



COMMERCIAL AWNINGS

*Choose The Right
Commercial Awnings
For Your Business*

Presented by:

CAPITOL AWNING

Table of Contents

Commercial Awnings.....	3
Choosing An Awning Requires Preparation.....	4
Understanding the Manufacturing Process.....	8
Every Material has its Pros and Cons.....	9
How Do You Know Who To Call?.....	10
About Capitol Awning.....	12

Commercial Awnings

Any size business can benefit from the addition of a well-planned and creatively executed commercial awning.

Whether your project involves new construction, adding a commercial awning to an existing building or replacing an old or outdated commercial canopy with something more up-to-date, you'll find an outstanding variety of commercial awning designs to choose from.



But how do you know if you're getting the quality your business needs and deserves?

Quality matters, because your commercial awning is an important investment for your business.

Most awnings look pretty straight-forward, but when it comes to commercial awning designs there's more to consider than cosmetics. And while shoddy materials and workmanship may be easy to spot, true quality is not necessarily obvious, or even visible.



The truth is everything that goes into planning and production of your business' project influences the ultimate quality and ongoing value of your commercial awning. That's why commercial awning designs aren't just an off-the-rack accessory but a unique architectural element custom-created to fit your business' specific needs.

The size, functional aspects and purpose of your commercial awning will determine which framing and fabric system will work best for you. But different fabrics require different framing systems, and some fabrics don't work well with some business' designs. There are many things to consider in order to ensure you get top quality.



Choosing An Awning Requires Preparation

Contemplating the answer to each of the questions below will help you be well-prepared when you're ready to talk with a professional about commercial awning designs.

What do you want your commercial awning to do for you?

In order to assess the quality of commercial awning designs, you must clearly define your expectations, because "quality" depends on achieving those goals. If your commercial awning doesn't accomplish that, then other quality factors are pointless

Your commercial awning could provide any or all of these functional and aesthetic advantages:

- **Weather protection** from sun, wind, rain or snow. Commercial awnings can also save energy if properly placed.
- **Overt marketing.** Commercial awnings are a handsome reminder to past customers or visitors, and they're intriguing to potential patrons walking or driving by your location.
- **Increased brand awareness,** with 24/7 visibility.
- **Entrance identification.** Commercial awnings make your entry easy to find and welcoming, whether it's a single doorway among many or part of a large building or entire complex.
- **Maximum usage of outdoor space** for sales displays, food and beverage service, recreation or instruction, special events.
- **Decoration.** Commercial awnings can be purely ornamental, enhancing your business' exterior with panache and personality.



Will your commercial awning need graphics?

Commercial awning designs can boost the effect of your graphics to make exactly the statement you want, whether you choose subtle shades that blend in discreetly or in-your-face colors people simply cannot miss.

Each commercial awning is a unique project. Commercial designs will enable you to integrate your logo or other thematic artwork and precisely match your business' signature colors. If you need help, a top-quality awning company will have professional graphic artists on staff who can help bring your design ideas and needs to life.



If you plan to use pressure-sensitive vinyl (PSV), or "stick-on" letters, insist on the highest quality cast films because lesser grades don't work well on awnings. You'll pay more, but you'll get the quality you need. The Sunbrella graphic system warranty requires using either 3M high performance films or a film specially made by Sunbrella.

All manufacturers of high eradicable materials recommend the same level of PSV. Although Avery films are available from a 4- to 9-year "life," the best companies use only the longest-lasting material.



Will Your Commercial Awning Need Lighting? From the Front, or Back-lit?

Back-lighting can really make your graphics stand out. Your awning company will use one of these methods:

Using a high-grade 16- or 20-oz. vinyl material, a mask is applied to remove the color only where the graphics go. This will last seven to ten years depending on the material chosen, and adding a protective finish can extend that life another five years. This method produces the highest quality back-lit awning designs.

Sometimes the material is cut out and lettering is glued back in, but this method frequently fails within two years.

The material can be cut out and the graphics RF-welded in place. The result is durable, but it's expensive and only a few awning companies have the proper equipment. Even they don't necessarily recommend this process to achieve back-lighting.



Will Your Commercial Awning Need Frequent Cleaning?

If your commercial canopy will be located near a bus stop, heavy traffic or where there's blowing dust, etc., you'll want commercial awning designs that stand up to frequent cleaning. This may not be a major consideration if you're located on a quiet street or in a residential neighborhood.



What Will Your Municipality Allow?

Building and fire codes or special neighborhood restrictions can have a significant impact on commercial awning designs, including the size and shape, function, materials, even colors or other aesthetic considerations. Likewise, if you're a tenant your building owner may also impose specific requirements or limitations on commercial awning designs.



Will You Want Your Commercial Awning To Retract, Or Will It Be Stationary?

Retractable awnings can be especially useful for your business where you want outdoor shade and indoor cooling in hot weather but want to capture the sun's light and warmth during colder weather. Retractable awnings can be operated manually or via remote control.



Will It Be Seasonal Or Permanent?

For businesses, adding an awning lets you make the most profitable use of outdoor areas to expand seating capability or sales area. You can use a series of umbrellas or a larger seasonal or permanent canopy. With the right accessories, such as rail curtains or even sidewalls and windows, you can create attractive, comfortable outdoor space that extends usability to three seasons or even the entire year.



How Long Do You Expect Your Commercial Awning To Last?

Is it temporary, for a special occasion? Or will you expect it to be in place for a decade or longer? Quality and durability always count, but there's no point in designing a commercial awning sturdy enough to last for many years if you'll only use it once or you expect to change your graphics or other details in just a few years. Commercial awning designs should be cost-effective as well as good-looking.

What Are The Facade Requirements?

Unless your canopy is free-standing, it will have to be attached to your commercial building. That means the commercial building must be able to support the structural weight of the awning, whether the awning is part of a new architectural design or you're retrofitting it to an existing building. Commercial awning designs will carefully consider the building's capabilities.



Understanding The Manufacturing Process To Help Your Business Make Decisions

The framing system provides a foundation for your commercial awning. The weaker the frame the quicker everything will wear out. Your commercial awning's purpose, desired life expectancy, location and attachment requirements will determine which framing system makes the most sense for you.

Aluminum Frames

- Aluminum framing requires little or no maintenance, and it can easily incorporate a liner system like "egg crate." Aluminum frames can work with several fabric attachment methods – stapling is the most common, or the fabric can be tied or tec-screwed in place. High-end top-coated or eradicable materials should always be stapled to an aluminum framing system.



Galvanized Steel Frames

- Galvanized steel frames should be a minimum of 16-gauge steel. For permanent year-round applications, square-tube framing is the strongest and best looking. With this framing, fabric is usually tied on, but in some cases tec screws can be used. Seasonal awnings such as residential patio canopies are usually made of 1" inside-diameter round pipe, and the material is always tied on. Galvanized steel frames tend to rust at the cuts and welds, so they require some ongoing maintenance.



Stainless Steel/ Brass Frames

- Stainless steel or brass accents can give commercial awning designs a more elegant or finished appearance. They are usually placed on exposed awning bars or canopy posts.



Every Material has its Pros and Cons...

Don't settle for second-rate fabric manufactured by some company with no track record. You can't get quality without reliability, so insist on materials that come from proven sources. Otherwise, your commercial awning could become a test dummy rather than providing the confidence and durability you need.

Fabric Materials

If protection from ultraviolet light is important, commercial awning designs can incorporate fabrics that entirely block the sun's rays. This is often a primary consideration for schools or public parks providing outdoor shade for children at play.



Different materials need different framing systems.

Woven Acrylics

Woven acrylics are great for seasonal awnings, and they can be very rich looking for high-end commercial purposes. But they're difficult to clean, not 100% waterproof and tend to stretch and sag when wet. There are several look-alike materials available that offer better weather protection and are easier to clean.

There are several ways to integrate graphics with woven acrylics. The best way is using the Sunbrella graphics system, often referred to as heat-fusing. Graphics can also be painted on, but the edges of the letters aren't as crisp.

Low-end vinyl tri-laminates tend to fade and turn brittle in ultraviolet light. Other inexpensive options offer good UV protection and can last six to ten years, even in the New York City area. It's important to distinguish between higher-performing commercial awning-quality materials and banner vinyl, so check the warranty and where the product was made.



The weakest link in a commercial awning is the sewing thread. Ninety percent of materials on the market today can be heat-sealed, and combining this with stapling the fabric to the frame eliminates most of the need for thread. Any time thread is used it should be Gore-Tex® or Gore® Tenara®.

— ***Commercial awning designs demand the highest production quality.*** —

Digital printing is common these days, and performance – how long the printing will look good – depends far more on ink quality than the equipment used.

A top-quality awning company will periodically test the life expectancy of inks on various fabrics to confirm the manufacturer's claims. On some high-end materials, you may get up to a five-year warranty, whereas by comparison billboard printers don't even offer six-month warranties.



Who To Call For Your Commercial Awning?

Choosing the right company can make or break your business' awning project.

In the end, awning designs are only as successful as the company you select to do the work. The best companies use professional grade materials and the first-rate workmanship to create and construct commercial awning designs that have been engineered and tested to withstand any conditions that might be encountered.

Pick a company that's excited about your project and working with you. "Mom and pop" store or national chain, you deserve personal attention and meticulous attention to detail, every step of the way.



You Should Expect:

- Product knowledge and years of experience using cutting-edge materials and state-of-the-art equipment. Special needs should never be a problem, since every awning project is special.
- Experience working in your locale, with your type of installation.
- Creativity and artistic talent to help you imagine the possibilities and turn your vision into reality.
- Sound, experienced guidance to help you ask the right questions so nothing is overlooked and to help you evaluate various awning designs to ensure top performance and cost-effectiveness.
- Ongoing communication from real people that answer the phone and treat you like a real person, too, not just the next sale. That means careful listening and clear, continuous updates throughout the production process. An all-in-one company can provide the most streamlined experience, reducing the risk of mistakes or delays.
- Guaranteed expert and safe installation.



Choose a long-established business with a reputation for unparalleled customer service, superior quality and competitive prices. That's what quality is all about. Your warranty is only as good as the company you choose, too. And a quality awning company has a good working relationship with materials manufacturers, in case there's ever a problem.

If you're a business owner, you deserve to get quality commercial awning designs by defining your goals, then selecting a company that will work hand-in-hand with you as a partner every step of the way.

ABOUT US!

Capitol Awning is one of the oldest awning and fabric companies in the nation:

We are family owned and operated since 1947.

- Today, our award winning design team and fabrication shop supplies our clientele with high quality and highly innovative fabric products. Our business is still guided on the founding principles of providing our customers with high quality products at competitive prices while providing unparalleled service.
- We realize that it is our customer that has provided us with the level of growth we have achieved. Despite this growth, we treat each project with special consideration and attention to detail.
- Here at Capitol Awning we approach every project with pride and enthusiasm. We understand that we must work hard and diligently to earn your business. Please enjoy our website and feel free to contact us with any questions!