

CASE STUDY

ShadeTree Canopies and Recasens – a Partnership in Quality

For over twenty years, ShadeTree Canopies has been creating quality, custom-designed canopies, pergolas, awnings and other outdoor structures for discerning residential and commercial customers throughout North America. Known for its hands-on, consultative approach, ShadeTree is a company committed to quality through and through.

“ShadeTree is a 100 percent custom design operation,” says Colin Leveque, owner of ShadeTree Canopies. “Our in-house design team works with each customer to design a structure made specifically for their outdoor space and its intended use, using only the highest quality materials to ensure the longest lasting, most aesthetically pleasing structures.”



Photos: Willow Valley Communities—Lancaster, PA. Fabric: RECacril, Trevi Fancy.

“What we had found with many other fabric manufacturers is that they were very large companies with solar fabrics making up just a small part of their business,” Colin explains. “Recasens is family-owned and operated. Its sole focus is on solar and marine-grade fabric which is a huge plus for us because that’s our focus as well. We love the extra care and attention that the company gives not only to the manufacture of its products, but to its relationships with its customers.”

“From a fabric standpoint, Recasens’ fabrics are simply a superior product for our applications,” adds Don. “It has a heavier hand and a tighter weave than the competition, making it better for wind deflection and shade protection.”

FABRICATOR:



ShadeTree
Outdoor Living
shadetreecanopies.com

CLIENT:

ShadeTree Outdoor Living

APPLICATION:

Awnings and Canopies

PRODUCT:

RECacril

“We pride ourselves on being able to tackle the most challenging and creative design projects,” adds Don Corder, Lead Design Consultant at ShadeTree. “To do that, we need materials that are up to that challenge as well, which is why we love RECacril.”

Colin first came across Recasens USA when he met the company’s National Sales Manager, Doug Dubay, at a home products show in Charlotte, NC, several years ago. The two started talking about the US awning market and its limitations, especially when it came to fabric suppliers. Doug encouraged Colin to give Recasens a try and the rest, as they say, is history.

Arguably, there's probably no better project to illustrate this than the recent project ShadeTree designed and manufactured for the Willow Valley Communities in Lancaster, PA. A 55+ condo community, ShadeTree created a complete network of powder-coated aluminum pergolas with integrated fabric canopies to shade the community's outdoor, rooftop entertainment area. Each pergola contained a system of individually operated, 60-inch wide canopy panels constructed of Recasens' popular RECacril fabric. Each panel is fully retractable by the individual user giving one full control over the amount shade or sun they receive and also making the panels easy to remove and store during the off season.



"We love how durable RECacril is, but we've actually told Recasens that the product is TOO good," jokes Colin. "We're visiting customers years after their initial installations and they're telling us they simply don't need a replacement because the fabric holds up so well and that may hurt our replacement cover sales!"



"And from a sales perspective, Recasens has been top notch as well," continues Colin. "The company has not only added new distribution points to help us get fabric faster, but Doug even looks at my sales projections to see what fabrics I'm going to need to make sure those fabrics are in stock before I even place my orders."

All in all, the partnership between Recasens and ShadeTree has been incredibly positive. Both the quality of the product and philosophy of the company integrate well into the business model of ShadeTree.

"RECacril is, by far, our number one selling fabric and I don't see that changing any time soon," says Colin. "We simply can't say enough about how great it is to work with such a great company and superior product."