



INNOVATIVE QUALITY SHADE AT VALUE PRICES



INNOVATIVE QUALITY SHADE AT VALUE PRICES

is a division of

**SHADESCAPES AMERICAS**



incorporated in 2002 with offices in the **US, Canada and Mexico**

SHADECAPES USA, Paonia, Colorado

SHADECAPES CANADA, Toronto, Canada

SHADECAPES MEXICO, Leon Guanajuato Mexico





# COMPANY HISTORY

- 2002** **ShadeScapes USA** incorporates and gains exclusive North American distributorship rights to Shademakers brand of high-end architectural shade solutions from New Zealand.
- 2003** **ShadeScapes** introduces Shademakers shade solutions to US design professionals and commercial establishments at multiple trade shows including Hospitality Design, AIA, ASLA HD Boutique & Club Managers Association of America.
- 2004** **ShadeScapes** signs large scale clients such as Wynn Resorts & Casinos, Amgen, Neiman Marcus Café, City of Scottsdale, Punta Cana Resort & Club, Treasure Island Casino, Miramonte Resort & Spa, Park Hyatt Los Angeles.
- 2005** **ShadeScapes** continues marketing Shademakers, begins discussions with Paraflex NV for exclusive distributorship.
- 2006** **ShadeScapes** gains exclusive North American distributor rights to the Paraflex Shade System from Belgium. Enters specialty retail channel by exhibiting at International Casual Furniture & Accessories Market (Chicago). As of 2010 ShadeScapes currently has 64 specialty retail and contract dealer accounts nationwide selling Shademakers and/or Paraflex shades solutions.
- 2007** **ShadeScapes** launches Web Dealer Division, Paraflex and Shademakers products added to the patio products websites, including [www.patioshoppers.com](http://www.patioshoppers.com), [www.backyardcity.com](http://www.backyardcity.com), [www.csnstores.com](http://www.csnstores.com), [www.patioexperts.com](http://www.patioexperts.com). ShadeScapes currently partners with 10 major patio products web dealers. ShadeScapes also opens **ShadeScapes Canada** office in Toronto and **ShadeScapes Mexico** in Leon Guanajuato.
- 2008** **ShadeScapes** launches two new innovative shade solutions from Umbrosa, the Belgian manufacturer and designer of Paraflex. New lines include the very innovative Rimbou ShadeLeaf and Ingenua ShadeSail System. **ShadeScapes** becomes ShadeScapes Americas.
- 2009** **ShadeScapes gains** exclusive North American distributor rights to May Sunshades from Germany and Cape Umbrellas from South Africa, launching 12 new contract-grade and residential products. ShadeScapes also establishes partnership with overseas designers and manufacturers to enter retail channel offering value-priced shade solutions.
- 2010** Launches **Shade made easy**, bringing a range of innovative, quality shade solutions at value prices to retailers in the US, Canada, Caribbean and Mexico.

# OUTDOOR LIVING TRENDS

## Outdoor Living Room Ranks Fifth, *Patio & Hearth Products Report, February 2010*

"Here's some really good news for the outdoor-living industry. Based on a recent survey of homebuyers preferences (conducted by AVID Ratings Company and reported on February 4 by MarketWatch), there are 10 must-have features in new homes. **Ranked fifth is an outdoor living room.** According to Paul Cardis, CEO of AVID, "The popularity of outdoor spaces continues to grow, even in Canada. And the idea of an outdoor room is even more popular than an outdoor cooking area, meaning people are willing to spend more time outside."

## AIA Home Design Trends Survey, *June 2009*

Washington, D.C. – June 29, 2009 – "Due to the economic recession and a renewed interest in lowering utility costs, there has been a growing demand for smaller sized homes in recent years. There has also been an adjustment in the volume of living space with a preference for lower ceilings and a diminished interest in two-story foyers. **Property upgrades, however, are extremely popular with households trying to maximize their usable space with finished attics and basements, outdoor living enhancements and blended indoor / outdoor features.**"

## K&A Outdoor Living White Paper Update, *March 2009*

"As boomers age and look into the resale values of their homes while enjoying a healthy and relaxing lifestyle, Outdoor Living spaces will maintain their popularity. And as the Millennials and immigrants continue to shape the future of the housing market throughout the next 20 years, it is likely that the incorporation of Outdoor Living spaces will not only sustain in popularity, but actively increase over time. All told, Outdoor Living spaces provide ample opportunities for home product manufacturers, builders, designers and contractors operating within the home residential marketplace. As government legislation provides unprecedented opportunities for first-time homebuyers and small business owners, it looks as if the revitalization of the housing market is well on its way to an upturn in the next two years--freeing up discretionary income to spend on home additions, expansions and remodeling projects that focus on the outdoors. **All evidence points to the theory that in five years, we won't be looking at Outdoor Living space as a "trend" or "movement" but instead as a staple of the American home.**"



# innovative, quality shade solutions for all

## SHADESCAPES AMERICAS

**ShadeScapes** brings fashion-forward, trend-setting and one-of-a-kind outdoor shade solutions to the North American **luxury home and contract markets.**

**ShadeScapes** offers high-end designer shade solutions to commercial establishments and design professionals.



INNOVATIVE QUALITY SHADE AT VALUE PRICES



**Shade made easy** brings fashion-forward, trend-setting and one-of-a-kind outdoor shade solutions to the North American **retail market at affordable prices.**

**Shade made easy** offers value-priced, quality shade solutions to retailers, distributors & dealers.

**Shade made easy** selects tried-and-true shade solutions from the ShadeScapes luxury product mix and then works in partnership with the overseas designers and manufacturers to adapt/redesign each product to meet the ease, quality & value demands of middle-income consumers in the US, Canada, Caribbean and Mexico.

Paraflex Umbrellas



*easyFlex*

Ingenua ShadeSails



*easySail*

Cape Umbrellas



*easyUpDown, easySide, easyBase*

# NOW INTRODUCING



INNOVATIVE QUALITY SHADE AT VALUE PRICES

In partnership with creative shade designers in Belgium and South Africa, **Shade made easy** is now bringing quality, **affordably priced**, fashion-forward, trend-setting and one-of-a-kind outdoor shade solutions to the North American retail market.

— offering four distinctly innovative shade solutions for the 2011 season —



*There's a reason we call it easy.*





INNOVATIVE QUALITY SHADE AT VALUE PRICES

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Shade made easy

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## why Shade made easy?

- ☀ Offers unique, different, and innovative long-lasting shade solutions at value prices
- ☀ Provides customers what they want—quality, easy to use shade products to fit their needs
- ☀ A successful seven year track record selling to multiple channels of trade
- ☀ Capacity and financial stability for meeting all the needs of our Retail trade customers
- ☀ Experienced industry shade professionals in sales and production—creating, producing and selling winning products
- ☀ Excellent associations with strong marketing, sales, designer and manufacturing partners to deliver outstanding results
- ☀ Customer Service policies include a two year shade frame warranty and service outlet referrals for canopy, frame, or other parts replacements if necessary
- ☀ Offering flexible and customized products and programs, including Private Label, for maximizing customer sales



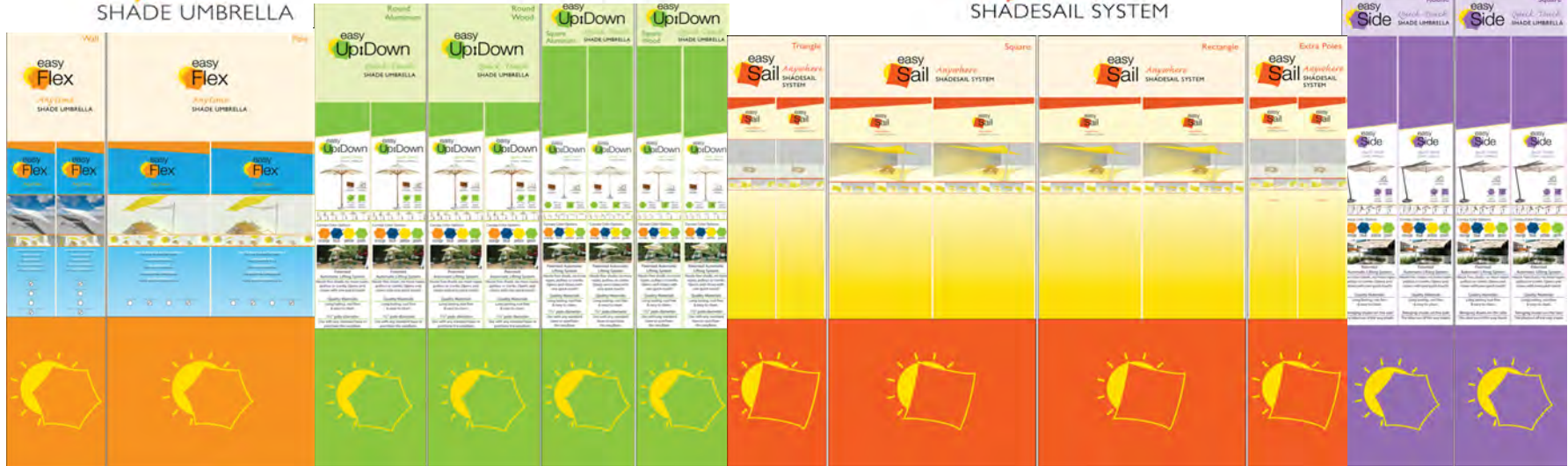
# a shade solution for every customer

easy  
**Flex**  
*Anytime*  
SHADE UMBRELLA

easy  
**Up↓Down**  
*Quick-Touch*  
SHADE UMBRELLA

easy  
**Sail**  
*Anywhere*  
SHADESAIL SYSTEM

easy  
**Side**  
*Quick-Touch*  
SHADE UMBRELLA



*There's a reason we call it easy.*

