

TRADE NEWSLTR

ISSUE THREE | SUMMER 23



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Welcome to the Summer issue of our trade newsletter. Now I know, Summer, what Summer? Unlike previous years we've not been embraced with consistent warm sunshine, instead, the four seasons in a day British Summer weather has returned. Despite this, it has not dampened sales, in fact, it has driven sales of our all-weather pergolas along with accessories; lighting & heating.

Sales of our Classic Pod have in the first 6 months of this year equalled that of the entire last year. The trend for all-weather solutions re-iterates **customers desires for year round useable outdoor spaces**. Even with the cost of living crisis, consumers continue to invest in enhancing their lifestyle but want to know all the features and advantages of such solutions, which is why inside this newsletter you will find the key highlights of our Classic Pod – the stand out features that make this pergola the No.1 in the UK.

I'm also pleased to announce that we are offering a **FREE Tahoma Switch with all pergola orders**. In addition to this our **FREE Situo 5 VAR A/M handset promotion with all motorised external blinds & awnings is being relaunched**. Both of these offers will run for all orders received from 14th August until 31st October 2023. Full details below.

Behind the scenes we've been working with our partners on a number of new innovations which will make their debut at Futurescape exhibition, running from 21st-22nd November at Excel, London. These include exciting additions to our pergola range. Make sure to put the dates in your diary and register for tickets (see Futurescape advert on back cover). More information on what new innovations and products to expect will be teased across our social media platforms over the coming months so make sure, if you don't already, to follow us.



SD

Stuart Dantzic
Managing Director



TaHoma® FREE WITH ALL PERGOLAS

For all pergola orders received from 14th August to 31st October 2023, we're giving a FREE Tahoma Switch (hub). This clever smart hub will enable your clients to effortlessly operate their pergola along with accessories from the convenience of their smartphone; open or close roof, switch lighting & heating on / off and raise or lower the side screens, all from the palm of their hand.

Additionally, for all motorised external blinds and awnings orders, you will receive a FREE Situo 5 VAR A/M handset, the smart all in one handset that enables your client to operate their external blind or awning, along with accessories from a single handset, with the ability to switch any connected sun sensor off.

These promotions will automatically be applied to each qualifying order (no need to worry about putting on a special order code).

The Small Print: Promotion runs from 14th August until 31st August 2023 inclusive. Only available whilst stocks last. Limited to 1 Tahoma Switch / Situo 5 VAR A/M handset per order (irrespective of how many products on a single order). We reserve the right to withdraw or amend this offer at any time.



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YOUR TRADE TEAM

EMMA NEVARD | CO-ORDINATOR

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emma@cbsolarshading.co.uk 

ELAINE THOM | ACCOUNT MANAGER

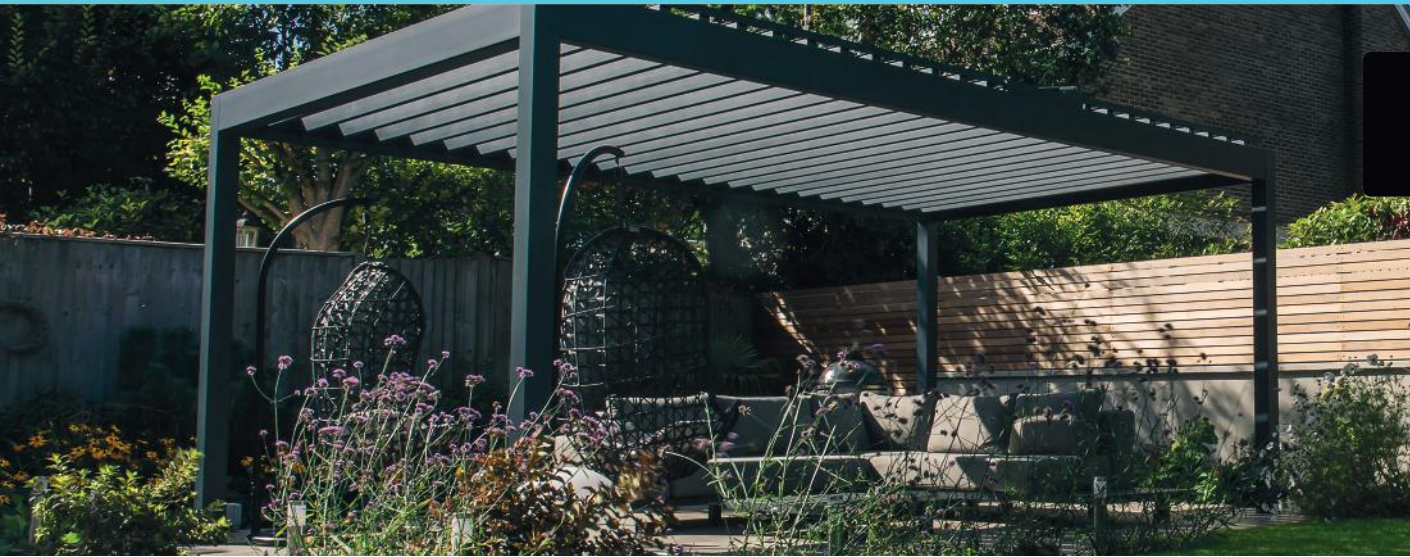
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elaine@cbsolarshading.co.uk 

CHRIS BEECH | TECHNICAL MANAGER

Providing on site along with pre and post installation technical support

chris@cbsolarshading.co.uk 



FIVE YEAR GUARANTEE



The entire structure including framework and electronics along with side screens are guaranteed for five years for complete peace of mind, direct with us. As the pergola is manufactured right here in the UK, in the highly unlikely event there is an issue, not only are you guaranteed first class technical support but all parts are in stock and ready for immediate shipping.

CLASSIC POD THE FEATURES THAT SET IT APART

It's what is inside that counts. **It is often the things you don't see that make a difference and this is certainly the case with louvered roof pergolas.** With the rise in popularity of pergolas that has seen many more products enter the market, take a look at what sets our most popular Classic Pod apart.

1M HIGH BASE PLATE

The galvanised steel base plate within the posts stands over 1m tall, ensuring lateral stability of the structure – the structure is sound and solid, no rocking in winds or wobbling when leant against. Additionally, the foot of the base plate which provides a secure attachment down to the ground is contained within the post upright, there is no unsightly plate that sits outside of the post.



CORNER RE-ENFORCEMENT

A galvanised steel support to the upper section of each post, adjacent to where the cross beams meet, ensures the frame is completely rigid and does not twist, even when subjected to high loads.



TWO PART POST

The posts are made in two parts, a structural internal 'L' section and an outer cap. Thanks to this design all the stainless steel nuts and bolts that hold the cross beams to the posts and posts to the base plates are concealed within the posts, along with the wiring and drainage – a flawless and seamless finish!



DOUBLE WALLED ALU LOUVERS

The roof louvers are constructed from a double wall extruded aluminium, measuring 43mm thick, able to withstand windspeeds upto 150km/h in the closed position and a huge 75kg/m² of snow. Durable and robust indeed! Moreover, the louvers rotate a full 150 degrees, providing users with complete flexibility and control over the sun, unlike most louvered pergolas where the roof only rotates 90 degrees.

STRUCTURED FINISH

The extruded aluminium framework is powdercoated to Qualicoat Seaside class standard – the highest grade of finish, which ensures not only a consistency in the micron (thickness) of powdercoating to ensure colour longevity but the pre-treatment of the aluminium to guarantee corrosion protection, suitable for use even in extreme locations where the atmosphere carries corrosive salts (chlorides) and other aggressive pollutants. Additionally the fine texture to the finish provides a more robust structure able to withstand the knocks and bumps of even the busiest environments.



SOMFY ELECTRONICS



The entire structure from roof louvers to optional side screens, lighting and heating are powered by Somfy. Using their RTS (radio technology somfy) protocol, you are guaranteed reliable transmission thanks to their 433.24 Mhz frequency, a range of 200m in open space and 20 metres through two re-inforced concrete walls and a secure rolling code (no one else can operate your structure). All operated from a stylish hand held remote control with LCD screen for easy labelling of all items.



RESIN & STUD BRICK SAMPLE

Following lots of requests from our training academy where we have a cut away sample of resin & stud set within a brick, we have produced a limited quantity of these samples available for purchase. They are a great addition to a showroom, to **demonstrate to clients how resin bonded anchors work and why they offer the most secure fixing of awnings & pergolas into masonry and concrete.**

The samples are just £15 each + vat. To order your sample, just send Emma an email on emma@cbsolarshading.co.uk



BRACKET COVERS TEMPORARILY DISCONTINUED

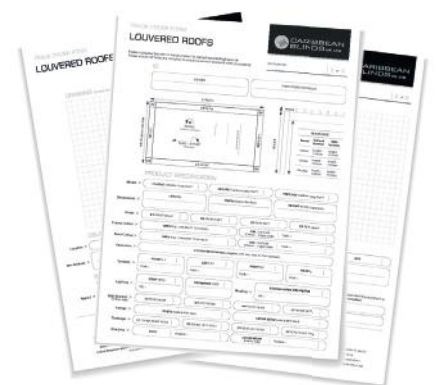
Due to an ongoing issue at our suppliers who produce the bracket covers for our Anguilla & Tortola model awnings, we are, with immediate effect having to temporarily discontinue them. Our team are working hard to resolve the issue and hope that we will be in a position to re-launch them before the end of the year.

As soon as they become available again, we will notify via this newsletter. In the meantime it will not be possible to pre-order them.

ORDERING PROCEDURES REMINDER

All orders must be placed in writing. We recommend using our order forms, which can be downloaded from the trade portal. There are dedicated forms for each product group and these forms ensure, providing they are fully completed, we have all required information to be able to promptly process your order.

Please also remember, due to our exceptionally short lead times, that **once an order is acknowledged it cannot be amended or cancelled, so please only place an order when you have secured the order (and deposit) from your client.**



HAVE YOU BOOKED ON OUR INSTALLER TRAINING ACADEMY?



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ROOFS COURSE



SCAN TO BOOK EXTERNAL BLINDS
& AWNINGS COURSE

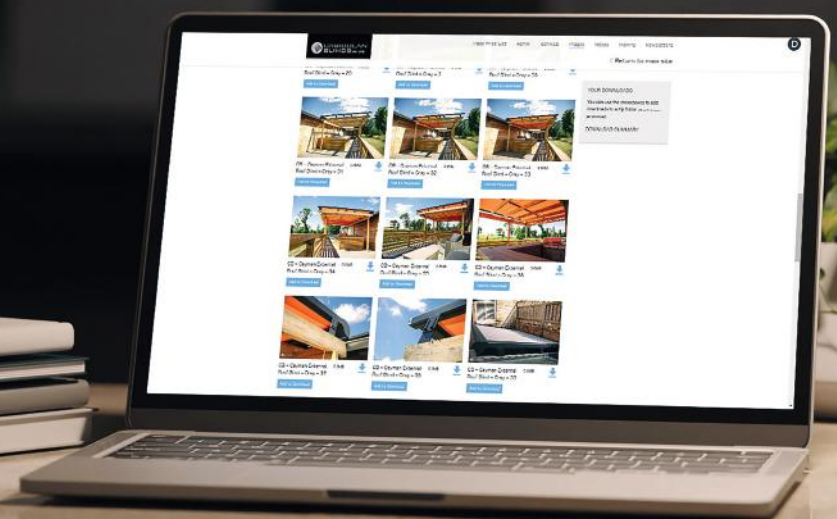
A great course both theory and practical.
Great products. We are completely onboard
with the products and are keen to make them
a key part of our business.

Trade Installer

MORE IMAGES ADDED TO TRADE PORTAL

Making the most of the sunshine when it's appeared, our photographer has undertaken a record number of photoshoots around the country, to add to our image library. **There are now more than 700 images** including lifestyle and feature shots of all our products available to download from the trade portal for you to use on both your online and in print marketing. We've also uploaded images of every fabric design to the portal too.

Take a look today and upgrade your advertising tomorrow.



OEKO-TEX MADE IN GREEN - SATTLER FABRICS

From clean brilliant acrylic awning fabrics to pvc free screen fabrics, Sattler have always innovated and set the standards when it comes to external shading materials, offering the best in class! And now they have taken it a stage further, with **all materials certified to the Oeko-Tex Made in Green standard.**

What is Oeko-Tex Made in Green? Quite simply, it is your re-assurance that **all fabrics are free from harmful substances** and manufactured using

environmentally friendly processes under socially acceptable working conditions. It is the highest level of certification for textile materials with full traceability. Another unique selling point to add to the many advantages Sattler fabrics offer.

To view the certification and find out more about the standard, scan the QR code.






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