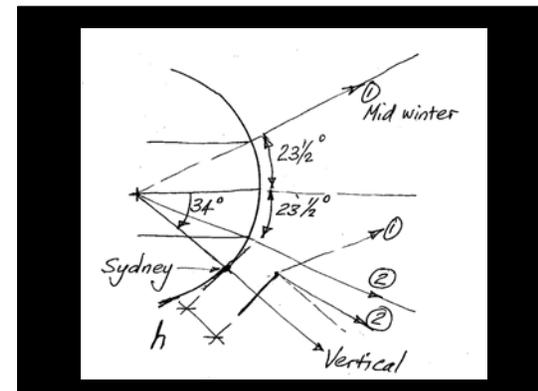
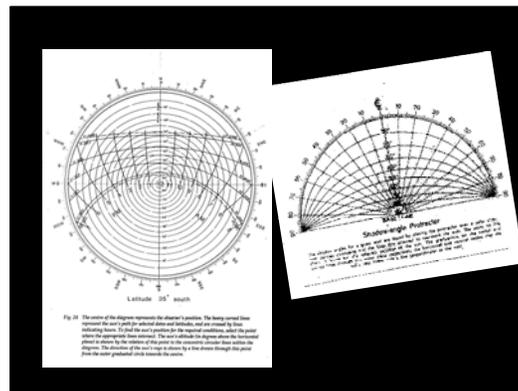
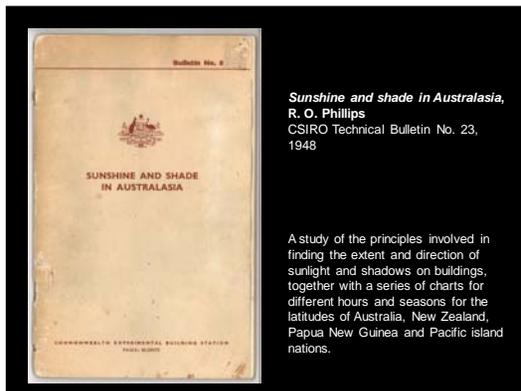
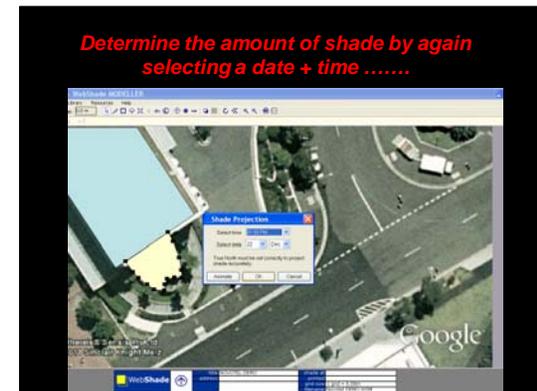
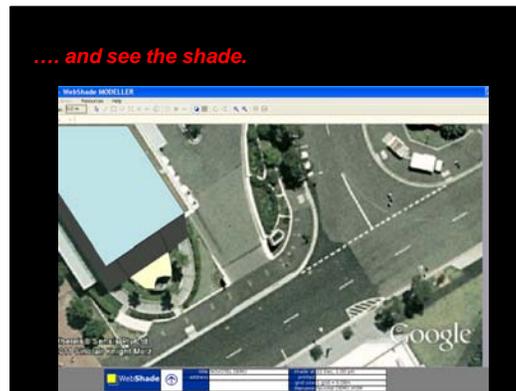
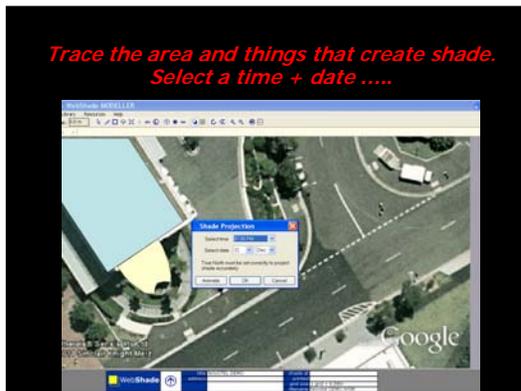
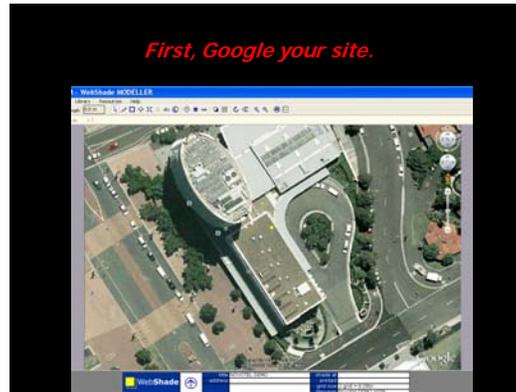
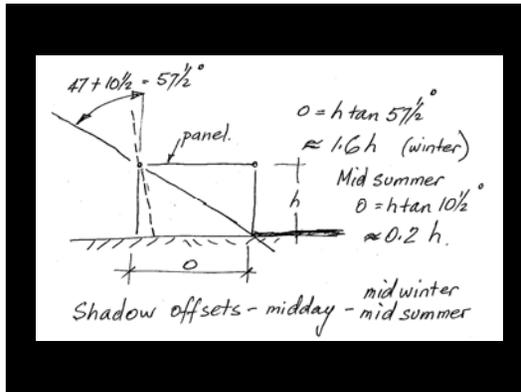


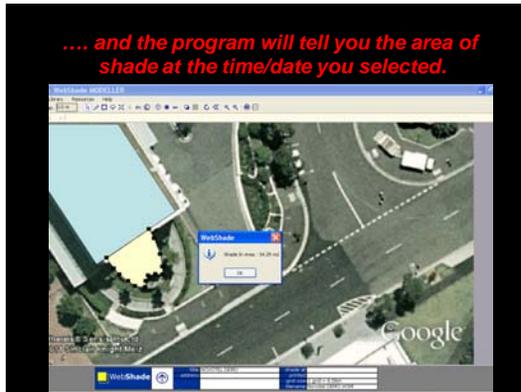


**Most shade projects have:**

- a defined target area onto which shade is intended to fall, and....**
- a paying customer who needs to be convinced to become a client**







A key feature of tensile structures is the capability to generate elegant, curved forms.

They can also create very complex shapes, most often with catenary cable edges and different heights at the corners.

Fabric structures are often erected at considerable heights to minimise the risk of vandalism.

It is extremely difficult for anyone to determine more than a general idea of the shade outcome of such complex forms.

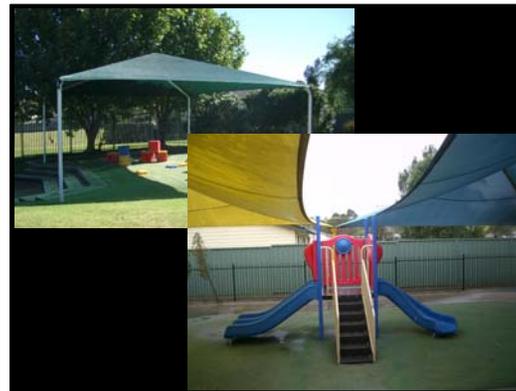
Usually D+C contracts, so it is the responsibility of contractor to get right outcome.

Often customers are naïve + not well informed, relying on contractors for advice + guidance.

A largely un-regulated industry comprising contractors with a wide range of capabilities and ethics.

Extremely cost-competitive market with more focus on colour or price than performance.

Shade projections are rarely submitted when quoting.

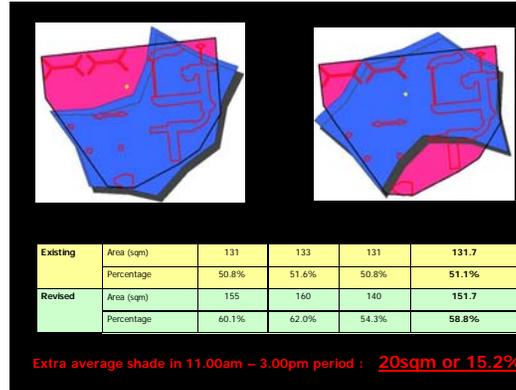


Levelling the playing field when quoting

$Area_1 = 10 \times 10 = 100m^2$   
 $Area_2 = 9.4 \times 9.6 = 89.8$   
 $Area = \frac{2}{3} \times 9.4 \times 0.9 = 5.64m^2$   
 Net Area =  $89.8 - 4 \times 5.64 = 65.8m^2$   
 Hence 65% covered by vertical sun.

Using approx 10% sag, about 220mm corner attachments, 200 dia post → 65% cover !!!

**Sell shade, not fabric.**  
**Get customers to focus on the cost per sqm of shade created.**



**Shade projection is a key factor in successful shade projects.**

Get the overall design right

Optimise + fine-tune your design

Ensure your client is getting what they are paying for

Eliminate callbacks + limit your liability

Position you as the expert with strong credibility

Show real shade outcomes to potential customers

Allow customers to make informed decisions

