

SPATILITY

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EAST MEETS WEST

Schweder joins forces with Fenard and Dusseau to bring Spatality to the world stage

DENVER, U.S. – Spatality, Inc. announced today the addition of industry leader Ingo Schweder to its ownership group, board of directors and staff.

Schweder will join Elaine Fenard, Richard Dusseau and other partners in guiding the new management and spa franchise company to global awareness. He also will assist in the development of Spatality's first brand, Nectar, an off-the-shelf spa solution targeted to the international first-class hotels segment.

Schweder formerly was in charge of the entire spa division of Mandarin Oriental Hotel Group that encompassed all development, communications, marketing, design, finance and operations for its spa endeavors. He led a team of 15 people within his department and was a director and member of the operating board of Mandarin worldwide. In his new capacity at Spatality, Schweder will be in charge of all operations for the company in Asia and Europe.

"The idea of building an international spa company from the ground up is quite exciting to me," said Schweder. "The creativity involved in developing such an enterprise, and the chance to work in partnership with Elaine and Richard, is very welcome at this stage in my professional career. We have an incredible business model, the likes of which the industry has yet to experience, and great people. I'm very much looking forward to being a part of this and making the name Spatality an integral component of the spa industry as a whole."

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Spatality offers spa management and an off-the-shelf licensable spa brand called Nectar to hoteliers and developers throughout the world. The company is centered on delivering bottom-line results and enhancing the value of the asset. By bringing together key performance indicators used in the hospitality sector, Spatality offers high-yield management solutions to a fast-growing spa industry that has yet to fully mature.

“We’re very happy to have Ingo on board,” said Spatality President Richard Dusseau. “His reputation speak for itself, and his business acumen is a powerful asset to Spatality. Frankly, I don’t know who’s more excited, Ingo or me. Regardless, the addition of Ingo is a powerful strategic move for Spatality, and we look forward to building the company together as the leading hotel spa brand in the months and years to come.”

The company’s management contracts provide a full-service, turn-key solution that includes pre-opening guidance, standard operating procedures (SOP) and marketing support, with an emphasis on providing top-of-the-line personnel via recruitment, training and continuing education. Licensees/franchisees of the Nectar spa brand will receive a complete development and operations package that includes business planning, financial pro forma, architectural program, design criteria, services menu, treatment protocols, SOP’s, retail programming and a marketing toolbox.

In his role at Spatality, Schweder also will be responsible for opening and managing Spatality’s soon-to-be-established offices in Europe and Bangkok in the coming months.

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