

PRESS RELEASE
FROM
ZENITH
CANOPY STRUCTURES

***DISCOVER THE SECRETS TO
INCREASE YOUR PROFIT***

**HOW LICENSEES ARE BENEFITING FROM
OUTDOOR COVERED AREAS**

Some licensees have already realised to their cost that by buying cheap sub standard products to cover outdoor areas they have made a very poor investment.

Since the advent of the smoking ban, licensees have had to re-appraise their business and re-market the features that encourage customers to choose them over a competitor.

Giant size umbrellas have sprung up as a quick fix short term solution. These generally provide little more than basic rain or sun cover and then if it is too windy they have to be closed up in the interests of safety.

Ian Manners of Zenith said *“The benefit to licensees of our canopy structures is that they can be used all the year round regardless of weather.”* He went on to say *“In strong winds large umbrellas can move by up to 25cm. This is not conducive to make a customer feel safe and comfortable when eating and drinking outside. When approached by the licensed trade we have used our experience and spent a good deal of time with them discussing how we can make the best use of available space to increase their profits and add real value to their business. We encourage them to provide as comfortable a setting outside as they provide their customers inside the pub. For example, for some reason in this country licensees seem to think that customers like to eat and drink in raging sunshine. Our research tells us that people actually like to eat and drink in the shade under a fixed, robust cover that they feel safe beneath. By adding electric radiant heating and lighting, licensees can create a warm, welcoming environment in all weathers without losing that al fresco feel. Again licensees should consider the quality of material. We use fire retardant material in all our canopy structures. Most giant umbrellas, for example, do not use fire retardant material.”* This must be a major consideration when purchasing.

Greg Serjeant of The Great Little Pub Company said *“Three years ago we installed one of Zeniths 28m² Airone Tipos at The Lord Raglan, Wokingham. It has proved to be so successful that when we purchased the Ring O’Bells, Nr. Maidenhead, we knew that*

a canopy was a must for our pub garden". Greg has since installed a 36m² Airone Tipò canopy.

The proof is also clear in Polzeath, Cornwall. James Yoki, proprietor of The Waterfront and owner of two Airone Tipò structures said "*Since installation on April 1st 2006, my restaurant has doubled in size and I have been full nearly every day since*".

In April 2006 James Bishop of the Longcross Hotel, Trelights, Port Isaac, Cornwall had a 6m x 6m structure installed on his decking to the rear of the hotel overlooking the sea. James said "*The canopy has proven to be such a success that we have added a further 70m² of covered space for this summer*". In 2008 James added glazed walls to the structures.

Vasant Maru of the Mexicana Restaurant in Newquay had 2 x 5m x 5.7m Airone Tipòs installed in June 2007. Business has boomed since.