

“Awnings sales boom as determined landlords aim to hang on to customers...”

The Observer, Sunday February 10, 2008

Dear...

FACT: research shows that licensed establishments with the best sheltered outdoor environments have seized a massive edge over their struggling competitors.

Indeed, demand for high quality, family-friendly *al fresco* dining has never been greater. And now with the smoking ban about to enter its first full summer season, the need for additional outdoor capacity is predicted to explode. But not all outdoor coverage is the same...

******* are suppliers of the world's finest outdoor coverage and furniture, at a price unmatched anywhere else. A unique ***** giant umbrella solution is a fast, flexible, low-cost way of expanding your business with a minimum of disruption.**

Our German-manufactured giant umbrella systems not only liberate your business from the dictates of the weather, they are also **proven to have a significant impact on profits**. A comfortable and attractive sheltered outdoor space means **your customers stay longer and spend more**.

With optional heating, lighting, furniture, speakers, graphics, guttering and side sheets a ***** solution enables year-round outdoor business and a vastly superior customer experience.

- ✓ **Earn more during busy weekends and holidays by operating at increased capacity. Added space means more 'bums on seats'**
- ✓ **Improve and expand your dedicated smoking area**
- ✓ **Liberate your outdoor business from the dictates of the weather – rain or shine**
- ✓ **Enhance your visual profile with a massive range of colours, styles and designs**
- ✓ **Give your customers and staff vital sun protection during hot weather**
- ✓ **Fully customised to meet your exact needs**
- ✓ **We are the UK's sole importer of ***** giant umbrella systems – German technology at its best**
- ✓ **Milder winters and warmer summers mean *al fresco* living is here to stay. An enhanced environment means your customers stay longer and spend more.**

******* is the UK's first, biggest and best-stocked outdoor coverage and furniture specialist.** All of our products are covered by a cast-iron **3-year guarantee**, and backed by unequalled technical support, nationwide delivery, installation and service.

In the near future, you'll receive a polite courtesy call from a member of our customer service team to arrange for an ***** technician to provide you with a free, no-obligation quotation. When you place your order before the 30th of May 2008, you'll qualify for an additional 10% discount on our already unbeatable prices. This offer applies to the first 50 applicants, and *will* end on the 30th of May 2008. The question is can you really afford not to invest?

To arrange for a quotation **TODAY**, simply call **0800 *** *******, or email: sales@*****.co.uk **NOW**. It could well be the best business move you'll make this year.

Thanks for reading, and to a prosperous 2008.

***** ***** , Director, *****

“Established awning manufacturers warn that 'canvas cowboys' are rushing to offer British pub chains cut-price smoking shelters that are unlikely to last more than one winter. 'There are a lot of structures that are very Heath Robinson...the market has sucked in a lot of, shall we say, 'entrepreneurial' characters who are making a killing.”
The Observer, Sunday February 18, 2007