

CASE STUDY

Globe Canvas Products Offers Competitive Advantage to Dealers, Design Options and Value to Consumers with RECacril

In its 40 years of business, Globe Canvas Products has seen and played quite a role in the evolution of the awning industry. Globe Canvas has always sourced the best fabrics and machinery from around the world and was one of the first fabricators to utilize welded seam technology on acrylic fabrics. It's no wonder that its awnings can be found in over 40 states in venues ranging from high-end restaurants to your neighbor's backyard patio. But there's one thing that Globe management noticed was slow to change in the US market.

"For the most part, the U.S. awning market has long been dominated by a single fabric supplier," comments Martin Aardewijn, Sales Manager for Globe Canvas Products. "This has always made it extremely difficult to offer customers options and it's made it hard for our dealers to differentiate their products when, in many cases, they were essentially selling the same fabrics as their competitors."



Martin had come to Globe Canvas 4 years ago to start a new line of awnings that would offer a better value to Globe Canvas customers and help its dealers differentiate themselves from their competition. A native of Europe, Martin was accustomed to a more diverse and competitive awning market where the consumer was afforded more choices and innovation was driven by more intense competition. When Martin met Doug Dubay of Recasens he knew he had found the ideal new supplier for Globe.

"Coming into Globe, I wanted to give our customers a choice. I wanted to give them a product that offered an amazing value," says Martin. "RECacril™ embodied all the best qualities of a superior grade awning fabric manufactured with care by an amazing European-based company. It was time to give the U.S. market a taste of what it was missing and Recasens had the whole package."

Martin worked with Doug to create custom marketing tools to introduce RECacril as the Globe Canvas privately labeled house brand. Dubbed "The Globe Collection", Martin worked closely with Recasens to, first, create a

FABRICATOR:



CLIENT:

Globe Canvas Products

APPLICATION:

Awnings and Canopies

PRODUCT:

RECacril

custom sample book to showcase the 162 fabrics featured in The Globe Collection. This was soon followed by updates to the Globe website, sales sheets and more - all designed to showcase the amazing value of RECacril to the U.S. consumer.

“Our goal was to show our customers how these beautiful, amazingly well-crafted fabrics combined with high-quality European hardware all assembled here in the U.S., offered a great, and in our humble opinion, better alternative to other options available on the market,” adds Martin. “In time, we were sure that this would give our dealers an obvious competitive advantage simply by offering something that no one else was.”

So far it seems to be working.

“Our dealers are really embracing RECacril as the better product and value,” Martin continues. “They are using our marketing tools to educate their customers on the value behind the Recasens process — the long history of innovation, the end-to-end manufacturing process, and let’s not forget the inherent sophistication of the European awning market that’s decades more mature than the U.S.”



And as for Globe Canvas customers, they seem to be embracing RECacril as well. Approximately 75 percent of its custom awnings are now manufactured using RECacril fabric. And of the 162 different RECacril fabrics that Globe Canvas stocks, over two-thirds of those fabrics sell well for them, according to Martin.

“Recasens did a great job listening to dealer and consumer feedback,” says Martin. “They’ve done a great job giving the U.S. consumer what they want and that’s definitely setting them up for success here.”

“Long story short, Recasens has the whole package — great product, great service and a willingness to understand and adapt to the needs of the U.S. market,” Martin continues. “We are so pleased to represent this company and look forward to being a part of their growth here in the U.S.”