

RECASENS USA

BCN  1886

CASE STUDY

Carefree of Colorado has been exclusively designing and manufacturing RV awnings since 1971. Its history of innovation was established then, after introducing the first truly automatic roll up awning for recreational vehicles. Since that time, Carefree has been responsible for several leading edge solutions for RV awnings, such as the advent of powered awnings, one-touch awning operation, motion based auto-retraction, self-leveling retraction, independent arm pitch adjustments, external pitch adjustments when the awning is closed, memory pitch, and mobile application operation. With millions of awnings installed worldwide on every type of RV and specialty vehicle imaginable, Carefree has a rich tradition of quality, value, performance and style that has established the company as a leading supplier of RV awnings offering the most expansive RV awning product line of any RV awning manufacturer in the world. Its most recent innovation, FLXguard Fabric Protection, is attractive, affordable, effective and works hand-in-hand with RECacril® fabrics.

“FLXguard gives your fabric awning the same protection as heavier, metal wraps, but at a fraction of the cost and with a sleeker, more attractive design,” says Jensen Huddleston, Marketing Manager for Carefree of Colorado.

FLXguard is a new, proprietary polymer developed and offered exclusively by Carefree. Flexible, lightweight and robust, FLXguard is welded directly to the awning fabric, eliminating any seams or hems, for a smooth and polished finish both opened and closed.



Carefree's Longitude awning with Recacril Mandarin (R101) fabric and Carbon Fiber FLXguard.

FABRICATOR:



CLIENT:

Carefree of Colorado

APPLICATION:

Recreational Vehicle Awnings

PRODUCT:

FLXguard Fabric Protection

FABRIC:

RECacril

“RECacril works seamlessly with FLXguard and offers our more discerning customers a wide range of colors and patterns from which to choose,” adds Jensen. “The end product is both fashionable and durable.”

Of course, Carefree uses RECacril with more than just its FLXguard product. While vinyl is still its top seller because of its affordability, sales of acrylic fabric such as RECacril have been rising steadily, especially in the aftermarket, now that consumers are realizing the value and seeing the options available.



Carefree's Alpine Slideout Cover awning with Mandarin (R101) fabric and Carbon Fiber FLXguard.



Carefree's SL Window awning with Mandarin (R101) fabric and Carbon Fiber FLXguard.

“We use a variety of the RECacril fabric offerings for all of our awning canopies. Carefree offers the solids, textures, tweeds and stripes to our customers in both the aftermarket and as an upgraded fabric option to RV manufacturers like Winnebago® who are seeking more aesthetically pleasing fabric choices that also outperform standard vinyl fabrics,” Jensen continues. “Because of our partnership with Recasens USA, we offer more fabric choices than any other RV awning company in the world. This allows us to differentiate our offering from our competition across all business segments, while also giving our customers a variety of options to perfectly match their style and their RV. Also, with timely delivery on custom fabric orders, we are able to fulfill customized orders in a week or less in most cases!”

And with aftermarket replacement canopies leading the way for Carefree sales, RECacril definitely has a place in the company.

“Recasens USA has not only provided us with great products, but also the training and education provided to our internal teams has been invaluable in helping us grow our canopy replacement sales as we are able to better educate the customer on the features and benefits of RECacril fabrics,” says Jensen.

Recasens USA is playing a key role in expanding the breadth of fabric offerings at Carefree and is opening up new options for customers who are more discerning about their fabric colors, pattern options, performance and ease of care. The addition of the RECacril line has helped Carefree differentiate and expand its consumer aftermarket offerings, opening the door for more opportunities for growth.