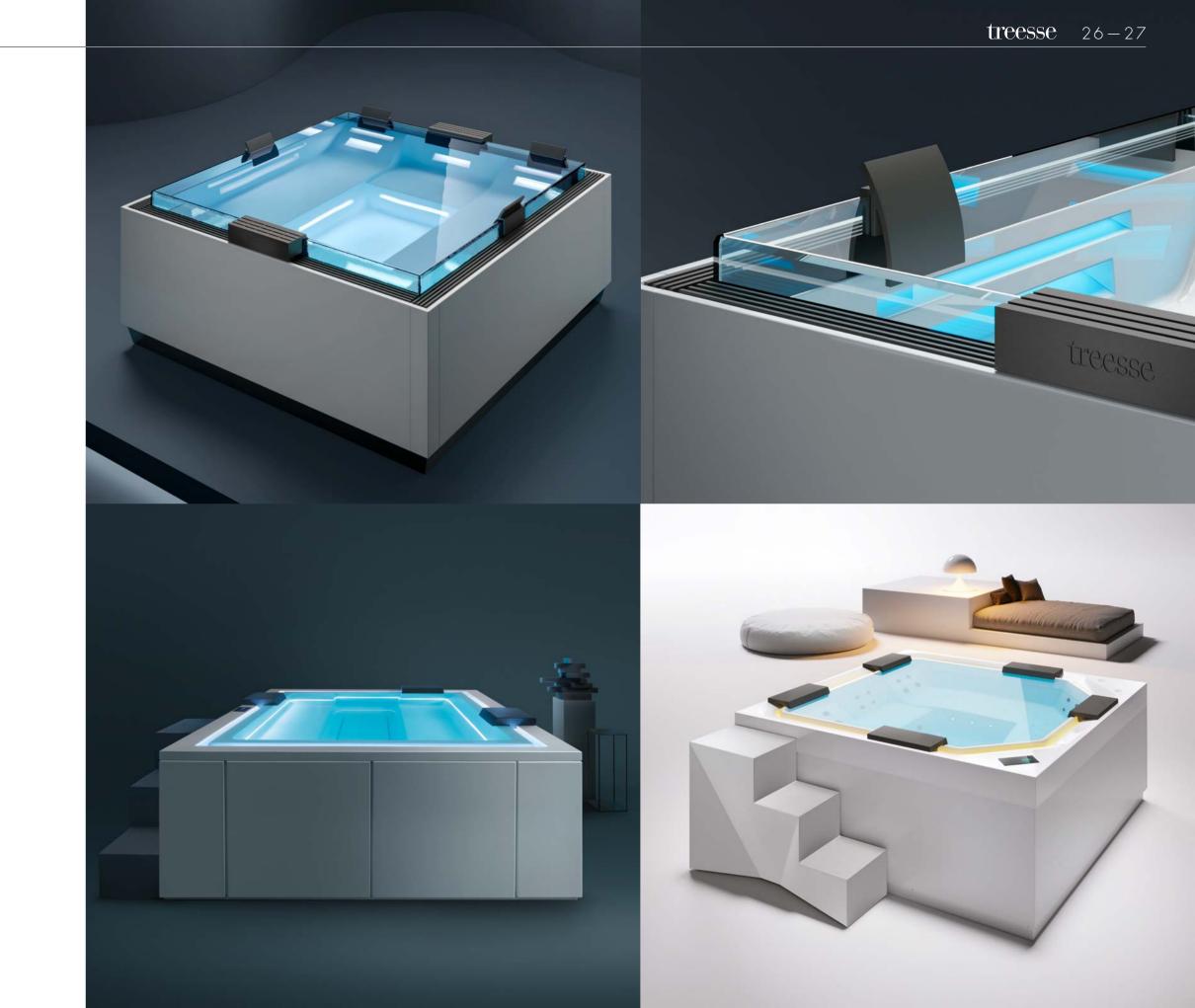




THE UNCOMPROMISING APPEAL OF AN INFINITY EDGE.

THE INFINITY EDGE IS ANOTHER ASPECT FOR WHICH TREESSE HAS STOOD OUT FROM THE COMPETITION, DEVELOPING SYSTEMS WITH ENTIRELY UNIQUE FEATURES.
TREESSE 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
TREESSE 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.





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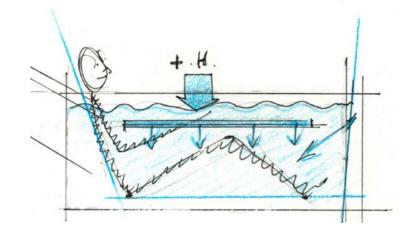


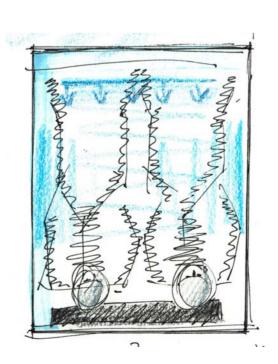
LIGHT IS DESIGN:

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.











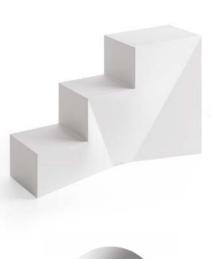


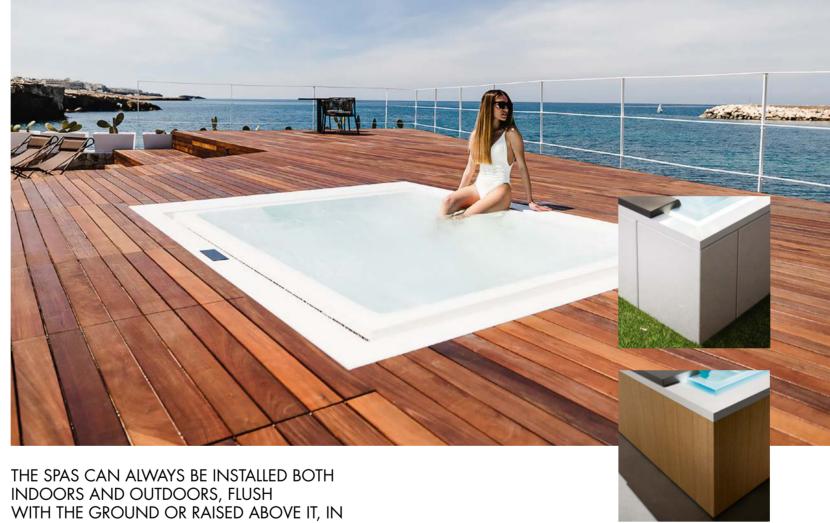
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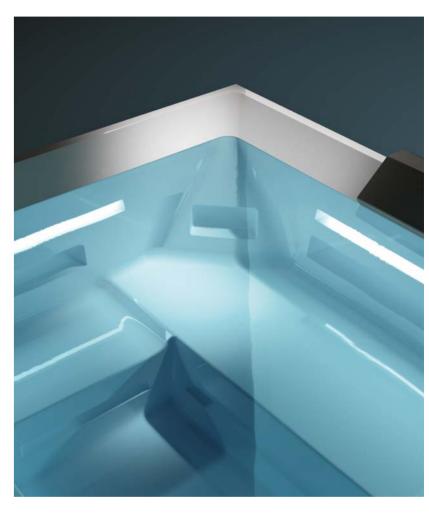
USER EXPERIENCE IS ENHANCED BY THE THRONE ACCESS SYSTEM OR THE PERFECT AUDIO OF BIG BANG, WHILE THE AUTOMATIC LIFTS FACILITATE MAINTENANCE OPERATIONS.





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.





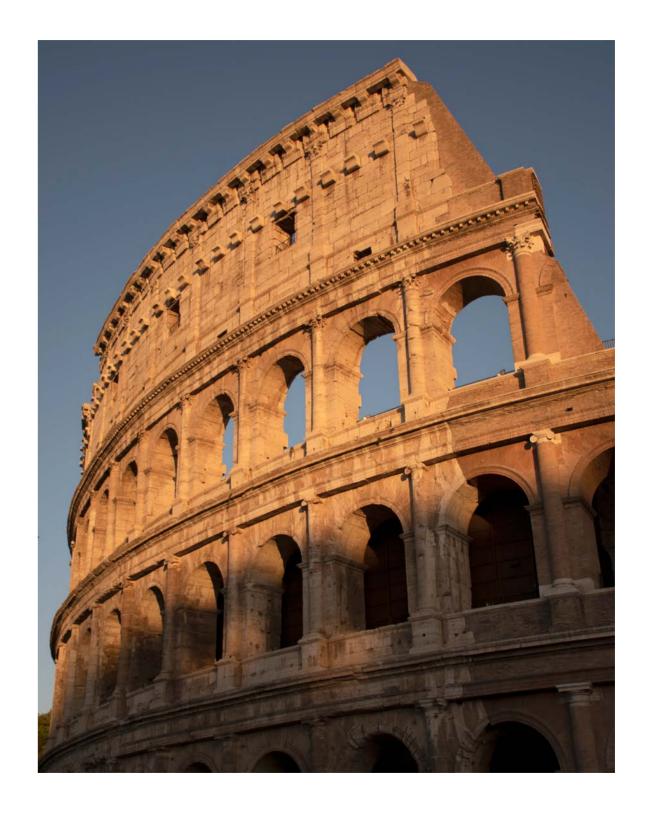
THE SPAS FEATURE
STATE-OF-THE-ART FILTRATION SYSTEMS.
ALL ACCESS SYSTEMS ARE NON-SLIP.
THE COMPANY GUARANTEES THE MAXIMUM
SAFETY STANDARDS FOR ALL ITS PRODUCTS,
CERTIFIED BY THE CORRESPONDING
CERTIFICATIONS.



t / 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 TREESSE PRODUCTIONS.



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

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





t / LIFESTYLE

CONTRACT





TECHNICAL MATERIAL

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



SUPPORT

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



AFTER-SALES

Scheduled maintenance plan and after-sales service available to retailers and the contract world.



/ SERVICE CENTRES

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.

 ${f t}$ / COMMUNICATION AND EVENTS

COMMUNICATION AND EVENTS



INTERNATIONAL FAIRS

YEAR AFTER YEAR, TREESSE PARTICIPATES
IN THE MAIN INTERNATIONAL FAIRS IN THE INDUSTRY:
THE INTERNATIONAL FURNITURE FAIR IN MILAN,
GLOBAL POOLS 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.



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PRESS

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



CORRIERE DELLA SERA

la Repubblica

nautica

ABITARE

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

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









STUDIO BATONI TAKES CARE OF STAND DESIGN AND ORGANISING THE SPACES IN THE NUMEROUS INTERNATIONAL EVENTS IN WHICH TREESSE TAKES PART. ADHOC SPAZIO CREATIVO IS AN AGENCY SPECIALISED IN THE FURNITURE SECTOR, RESPONSIBLE FOR TREESSE COMMUNICATIONS ON TRADITIONAL AND DIGITAL MEDIA. IT DEALS WITH THE CONCEPT, GRAPHIC DEVELOPMENT AND CREATION OF CATALOGUES AND PRESENTATION MATERIAL.

INTERIOR DESIGNER AND STYLIST PAOLA ANNUNZIATA HAS BEEN COLLABORATING WITH TREESSE 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 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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