

*Welcome to*

Advanced Textiles

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SHADE SAILS  
C A N A D A

# Selling Shade Sails

A great business opportunity, but don't start a manufacturing facility, it's a nightmare!

Brydon Roe

Owner & Lead Shade Architect

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## Attendees will leave with the knowledge of

1. Better understanding of the support channels to help you stay out of manufacturing yet still be in the Shade Sail Business.
2. ~~Education is the key to your Success in Shade Sails~~
3. Persistence, visualizations and customer service - keys to success

Shade Sails have been somewhat unknown in North America however this is changing...



## Q & A

How many Shade Sails do you see you in your neighborhoods?

There are opportunities regionally for Shade Sails as a stand alone business or as a compliment to your existing business.

**Do you have the ability to install?**

-> If so, this is another avenue to make the business **opportunity** more viable.



**Awning companies and Landscape architects are great partners in connecting you with projects.**

How do you reach them?

How can you present them what they need to get you specified as the designer installer?

### **Explain keys to success**

Who are your partners?

Who is your team?

How to find them?

# Outsource Outsource Outsource!

- Focus on selling, and your strengths, not things you are not skilled at, or you can't afford.
- If you don't have design capabilities, outsource them.
- If you don't have ability/space to stock rolls of fabrics, outsource it.
- You don't need to open a manufacturing facility to be in shade the Shade Sail business- Outsource it.



## Q & A



**Next steps for getting started  
and/or growing your business:**

What are your challenges/bottlenecks  
to growth or starting?

**Q & A to finish**

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# Thank you!

**Do you have more questions? Contact us!**

[www.shadesailscanada.com](http://www.shadesailscanada.com)  
[info@shadesailscanada.com](mailto:info@shadesailscanada.com)



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