



RESTAURANT AWNINGS

*Choose An Eye Catching
Restaurant Awning Design!*

Presented by:

CAPITOL AWNING

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Restaurant Awnings

Your restaurant building can benefit from the addition of a well-planned and creatively executed restaurant awning. Awnings can help a restaurant stand out and catch a potential customer's eye. Whether your restaurant needs a new awning or replacement of an old or outdated canopy with something more up-to-date, you'll find an outstanding variety of restaurant awning designs to choose from.



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

Quality matters, because your awning is an important investment.

Most restaurant awnings look pretty straight-forward, but when it comes to 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 restaurant awning influences the ultimate quality and ongoing value of your restaurant's public appearance. That's why awning designs aren't just an off-the-rack accessory but a unique architectural element custom-created to fit your specific restaurant's overall theme.

The size, functional aspects and purpose of your 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 designs. There are many things to consider in order to ensure you get top quality for your restaurant.



Do Your Research

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 restaurant awning designs.

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

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

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

- Protection from sun, wind, rain or snow at the entrance of your restaurant. Awnings can also save energy if properly placed.
- Overt marketing. Awnings are a handsome reminder to past customers, and they're intriguing to potential patrons walking or driving by your location.
- Increased brand awareness, with 24/7 visibility.
- Entrance identification. Awnings make your entry easy to find and welcoming, whether it's a single doorway among many or part of a large building.
- Maximum usage of outdoor space for displays, seating, or food and beverage service.
- Decoration. Awnings can be purely ornamental, enhancing your restaurant's exterior with panache and personality.



Your Restaurant Awning Will Need Graphics

Quality awning designs can boost the effect of your graphics to make exactly the statement you want your restaurant to convey. Whether you choose subtle shades that blend in discreetly or in-your-face colors customers simply cannot miss.

Each restaurant awning is a unique project. Quality designs will enable you to integrate your logo or other thematic artwork and precisely match your 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 Restaurant Awning Need Lighting For The Dinner Crowd? 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 restaurant 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 Restaurant Awning Need Frequent Cleaning?

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



What Will Your Municipality Allow?

Building and fire codes can have a significant impact on restaurant awning designs, including the size and shape, function, materials, even colors or other aesthetic considerations.



Will You Want Your 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 restaurants, adding an awning lets you make the most profitable use of outdoor areas to expand seating capability. 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 Restaurant 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 an 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. Restaurant awning designs should be cost-effective as well as good-looking.



What Are The Facade Requirements?

Unless your restaurant canopy is free-standing, it will have to be attached to your building. That means the 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. Quality awning designs will carefully consider the restaurant building's capabilities.



The Manufacturing Process For Your Restaurant Awning

The framing system provides a foundation for your restaurant awning. The weaker the frame the quicker everything will wear out. Your 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 restaurant 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 for restaurant patio areas, awning designs can incorporate fabrics that entirely block the sun's rays.



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 restaurant 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 awning-quality materials and banner vinyl, so check the warranty and where the product was made.



The weakest link in a restaurant 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®.

Quality 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 Restaurant Awning!

Choosing the right company can make or break your project.

In the end, restaurant 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 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" restaurant 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 restaurant 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 restaurant 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 restaurant owner, you'll get the quality awning designs you deserve 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!