



# megaSun<sup>®</sup>

*Style*

1-2018

Welcome to  
the future

**Comfort  
and  
design!**

New

**THUNDER  
HYBRID TOWER**

megaSun<sup>®</sup> worldWide

**HUDSON  
HEALTH & BEAUTY**

**“Good design is  
made for eternity.”**

*Alberto Alessi, Designer*



**Looking back  
stops us from  
moving forward.**

As much as we enjoyed remembering the past 30 years of megaSun® last year, we have once again been

working just as intensively on the future of our industry.

What was the result of this work? Let us again surprise you this year.

Come see us at the sunbiz during the FIBO trade fair – the exhibition space of the solarium industry. We will already be presenting a new solarium to you today on page 10 – the Tower Thunder Hybrid.

I would also like to invite you to book your personal day at KBL in Dernbach. On your date of choice, with your themes of choice. Just take a look at all we have to offer you on your personal day starting on page 14.

I hope you enjoy reading our brand new magazine.

Warm regards, your

A handwritten signature in blue ink, appearing to read 'K. Lahr'.

Klaus Lahr  
Management Board

# Content

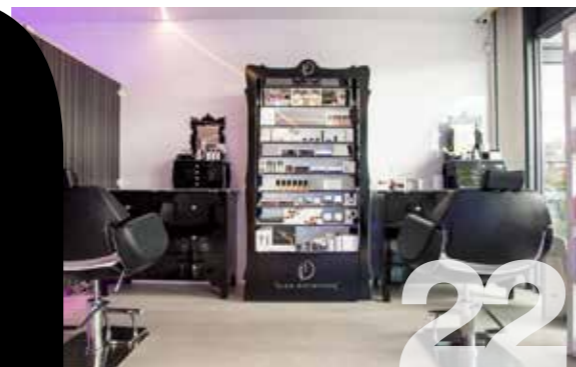
Just click or swipe – simply enjoy!



Personal Day, at KBL

# ent

Hudson Health and Beauty Salon with 5 star rating



# ent



The color of the year and our hurricane tubes have quite a bit in common.

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**Imprint**

Responsible for content and images:  
KBL AG · Ringstraße 24-26 · D-56307 Dernbach · Phone: +49(0)2689.94 26-0  
www.megaSun.de · E-Mail: info@megaSun.de

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# 8000 Hybrid<sup>ST</sup>

## Innovative technology, which simply touches you.

The flagship of the megaSun® fleet, the 8000 alpha Hybrid<sup>ST</sup>, is setting new standards in the world of solariums. This naturally applies to the innovative tube and booster technology, which ensures ideal tanning results and healthy, fresh-looking skin. But it also applies to the comfort, which both operators as well as customers, who treat themselves to a sun tanning session on the 8000 alpha Hybrid<sup>ST</sup>, benefit from.

### Just touch it: the Display of the 8000 alpha Hybrid<sup>ST</sup>

- high-resolution 12 inch screen
- innovative touch screen technology
- intuitive operation via swiping
- simple menu navigation
- clear presentation

This is especially due to the one-of-a-kind touch screen technology, which makes operating the 8000 alpha Hybrid<sup>ST</sup> even easier. It is attached to the outside of the solarium and allows you to comfortably and clearly adjust all of the settings. With just a few touches the customer can click his/her way through the intuitively usable menu surface and select various comfort features. ►



## Unique comfort meets innovative design

Both the customers and employees not only enjoy ideal comfort when using the touch screen: this also played a main role in the overall design of the 8000 alpha Hybrid<sup>ST</sup>.

The especially large tunnel ensures that customers enjoy special freedom when sunbathing and have an all-round good feeling. And thanks to a new lifting technology the top part can be moved and fixated continuously. This makes getting in and out child's play – not to mention making cleaning even easier!

In combination with the modern, but still timeless design of the 8000 alpha Hybrid<sup>ST</sup>, which – as always – carries the unmistakable megaSun<sup>®</sup>-signature, a unique solarium was created **which justifiably leads the megaSun<sup>®</sup> range as the unchallenged number one – and thrills the customers as well as the operators and their teams.**

## Just click or swipe and simply enjoy

You can adjust the music, airCon or aroma with a simple swipe. This is also true for the individual tanning intensity. Self-explanatory symbols and a simple color code ensure that the customer quickly gets along and can see which functions have been activated at a glance.

## Convenient service

Thanks to the 8000 alpha Hybrid<sup>ST</sup>'s touch screen the service and maintenance tasks have also become even more convenient:

After the employees have selected the service area, features such as the aquaCool spray test, settings for music or for the solarium's decoration lighting can be activated on the first service level.

Additional settings, such as reading out the business hours, personalizing the device's functions, loading the factory settings or assigning a new Bluetooth name can be carried out with the corresponding service code. In order for operators to assign different rights to service employees, it is also possible to have two different service codes.

The size of the screen not only makes operating it easier. Operators can also access important information and machine data considerably faster and easier. This allows the information to be read out comfortably and – if needed, settings can be changed to set the 8000 alpha Hybrid<sup>ST</sup> to the customers' wishes – and thereby win even more fans of the new megaSun<sup>®</sup> solarium.



# Thunder Hybrid

What has proven itself in megaSun's® premium class 8000 alpha Hybrid<sup>ST</sup> and has thrilled customers all over the world, is now available in a tower – the hybrid technology.

The best of low pressure technology combined in the tower Thunder Hybrid. 26 high-performance UV-tubes and 26 hurricane tubes combine a nice tan, biopositive effects, anti-aging thanks to collagen light and blemish-free skin due to the cleansing effect of the blue content in the light.

**NEW**



megaSun® Column

**Myth**

**FACT**

*A sufficient vitamin D level enhances weight loss.*

*That is true.*

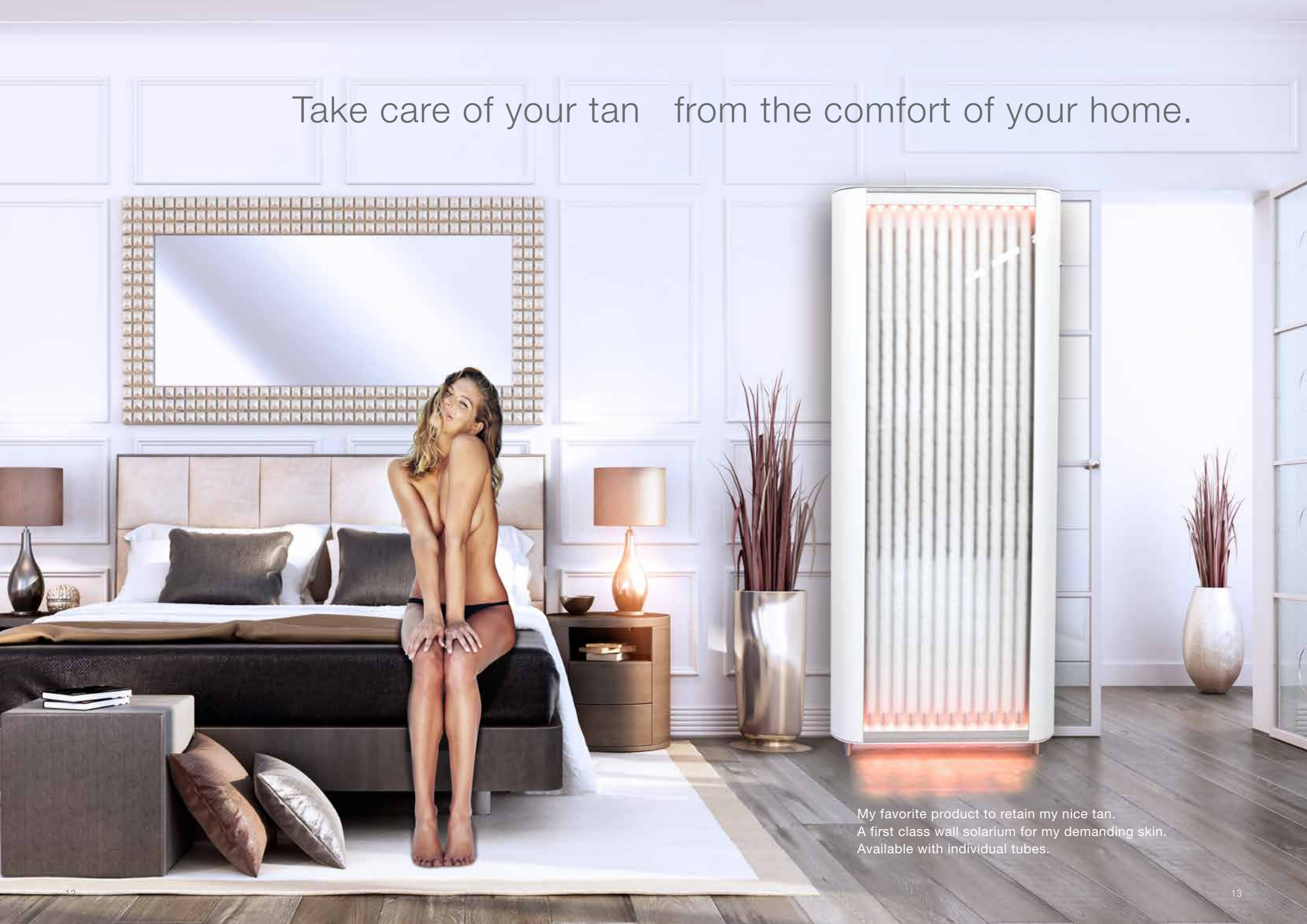
Vitamin D is involved in numerous metabolic processes. That is why it plays a major role in burning fat and influencing the body weight. If you have a low level of vitamin D, you are more likely to store more fat and thus the weight loss process is much harder.

Several research in the last years have shown that an **elimination of a vitamin D deficiency can significantly support weight loss.**

In a natural way, our body can produce the essential sun hormone by itself through the skin and UVB-light and therefore meet the needs.



Take care of your tan from the comfort of your home.



My favorite product to retain my nice tan.  
A first class wall solarium for my demanding skin.  
Available with individual tubes.

The Westerwald is opening its doors.

**But not  
just like  
that!**

**Instead in a  
very individual and  
personal way!**

KBL isn't a company for the masses! What makes us different is that we approach everyone personally and individually. Our solariums are not made on supply, but on order. We specifically take time for each individual person and are happy to meet special requests.

Book your

**PERSONAL  
DAY**

with us.

Enjoy the full attention of our specialists, ask the questions that matter to you and take a tour of our production site. And of course all of this will take place on your

**DATE OF  
CHOICE,**

depending on availability. That is how we can make sure that you are offered everything you want from your premium solarium manufacturer.

Of course there are also

**PRESENTS.**

We have put together an extensive assortment of roll-ups, care products and additional merchandising items.

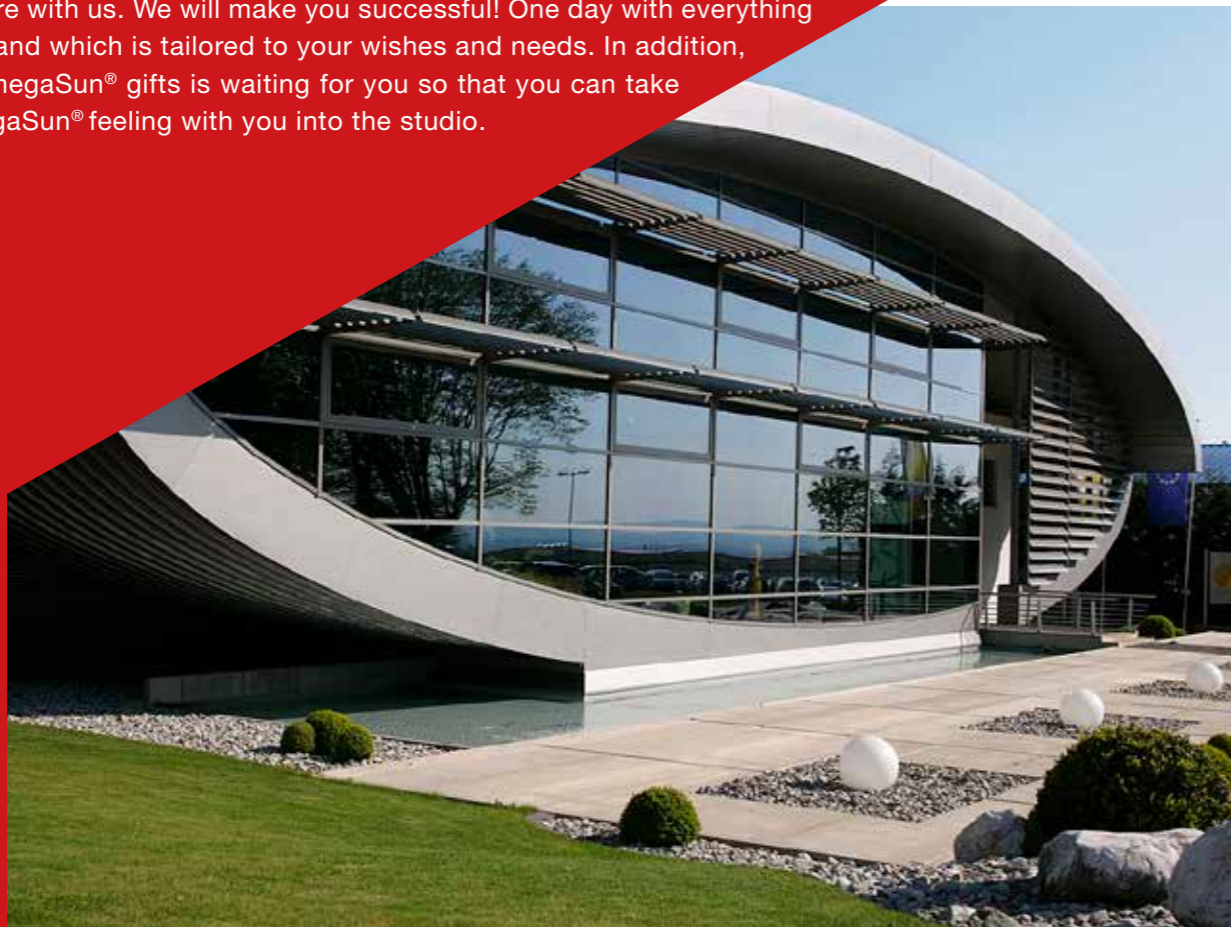




# Sign up NOW!

You can either use this form or go to [www.megasun.de/en/personal-day](http://www.megasun.de/en/personal-day)

Allow the products of KBL to surprise and inspire you. Experience your very own individual day here with us. We will make you successful! One day with everything that goes with it and which is tailored to your wishes and needs. In addition, a package with megaSun® gifts is waiting for you so that you can take the all-round megaSun® feeling with you into the studio.



**Personal information** Sun tanning studio: \_\_\_\_\_  
 Owner: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone number: \_\_\_\_\_ Mobile: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_  
 Homepage: \_\_\_\_\_  
 Facebook: \_\_\_\_\_  
 Other social media: \_\_\_\_\_

**Date of choice** Day (Mo-Fr): \_\_\_\_\_  
 Time (9am – 4pm): \_\_\_\_\_

**Participants** Number of people: \_\_\_\_\_  
 Names and positions: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**How may we design your framework program?**

- Service**  Maintenance and cleaning of a solarium  
 Error reports / Information alerts

**Knowledge of the subject sun**

- Skin  
 Collagen  
 Vitamin D

**Marketing measures** (How can I improve my advertising?)

- Social Media  
 Homepage  
 Ideas for winning new customers  
 Other platforms

**Legal certainty for all aspects of the studio**

- Skin type table  
 Dosage plan  
 Legal requirements

**Studio appearance**

- Equipment, presentation, advertising material in the studio  
 Help with customer service

**Management**

- Yes  No

**Portrait pictures**

- Yes  No

**Other**

Is there anything else you would like to discuss on this day?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# One year, one color



The color institute PANTONE has declared **rich ultraviolet** to be the color of the year for **2018**.

megaSun® styling



## PURPLE

stands for creativity and resourcefulness. It is mystical and exciting at the same time. And in nature this color is something very special.

## Color variety

We discovered the color of the year for 2018 for ourselves 4 years ago. In terms of design and elegance our hurricane series is very far ahead.

**RED** is the color of love! Among other things it is used as a warning color or signal color, but it also represents energy, passion and vitality



**YELLOW** is our sun and therefore we primarily connect this color with happiness and warmth. This color looks especially good on a nice tan.

**GREEN** stands for nature, hope and harmony. But its darker tones can also be mysterious and elegant.

Especially quality seals with the words „organic“ or „environmental“ tend to be portrayed in the color of nature.

Just like the unique hurricane tubes, which combine the four spectrums of light, the color violet is also made up of the interplay of colors. It combines opposites and turns them into a harmonious whole. The hybrid technology of megaSun® is also based on this. So you could say that this year's color violet is dedicated to megaSun®!

**BLUE** is the color of the oceans and waters of our planet. This color projects calmness and elegance, as well as a nice day at the ocean.



# SUCCESSFUL TANNING SALONS

to know what it takes:

A  
**STRONG BRAND!**



8000  $\alpha$  Hybrid<sup>ST</sup>

*Just touch it!*



megaSun<sup>®</sup>



Altrincham, United Kingdom

# HUDSON – THE FUTURE OF BEAUTY.

The Hudson family opened their first Hudson Health & Beauty Salon in Altrincham, Cheshire in 2015.

The objective was to provide a very high-end, modern salon to ensure that all clients could look and feel rejuvenated. Obviously, their choice of solarium partner had to be megaSun®.

HUDSON  
HEALTH & BEAUTY



“Lovely as always, also used the sun-beds for the first time and as a total beginner got so much help and advice, thanks!”

“Staff are always friendly and the treatment by Natalie was great. You never feel rushed and they are perfectionists in their work.”

“Brilliant as always! Thank you!”

Debra Hudson is personally taking care of the experience their clients had. She is monitoring the reviews online and answers them all. Even it is a criticism. But that happens very seldom. The overall rating by verified clients is 4.8 out of 5.0.



# Football

## World Cup 2018

14 June - 15 July 2018

The 2018 Football World Cup is already highly anticipated and we would like to invite you to participate in our betting game. You can win a table football game or as 2nd and 3rd prize an original World Cup t-shirt with your name on the back.

Register at [megasun.de/WM2018](http://megasun.de/WM2018) and you will receive an invitation from us to participate in the betting game.

## Raffle

### 1st Prize



### 2nd – 3rd Prize

It's very easy: We've built up a megaSun® betting community, which you can join. Simply register at [megasun.de/WM2018](http://megasun.de/WM2018) and then you will receive the link from us where you can enter in your outcome bets.

When the 2018 Football World Cup winner is announced on July 15, the winner of the megaSun® football table will also be determined! And both 2nd and 3rd place winners can look forward to a 2018 World Cup home shirt from the DFB (German Football Union) fan shop.



# And the winner is:



## The luck of the draw determined the winner!

We want to say thank you! For all of the photographs we received. Here is a small selection. Some of them are real works of art!

The winner of a brand new megaSun® hurricane is:

**Nicholas Atzoutzoulas,  
Sunlounge in Athens.**

Nicholas didn't spare any effort and created an entire series of photographs. Super heros for megaSun®. Obviously, the whole team had lots of fun.

Thank you!





Vilnius, Lithuania

## Sunny outlook for the future

The demand for wellness and beauty offers is constantly growing in Lithuania. This is also true for the solarium industry. One person, who knows this, is Aleksandras Siniavskij and the team of “equaDor”, which has constantly been able to grow over the past years. This is thanks to intensive communication and a clear strategy. And thanks to megaSun®.

Siniavskij has been working in the industry since 2001, starting out as a franchise partner of a large, Lithuanian chain, and since 2004 with his own brand, which has enjoyed great successes since then. But the market is also hotly contested in Lithuania: Large shopping malls with low-price beauty offers have affected customer behavior and become strong competition. That is why equaDor reworked



megaSun® worldWide

equaDor  
STUDIJA



ourselves as a “**vitamin D studio**” and emphasized this fact by highlighting the letter “D” in our logo.”

Naturally, as the flagship the 8000 alpha Hybrid<sup>ST</sup> had to be present in the newly furnished studio and has long since become the favorite solarium. “Our customers were immediately thrilled – by the power, the comfort and of course by the design, which fits our new look perfectly.” A second important mainstay is the cooperation with gymPlus, the largest and most successful fitness studio chain in Lithuania. Because Siniavskij equips gymPlus also with megaSun® apparatuses and they thereby offer members the opportunity to do something good for themselves after working out.

its company strategy last year and positioned itself as a supplier in the premium segment. “Of course megaSun® solariums can’t be missing,” Siniavskij explains. **“Because technologically and in terms of design megaSun® is absolutely the number one.”**

This is also especially due to the fact that the brand has moved away from the classic “tanning offer” to the SPA segment. “With its large portfolio KBL offers us many high-quality solariums, which not only enable a simple tan, but a true wellness treatment for the skin and soul.” **Vitamin D is the magic word Siniavskij is betting on. “In Lithuania this subject is still widely unfilled – but the demand is very high.** That is why we positioned

Siniavskij has an accordingly positive outlook on the future: **“When you are able to offer your customers something special and take their wishes into account, you can bind them to you, despite the growing competition – and win new customers.** megaSun® is the right partner for us to have at our side and we are literally looking forward to a sunny future!”



# megaClean

by KBL

plus

**Only the original  
ensures cleanliness!**

67 L of ready-to-use  
solution

**49.90 €\***



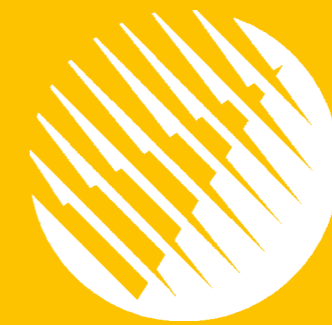
Call +49(0)26 98.94 26-0 to order or  
contact your megaSun® partner

**Viruses and bacteria? Never again!**

**Dirt? Get rid of it immediately!**

\*Single purchase for 1 L canister concentrate (equivalent to 67 L of ready-to-use solution) excluding VAT and shipping. Can be stored unopened for two years.

megaSun® facts



## MELANIN

**Melanin is a pigment**, which is responsible for the coloring of the skin, the choroid and hair in humans. In animals it can also e.g. determine the color of feathers.

The melanin formation is stimulated through UVB radiation and thus serves as a natural light protection. Meanwhile the photochemical processes, which make melanin an excellent UV filter, have been examined.

It was shown that melanin transforms more than 99.9% of the radiation energy into harmless warmth. Through genetic predisposition or damage acquired to the hereditary material over time, the melanin synthesis can be impaired. A reduced production leads to hypopigmentation.

If the production is blocked, then the colorants are also missing in the skin, hair and eyes. This can result in a very light, white-colored skin, an unusually light hair color and blue, blue-green or green eyes, which can appear red depending on at which angle the light hits them. This is referred to as albinism.

**Or put simply:** Melanin is a natural color pigment. The pigment determines, how light or dark our skin, hair and eyes are.





# SERVICE-TUTORIALS – HAVE EVERYTHING UNDER CONTROL ALL THE TIME! WITH A CLICK.

You can always find new,  
helpful service videos at:

[www.megaSun.de/service-tutorials](http://www.megaSun.de/service-tutorials)

A subject is missing, which could  
be of help to you?  
Then please write to us!  
[info@kbl.de](mailto:info@kbl.de)

# MEGAPINS



FUN AT THE PALM BEACH TAN BANQUET IN DALLAS



Happy Birthday!

Reinforcement in sales!

International Sales Manager Claude Knabe



SPECTACULAR SHOWROOM: TANNING SUPPLIES UNLIMITED IN INDIANAPOLIS

WE'LL SEE YOU AT FIBO! HALL 8 BOOTH A62





# DESIGN YOUR OWN SUCCESS

with our  
**SUCCESS PACKAGES**

Success-Package  
**L**



**+**

**1 banner\***  
and  
**100 flyer\***

RRP -Value: 199,10 €

**Promotion price:**  
**99.90 €**

Success-Package  
**XL**



**+**

**1 banner\***  
and  
**100 flyer\***

RRP -Value: 388,10 €

**Promotion price:**  
**199.90 €**

Success-Package  
**XXL**



**+**

**1 banner\***  
and  
**100 flyer\***

RRP -Value: 767,10 €

**Promotion price:**  
**399.90 €**

\*Per package one banner and matching flyers for your category of apparatus.

For more information and **additional advertisement material** go to [www.megaSun.de](http://www.megaSun.de)

Call +49(0)2698/9426-0 to order or contact your megaSun® partner

\*all prices plus VAT and shipping