

No. 9 / November 2025, Cologne
#fsb #aquanale #bettertogehther

aquanale 2025 achieves strong results and consolidates its position as an international industry meeting place

Trade fair delights visitors with multiple special exhibition areas and innovations

From 28 to 31 October 2025, the global swimming pool and wellness industry gathered in Cologne once again for aquanale - International Trade Fair for Sauna. Pool. Ambience. During the four days of the event, trade visitors to the Cologne fairgrounds were given a comprehensive overview of the latest innovations in the fields of swimming pool technology, saunas, pools, spas and water treatment. Around 290 exhibitors from 33 countries presented new products and designs for modern, sustainable and pioneering swimming pool and wellness facilities. Together with the co-located FSB, aquanale attracted around 28,000 trade visitors from over 125 countries. With these results, the trade fair continued the positive trend of previous years and confirmed its position as an internationally important platform for the industry.

aquanale 2025 showcased a wide range of products and solutions for private and public swimming pools, wellness facilities and sauna areas across approximately 40,000 square metres of exhibition space. In Halls 7 and 8 of the Cologne trade fair grounds, the focus was on energy-efficient water treatment, sustainable pool technologies and high-quality spa and sauna solutions. Trade visitors had the opportunity to experience the latest water-care systems, state-of-the-art pump technologies and premium materials in person. There was particular interest in water and resource conservation, design trends and digital control systems.

“At this year’s aquanale, it was clear to see how the international swimming pool and wellness industry is undergoing a realignment towards energy efficiency and digitalisation, while still maintaining a focus on design. Cologne provided the ideal venue for experiencing innovations and advancing topics of future importance together,” explained Matthias Pollmann, Vice President Trade Fair Management of Koelnmesse GmbH.

“Sustainability and efficiency - not least with the support of digital technologies - were very much in the spotlight this year, as were forward-looking wellness concepts. aquanale provided an excellent platform for dialogue and inspiration,” added Bettina Frias, Director of aquanale.

Modern solutions in the energy technology segment

The spectrum of renewable energy systems is extensive, ranging from collectors and



aquanale
28.10. - 31.10.2025
www.aquanale.com

Your contact:
Paul Schubert
Tel.
+49 17612563104
e-mail
p.schubert@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

photovoltaic systems to solar thermal systems. Conventional solar heating mats have been used in the swimming pool sector for many years and still have their place when it comes to heating simple outdoor pools. However, modern energy technology solutions are far more advanced, using intelligent energy management systems to integrate pools into heating concepts. Once captured, heat is stored in a buffer tank and made available to various energy consumers. In such systems, photovoltaic and solar thermal systems are usually combined with another energy source or transfer device, such as a heat pump.

Page
2/7

In the next step, an intelligent energy management system distributes the heat to the household's individual consumers. The heat that has been generated can be used to warm both the house and the pool, so there is no need to use fossil fuels. In other words, this state-of-the-art building technology system also encompasses the swimming pool, without the pool requiring any additional heat input. What this means for property owners, is that, as well as reducing their consumption of conventional energy, they also generate their own energy, which can be used to operate the swimming pool.

Smart pools

It's not only large pools that have seen amazing innovations and developments in the use of artificial intelligence (AI) and digital support - the same is also true in the field of pool construction. For example, **Dryden Aqua's SPACE** pool management system uses AI to monitor water quality in real time. It automatically adjusts chemical dosing and detects potential leaks at an early stage. All the parameters can be conveniently monitored and controlled remotely using the dedicated app. The system supports precise, sustainable and efficient pool maintenance.

The new **BADU and BADU Blue Pro pool control systems from SPECK Pumpen** are also smart. In addition to water treatment and care, including measurement, control and dosing technology, the system can also manage various features, lighting and other aspects such as pool heating and covers. These control systems are easy to operate over the internet via smartphone, tablet or PC. They also offer the option of remote maintenance by the pool builder.

The **PC DYNAMICS pool control system from dinotec**, a subsidiary of the **CF group**, is a microprocessor-controlled measuring, regulating and dispensing system with integrated functions for filter and heating management as well as for measuring and dispensing pool disinfectant. The system can be controlled remotely via the **dinoAccess** app and is available worldwide to both pool owners and the specialist trade.

In a state-of-the-art house, pool technology is connected to the building's smart home system. Homeowners can monitor and control all the technical systems in the house via a central control unit. This is another area in which energy efficiency plays an important role. The pool control system ensures all the treatment technology components run in energy-efficient mode, which significantly **reduces electricity consumption and CO2 emissions**. One key component in this system is the circulation pump. Modern pumps with frequency converters consume

significantly less electricity than the standard, inflexible pumps used in the past. Power consumption can be monitored at any time via the app. The same applies to water treatment. Whereas older-generation devices dispensed water-care products at a constant rate, now they're added as needed when a parameter falls below a set target value. Because the whole pool technology system is networked, all the connected devices always operate in energy-efficient mode. When all the components are coordinated in terms of both energy and process technology, this leads to **reduced consumption - of not only energy and water, but also water treatment products.**

Next-generation sauna cabins

The market trend is increasingly moving towards combi cabins, where users can enjoy not only a classic Finnish sauna, but also other variations, such as a high-humidity or gentle steam bath. Cabins like these require an intelligent control system that can be used to configure the bathing mode. The parameters can be adjusted within the physical operating range via the control system display. The climate parameters adapt to new settings quickly, so the cabin is soon ready to use. When the climate zone is changed, the control system automatically performs the necessary processes, such as increasing the heat and ventilating the cabin.

As is the case with pool control systems, many suppliers offer mobile devices and apps that allow users to remotely manage cabin parameters such as temperature and humidity. **HUUM**, for example, offers an app that can be used to turn on a sauna or steam cabin. Just a few taps on a mobile phone and the sauna can be heated up ready for when you arrive home.

WDT Werner Dosiertechnik produces central control systems for all types of cabins, from saunas and steam baths to ice machines, as well as their components, including sauna heaters, steam generators, fragrance dispensers and lighting. All features in the cabins can be controlled via a central panel. An intuitive touch-operated graphical interface, which can be programmed in multiple languages, is used for operation and visualisation. In addition, readings, current operating statuses and any faults that may occur can be displayed on any device, whether a PC, smartphone or tablet.

With AASC, **Alpha Wellness Sensations** offers a digital system that makes adjusting the intensity of infrared heaters simple. AASC stands for Alpha Adaptive Smart Control. With built-in Bluetooth technology, it's easy to play your favourite music from almost any smartphone or wireless device via the app. You can set your preferred language - choices include Dutch, English, French and German - on the control panel. Optional extras include Wi-Fi connection, so you can switch on the cabin before you get home, for example, and a heart rate monitor to keep track of your state of health. AASC is currently available for infrared cabins, but will soon also be available for saunas and hammams.

World-class congress and event programme

In addition to the exhibition, aquanale also offered practice-oriented forums and workshops on the latest industry topics. The technology training sessions featured demonstrations of solutions aimed at increasing efficiency, optimising hygiene and

using energy sustainably. Lectures and discussion panels addressed topics such as digital connectivity for bathing facilities, new sauna technologies and the integration of wellness concepts into urban living spaces. Visitors also had the opportunity to learn about new business models and operating concepts for leisure and sports pools.

Page
4/7

11th International Swimming Pool and Wellness Forum (ISWF)

The centrepiece of the event programme was the **11th International Swimming Pool and Wellness Forum (ISWF)**, which offered practical lectures, discussion panels and presentations on the latest topics of future relevance, such as decarbonisation, digitalisation in water management and visitor services, and the supply of skilled workers. In addition, as aquanale's partner country for 2025, Belgium was represented with its own sessions, a shared national pavilion and a celebratory Belgian evening - an item on the programme that further emphasised the international diversity and extensive exchange of expertise at the trade fair.

More highlights included the special **Digital Waterparks** exhibit, the **Swimming in Atmospheres** architecture showcase, and the exclusive **AQUANIGHT** for exhibitors and partners. The **special exhibits Private Oasis and Urban Oasis** provided a realistically staged glimpse into the future of nature-inspired living spaces. Developed in cooperation with the **German Society for Natural Bathing Waters (DGfNB e.V.)**, these areas showed how it is possible to bring together sustainability, biodiversity and aesthetics in modern pools.

The Private Oasis exhibit combined sustainability with functionality and an attractive appearance. Visitors experienced how climate-resilient, biodiverse bathing waters can be integrated into residential gardens. The focus here was on materials, technologies and concepts that use water efficiently and transfer the sponge city principle to private settings. The Urban Oasis area presented intelligent solutions for urban water management, ranging from green roofs and retention ponds to permeable surfaces. It demonstrated how interdisciplinary approaches can make cities more resilient to heat and heavy rainfall.

Numerous market leaders represented

To the delight of visitors, aquanale 2025 hosted a multitude of renowned companies presenting their innovations and latest products in the pool, sauna, wellness and ambience segments. Among those present were AITO Sauna, the German Federal Association for Swimming Pools and Wellness (bsw), BWT Pool Products, SPECK Pumpen, grando, FLUIDRA, Rollo Solar, BEHNCKE, AQUA SOLAR, fluvo from schmalenberger, RENOLIT, BINDER, CF group, RivieraPool, HUUM, Pollet Group, SAWO, Carropools, Compass Pools, Softtub World, sopra, WDT Werner Dosiertechnik, Hugo Lahme, NIVEKO, T&A Group, uwe JetStream, Klarer Freizeitanlagen, MAITEC, Superior Wellness, Butenas, wiegand.waterrides, HAYWARD, IKONO, SQUARENA, BECO, Roigk, wedi, eccos pro, Eichenwald and Elbtal Plastics.

Positive response from the industry

Once again, aquanale 2025 made a favourable impression thanks to the consistently high quality of its exhibitors, the practical relevance of its specialist programme and its international orientation. Participants especially appreciated the opportunity to

test products right there at the trade fair and develop new ideas in dialogue with experts. A wealth of presentations with a practical focus and fascinating discussion panels also offered valuable insights into current trends and forward-looking solutions for the wellness and pool sectors. All of these elements served to highlight the importance of aquanale as a leading platform for innovation and networking in the industry, with the goal of shaping the future of the worlds of bathing and wellness together.

“In collaboration with Koelnmesse, the European Waterpark Association presented a special Digital Waterpark event at aquanale 2025, demonstrating that the dramatic developments in the fields of AI and digital tools have long since also left their mark on the pool and leisure industry. Our EWA Lounge once again became the central meeting point in Hall 8, and we were delighted to welcome many guests,” commented **Dr Klaus Batz, Managing Director of the European Waterpark Association e.V.**

“aquanale has shown that trade fairs are still needed. Nowhere else does the entire industry come together and network with national and international partners. In addition to the numerous innovations, there were many opportunities for professional development and the exchange of ideas. And for celebration, too, of course,” said **Ute Wanschura, Managing Director of the German Federal Association for Swimming Pools and Wellness (bsw e.V.)**, summing up.

“We were impressed by the professionalism of everyone involved and the superb organisation - from the trade fair itself to the trade fair party,” remarked **Armin Herger, Managing Director of SPECK Pumpen**. “Despite a challenging economic environment, we sensed an overwhelmingly positive mood - among both German and international participants. It has encouraged us as we plan for the coming season.”

Discover more feedback from the industry on the website: [Statements about aquanale | aquanale](#)

#bettertogether: powerful synergies with FSB

As is now customary, aquanale - International Trade Fair for Sauna. Pool. Ambience. - was again held in co-location with FSB this year. The two events came together to form a strong, international dual trade fair brand in Cologne. United by the shared motto **#bettertogether**, FSB and aquanale created a platform that highlighted synergies, revealed areas of common ground and brought together the topics of exercise, leisure, health and well-being. This was evident to visitors to Boulevard North, for example, where the above-mentioned joint special exhibition area Urban Oasis vs. Private Oasis explored the close interconnection between public space and pool planning, taking water as an example. Climate change was also a central theme here. Solutions were presented that show how water can play a role in urban and garden planning to help with heat preparedness, cooling and promoting biodiversity, all in the interests of developing climate-adapted, resilient living spaces. As the only combined trade fair event of its kind anywhere in the world, the FSB and aquanale duo will continue to unite the challenges and visions of both industries in Cologne.

Key figures for aquanale 2025

Page

6/7

Around 290 exhibitors from 33 countries took part in aquanale 2025, with 61 per cent travelling from outside Germany. Together, the co-located events FSB and aquanale welcomed around 28,000 trade visitors from over 125 nations, which corresponds to an 11 per cent rise in visitor numbers compared to 2023. International visitors accounted for over 62 per cent of the audience.

aquanale will return to Cologne from 26 to 29 October 2027.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. Alongside the trade fair duo imm cologne and idd cologne (interior design days cologne), other formats hosted at the trade fair hub of Cologne such as ORGATEC, interzum, FSB, spoga+gafa and aquanale are among the most internationally renowned and established industry gatherings. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets. The imm brand family now includes imm india and La Feria De Diseño Medellín - powered by imm cologne in Colombia. The ORGATEC brand has established a global footprint with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia. The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and the interzum forum italy. The FSB brand is also internationally active, with the FSB Sports Show Riyadh and the FSB Forum Italy in Bergamo.

The next events:

imm cologne - The interior business event, Cologne 20.01. - 23.01.2026

imm india - The Business Platform for Furniture and Interiors in India, New Delhi 11.03. - 14.03.2026

interzum guangzhou - Asia's Most Comprehensive Woodworking and Upholstery Machinery, Furniture Production and Interior Décor Trade Fair, Guangzhou 28.03. - 31.03.2026

Note for editorial offices:

Image material from FSB and aquanale is available in our online image database at www.fsb-cologne.com/imagetdatabase and <https://www.aquanale.com/press/multimedia/image-database/>.

Press information is available at: www.fsb-cologne.com/pressinformation and <https://www.aquanale.com/press/press-releases/press-releases-of-aquanale/>

If you reprint this document, please send us a sample copy.

FSB on LinkedIn: www.linkedin.com/showcase/fsb-cologne/about/

FSB on YouTube: <https://www.youtube.com/@fsbcologne>

Page

7/7

aquanale on LinkedIn: www.linkedin.com/showcase/aquanale/about/

aquanale on YouTube: <https://www.youtube.com/@aquanalecologne>

Your contact:

Paul Schubert

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel. +49 17612563104

p.schubert@koelnmesse.de

www.koelnmesse.com