



SHADOWSPEC UMBRELLAS
RESORT & HOTEL LOOKBOOK | 2024



Shadowspec Umbrellas

Shadowspec is the trusted provider of superior shade backed with first-class customer and product support around the globe. Our patented and trademarked designs are integrated with marine-grade durability to create a seamless, stylish and functional aesthetic. Every component has been designed and engineered to survive in the wild. The result is refined, effortless shade systems.

DESIGN YOUR SPACE

Resorts and hotels have a lot to gain from a well-designed outdoor space. With the right design choices and layout, you can open and improve new revenue streams. A successful outdoor area is equal parts style and function, and the results are increased revenue, better customer reviews and profitability. Your first task is to assess the various outdoor spaces you have and how they are performing. Is the revenue accredited to space up to par? Look into your: Poolside, Restaurant exterior, Beachfront lounges, Villa patio area, Balconies, Interior courtyards. Provide your patrons with exceptional comfort that is consistent with the rest of the venue. You want a space that is low maintenance, easy to use and not a distraction for your staff whose time is better spent looking after customers than equipment.



Create memorable experiences



Know your customers wants

PLAN **YOUR** SPACE

Decide on the space you want to improve, whether you're creating a new space from scratch or upgrading an existing facility, the process is the same. What is restricting the customer experience? Is the shade lacking? Bad furniture? Are the tables in the wrong spot? Use your critical eye and perhaps an informal customer survey to find out where the pain points are. Make a list of the issues that are both obvious and not so obvious. It could be as easy as adding the right tables and chairs, an outdoor umbrella and consider selected plantings, so customers can enjoy your space. For a new area, look at why it hasn't been used before? Is it inappropriate? Does it just need a bit more creativity or inspirational thinking?

Our key objective is to improve customer satisfaction to grow customer dwell time and we should keep this front of mind when planning.





BUILD YOUR SPACE

Visualize the ideal space for your venue, what do you want your patrons to think and feel when they sit outside? Is it comfort, sophistication or class? Perhaps it's a combination. Define the activity that the new area will be used for, try and make it as specific as possible. What are your patrons going elsewhere for? What are the current hospitality trends? Can you start setting a trend? Once you've determined your project it's important to start looking at the fixings and furnishings, unlike other projects you must build your space with these in mind otherwise you'll end up with a space that feels disjointed and thrown together, no matter how much planning goes into it. Decide now on which seat and table combination you will go with, what shade solution you will invest in and any other important items you need to define the space.





BE CREATIVE WITH **YOUR** SPACE

Don't be afraid to take creative licence when developing new space, your guests will appreciate a new experience and encourage repeat business from themselves and referral business from those within their circle. Your exterior needs to be an investment in capital that returns over time, just like your buildings. Outdoor umbrellas, for example, are often considered just part of the repeating expenditure for the year. If you spend time and apply for CapEx to invest in quality umbrellas that will last, you'll add to the ambience of your property, have fewer maintenance costs, and remove expense, relieving budget and improve your bottom line. A big part of ensuring the indoor/outdoor experience is seamless is to get your colour palette right. As research shows, colours influence mood. Spend time researching colour matches for the existing decor, don't overlook being adventurous if your space deserves it.



SHADOWSPEC UNITY™

MULTI-CANOPY CANTILEVER UMBRELLA

The Shadowspec Unity™ consists of up to four canopy frames that open independently of one other. Crafted with marine-grade aluminium and stainless steel, every component has been designed and engineered to survive in the wild. This flagship model is easy to open and close with gas assisted lift, offers shade of up to 36m², and is backed with best-in-class warranties. Ease-of use and quality is what sets us apart. Let your staff and customers experience the Shadowspec class.

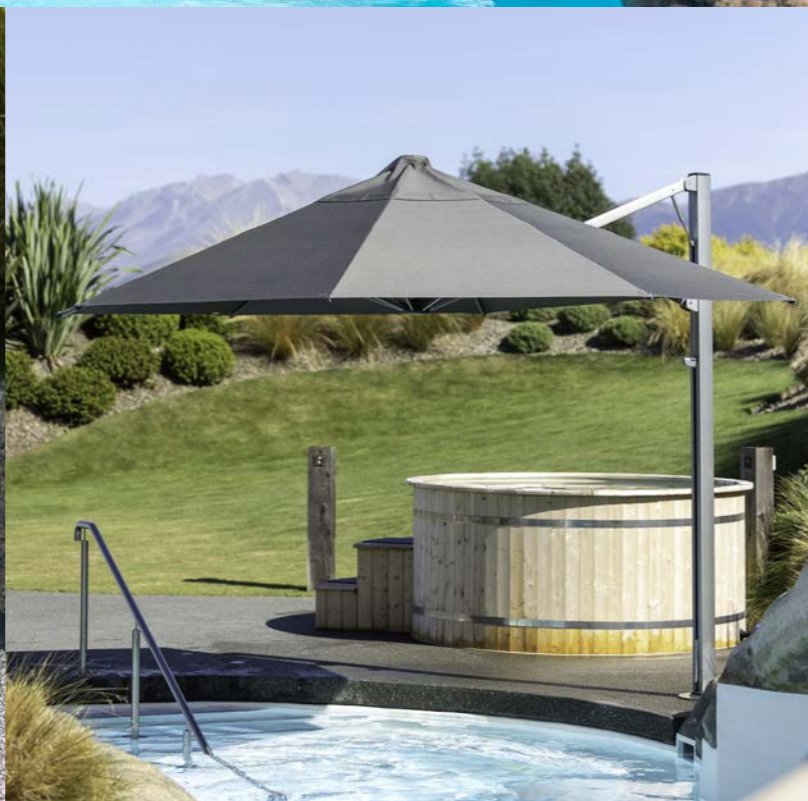
Choose your shape, size and fabric



The Evolution of Shade
Innovative, modular and exclusive.



Precision Engineered Ambience
Elegant, innovative and resilient.



SHADOWSPEC SERENITY™

ROTATING CANTILEVER UMBRELLA

The Shadowspec Serenity™ is our single canopy cantilever umbrella. Crafted with marine-grade aluminium and stainless steel and hand-built in our headquarters. This flagship model is engineered to last. Your customers can rotate thier way to perfect shade anytime of the day. Shadowspec draws from over 25 years of shade experience to provide you with the world's best outdoor cantilever umbrella.

[Choose your shape, size and fabric](#)

Strong protection
for your outdoor area



SU2

CENTRE POLE UMBRELLA

The SU2 umbrella is designed to fit in every space, ideal for shading tight spaces. For example; narrow outdoor eating areas. These umbrellas come at a lower price point therefore reflecting a lower quality and class but are still strong for everyday use with a commercial-grade pulley rope to make it easy to open and close. The SU2 also comes with marine-grade and stainless-steel components.

[Choose your canopy fabric](#)



Case Study



shadowspec

umbrellas with distinction

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