



COMPETITIVE ANALYSIS

MOTORIZED LOUVERED PERGOLA

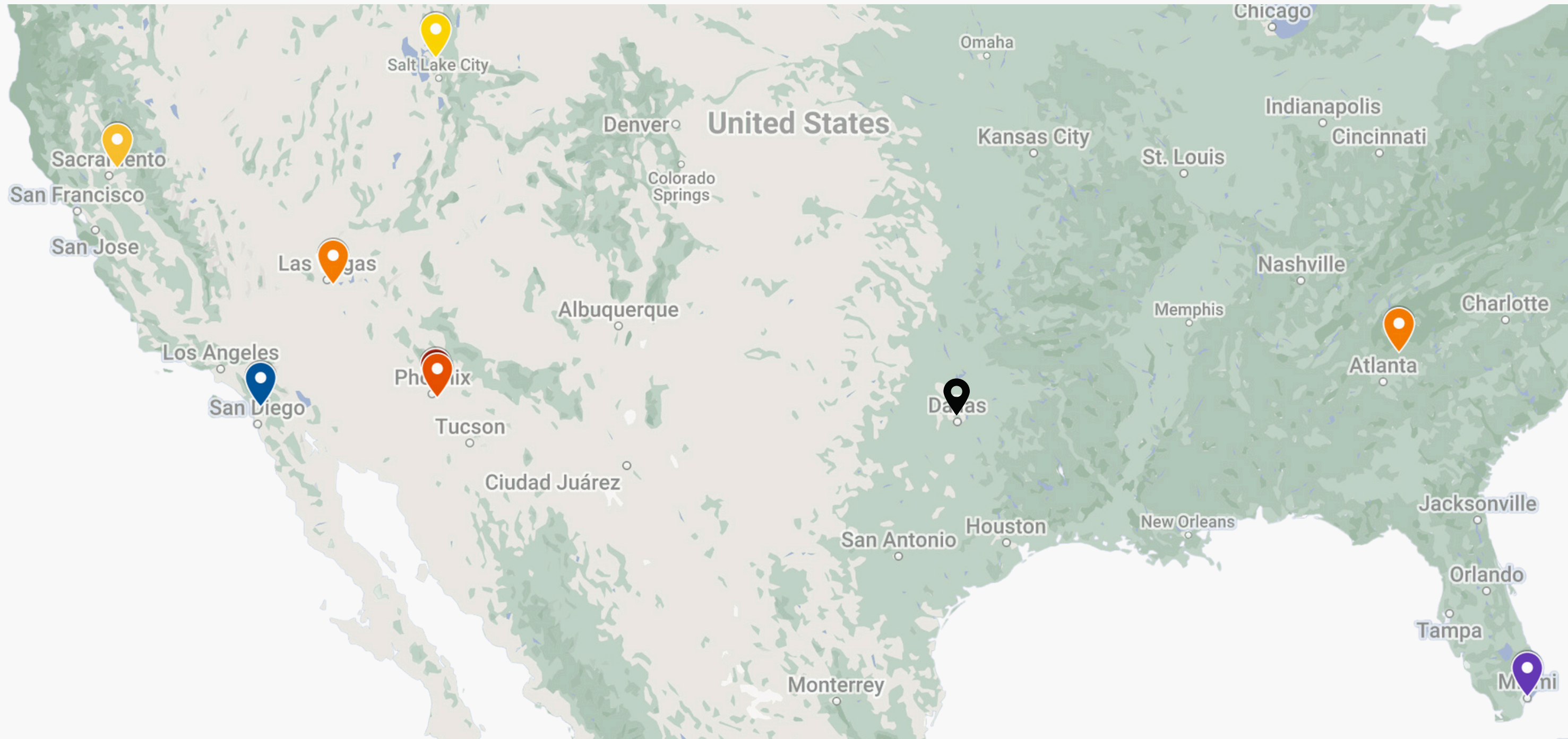
Competitive Analysis



VS



Manufacturing Locations



- Azenco Outdoor**
Miami, FL
- StruXure**
Dahlonega, GA
Henderson, NV
- Equinox**
Phoenix, AZ
- Apollo**
Roseville, CA
- Outdoor Elements**
San Diego, CA
- Sundance**
Ogden, UT
- Solara**
Phoenix, AZ
- Renson**
Belgium, Europe
Dallas, TX
- Bon Pergola**
China



pre-cut & pre-drilled by machine
Seamless & Cleaner Cuts
Faster Lead Time

integrated lighting
Less Electrical Work
Less Expensive Solution

main beam + gutter
= 1 extrusion
Lower Risk of Leaks
Less Work on Site

made with extruded aluminum
Stronger Extrusion
No Risk of Rust

274" Max Length Span
Single Zone



3 to 4 weeks - manufacturing lead time

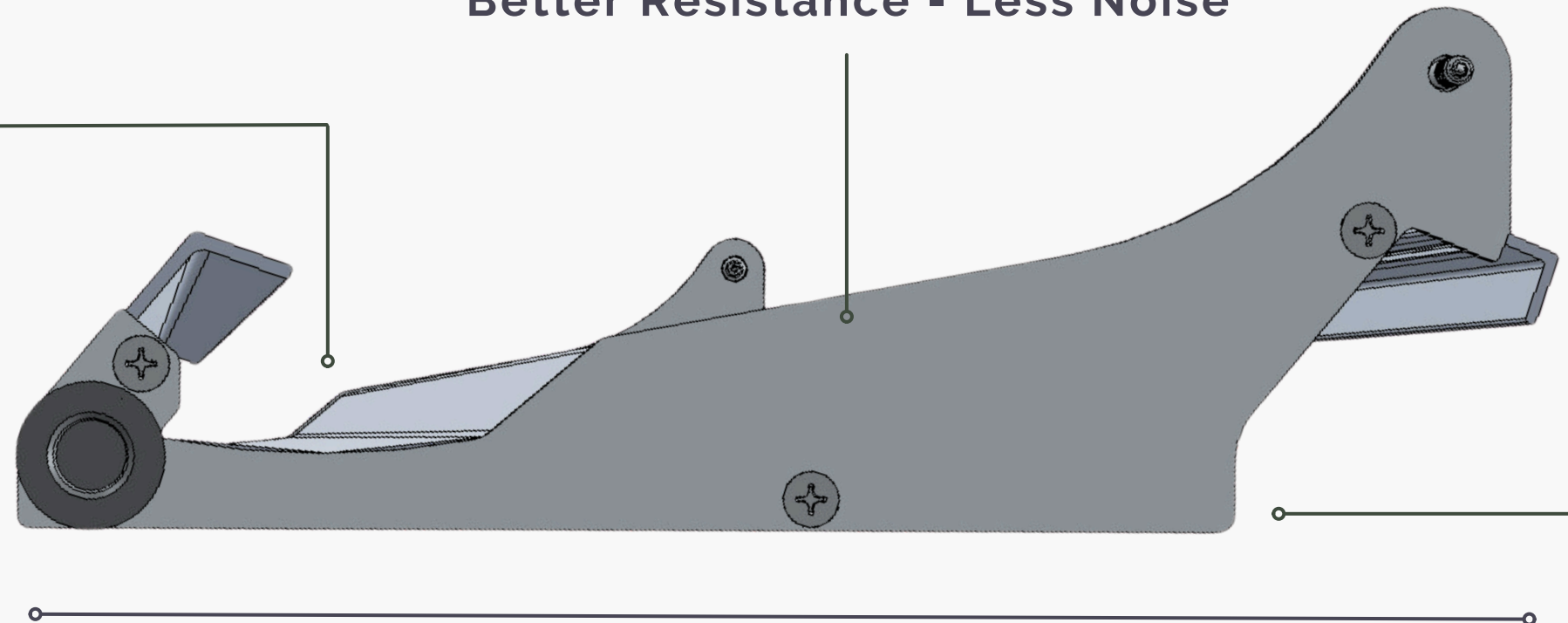




Dual-Wall Louvers
Better Resistance - Less Noise

integrated slope
Better Drainage Capacity
No Water on Patio or Furniture

pin at the base
Wider Opening for Light



Louvers sealed with gutter
Gapless & Flat Look -
Better Waterproofness

max 16' span

Bigger Projection for a Single Module

Wind Load Capacity - **Up to 190 mph**

Snow Load Capacity - **Up to 100 lbs/sq. ft (opened) / Up to 60 lbs/sq. ft (closed)**



operable with app control
and voice activation

concealed hardware
Fewer Leakage Points
Cleaner Finish & Design



LOUVERS OPENED



LOUVERS CLOSED

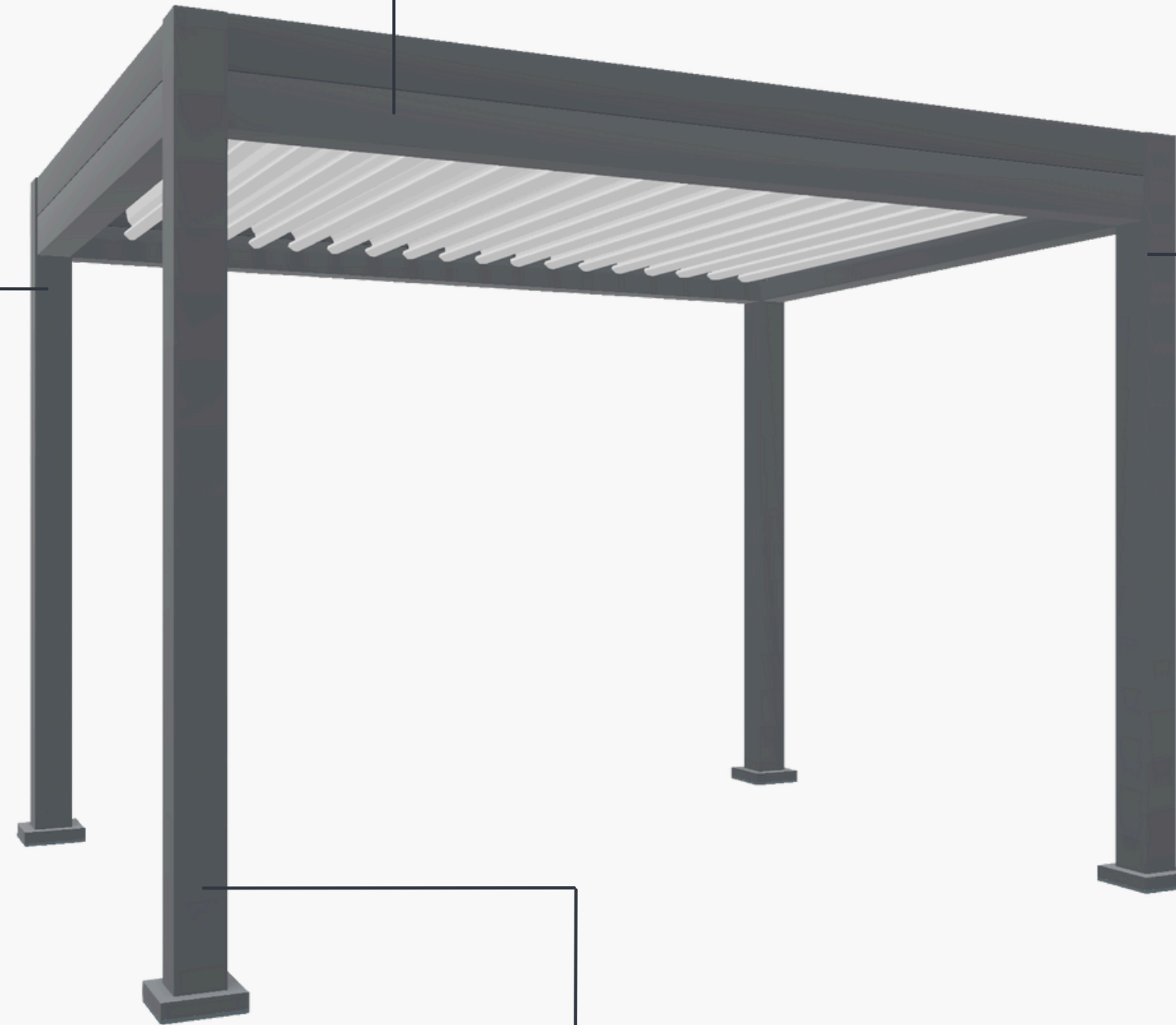


5 years: motors
(batteries excluded)

3 years: electronic &
electrical components

15 years: standard color powdercoat
10 years: custom color powdercoat

15 years: aluminum
structural components



STRUXURE

visible screws on connections

two separate extrusion:
integrated gutter + frame

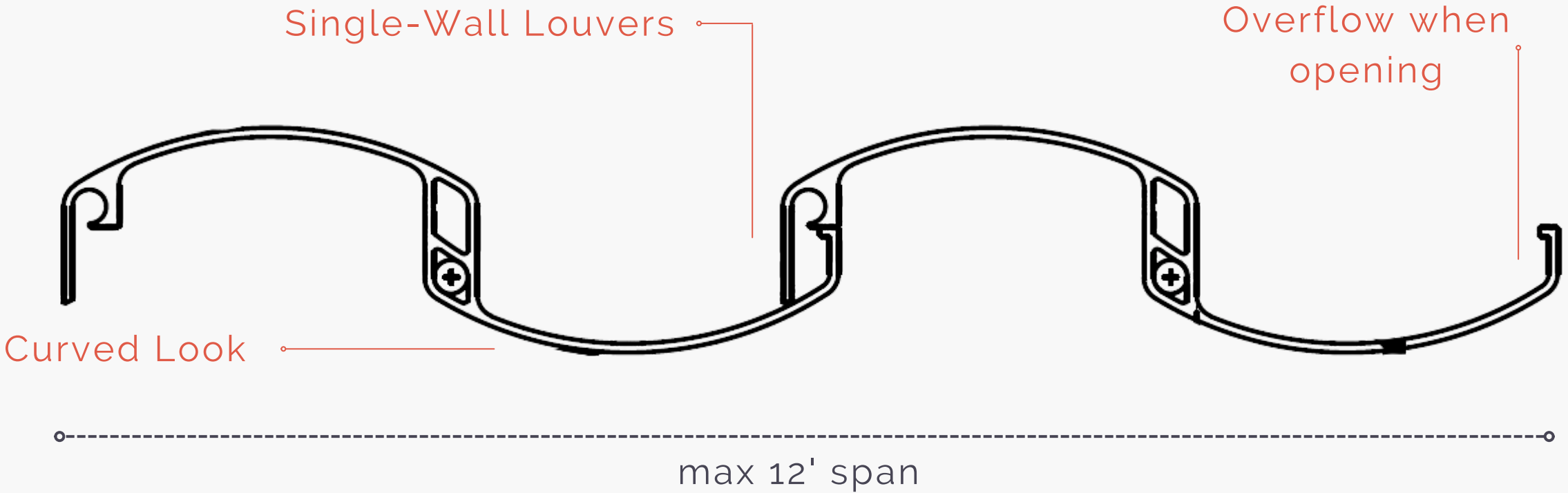
More Risk of Leaks
More Work on Site

4 to 6 Weeks Lead Time
240" Max Span Single Zone

- ✗ Pre-cut by hand & no pre-drill
- ✗ Lighting not Provided



STRUXURE

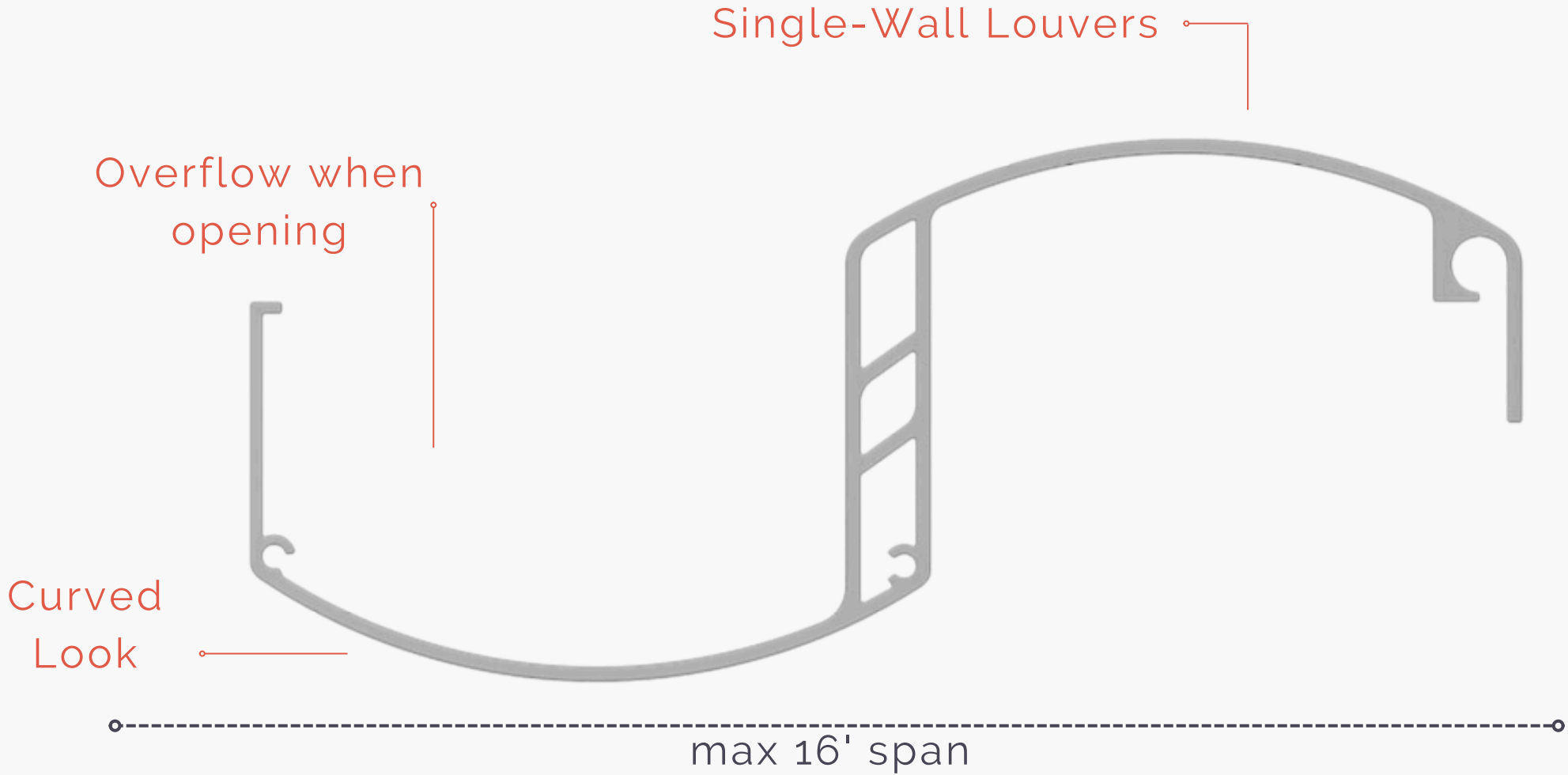


Wind Load Capacity - **Up to 175 mph**
Snow Load Capacity - **Up to 60 lbs/sq. ft.** (not specified)



Water spillage
+ heat loss
+ bugs

STRUXURE



Wind Load Capacity - **Up to 175 mph**

Snow Load Capacity - **Up to 65 lbs/sq. ft (opened) / not available for 25 psf (closed)**

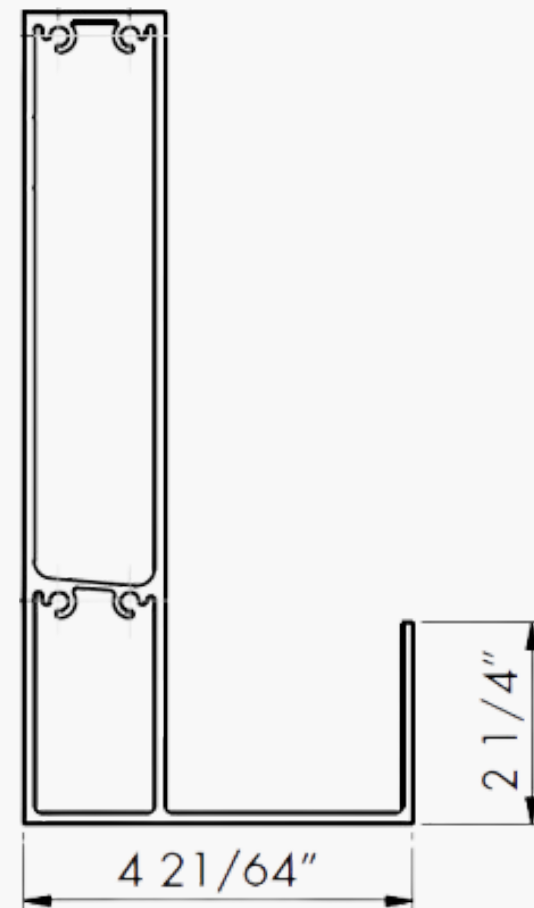


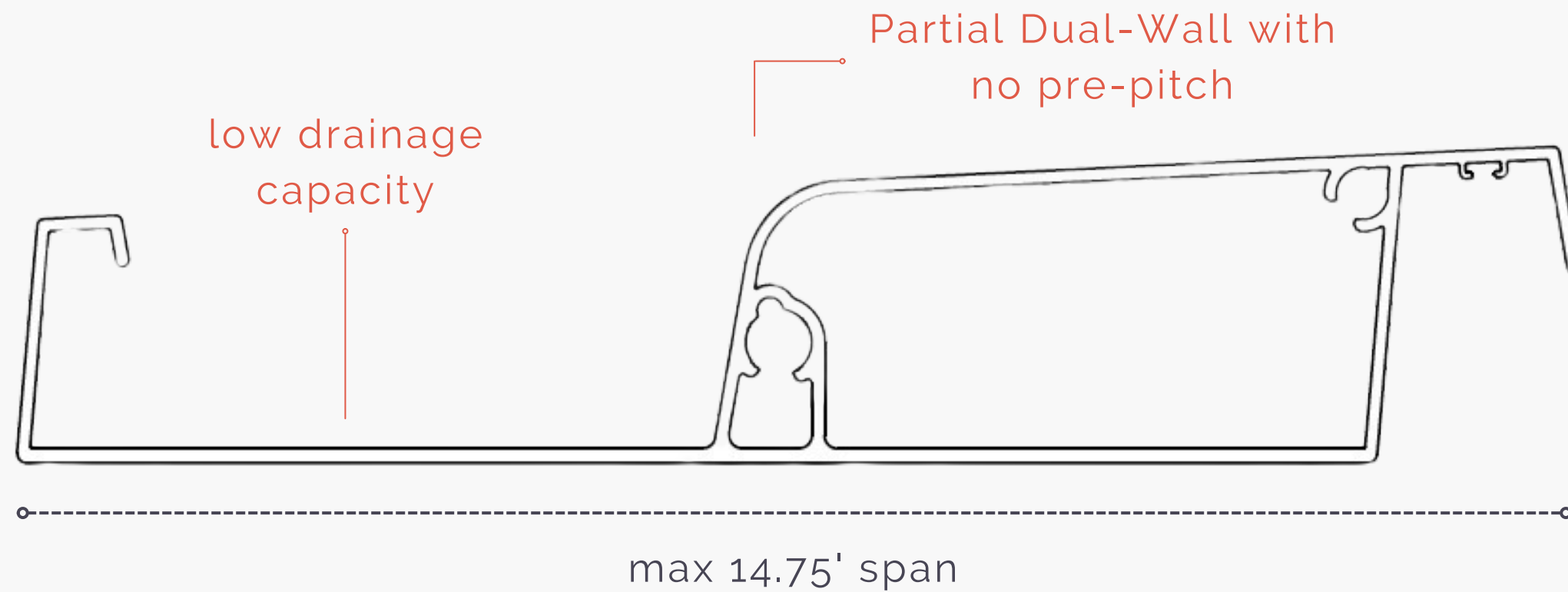
main beam + 2" high gutter
= 1 extrusion



232" Max Span Single Zone

- ✗ 3 to 4 months lead time (for Camargue model)
- ✗ Narrow Gutter leading to inefficient drainage
- ✗ Integrated LED strips only





Wind Load Capacity - **Up to 175 mph**
Snow Load Capacity - **Up to 60 lbs/sq. ft.**

Water spillage
+ heat loss
+ bugs

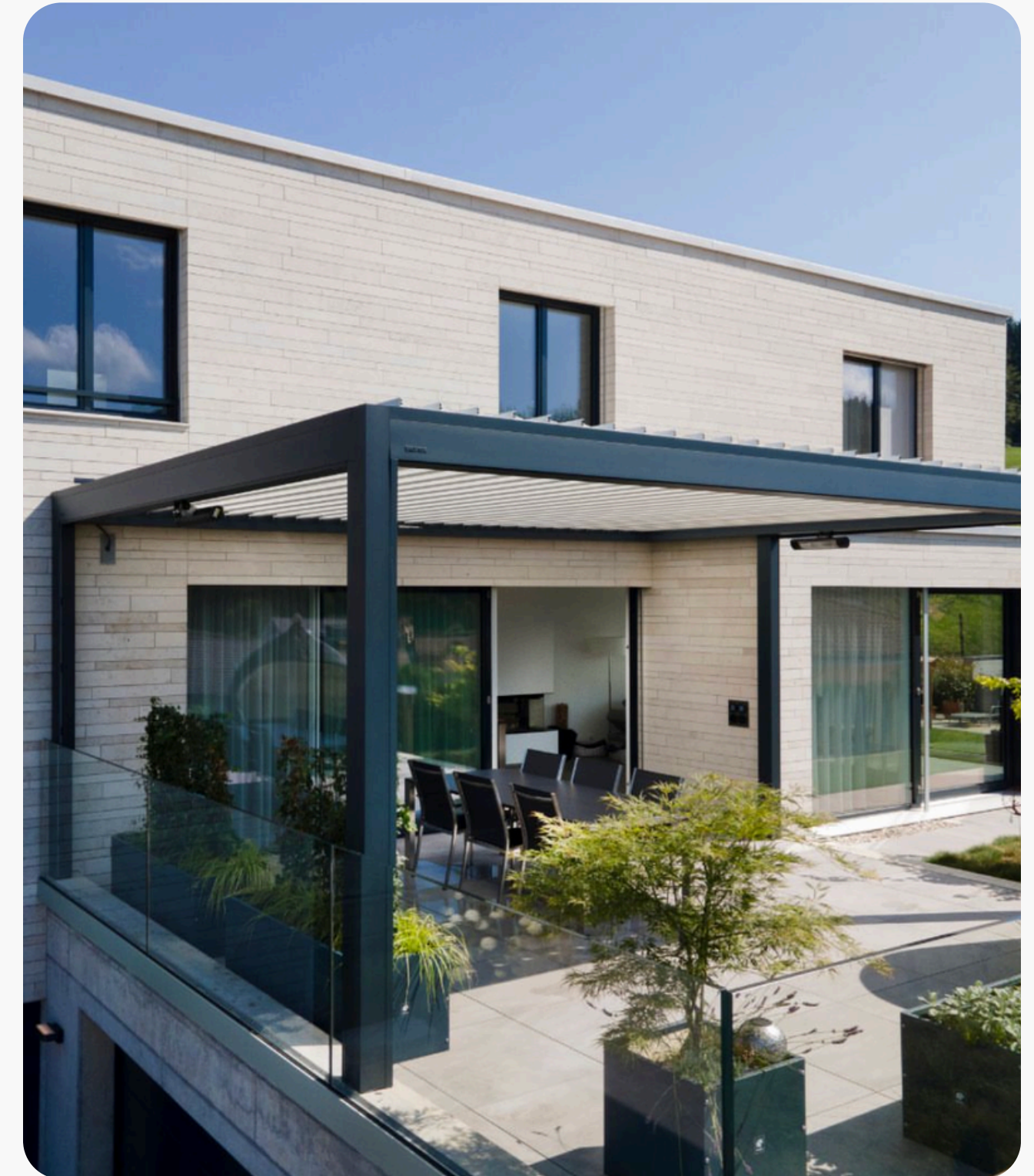




two separate extrusion: frame + integrated gutter but only 2 1/8" high

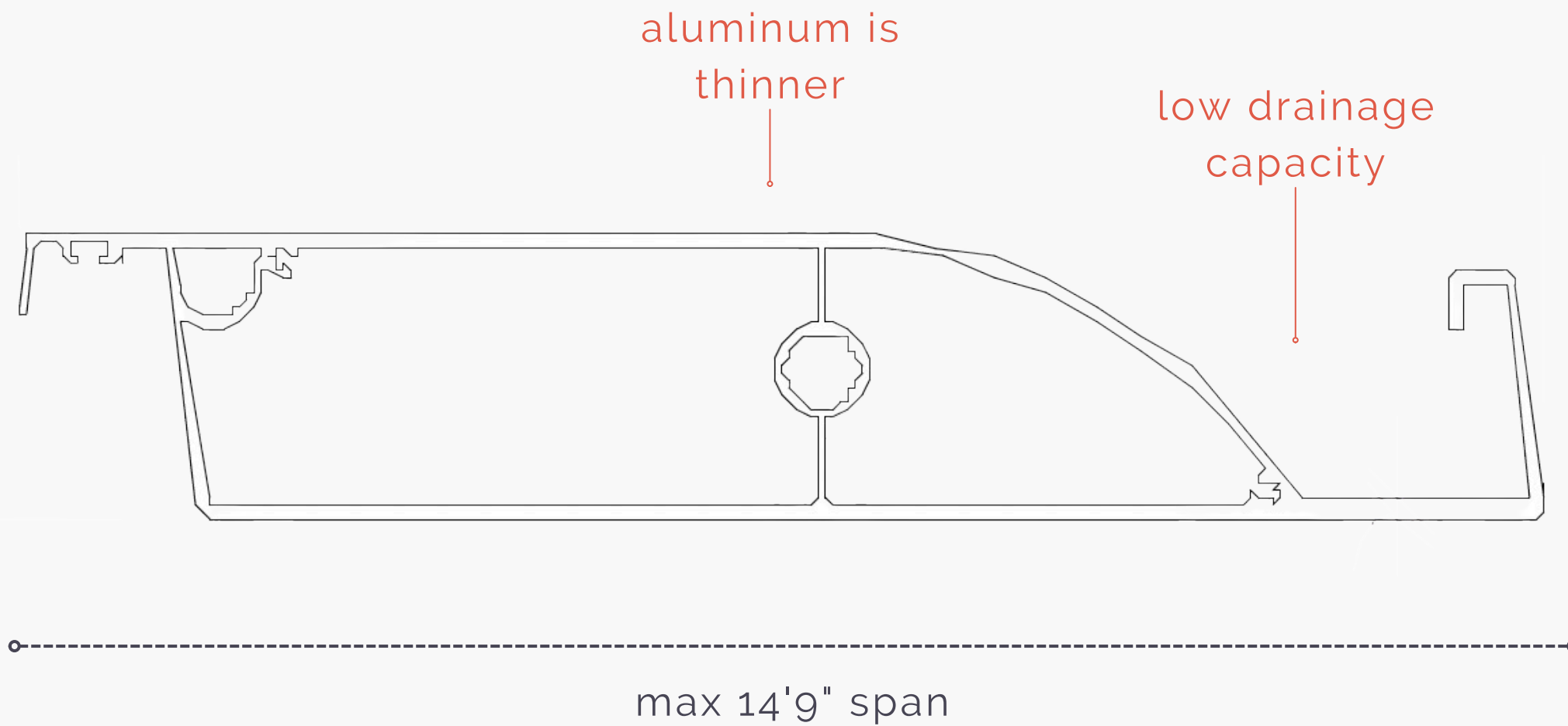
275" Max Span Single Zone

✘ Narrow Gutter leading to inefficient drainage





Water spillage
+ heat loss
+ bugs



Wind Load Capacity - **Up to 124 mph**
Snow Load Capacity - **Up to 50 lbs/sq. ft.**





two separate extrusion:
integrated gutter + frame

lighting not provided

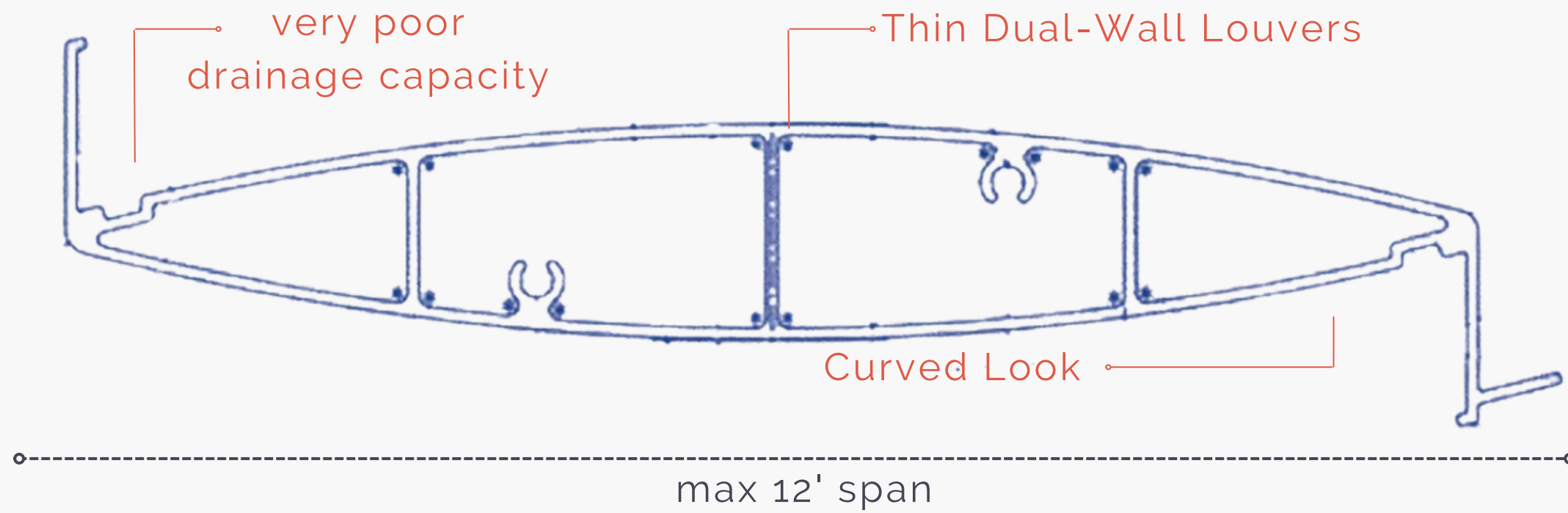
visible screws on
connections

no pre-cut
no pre-drill

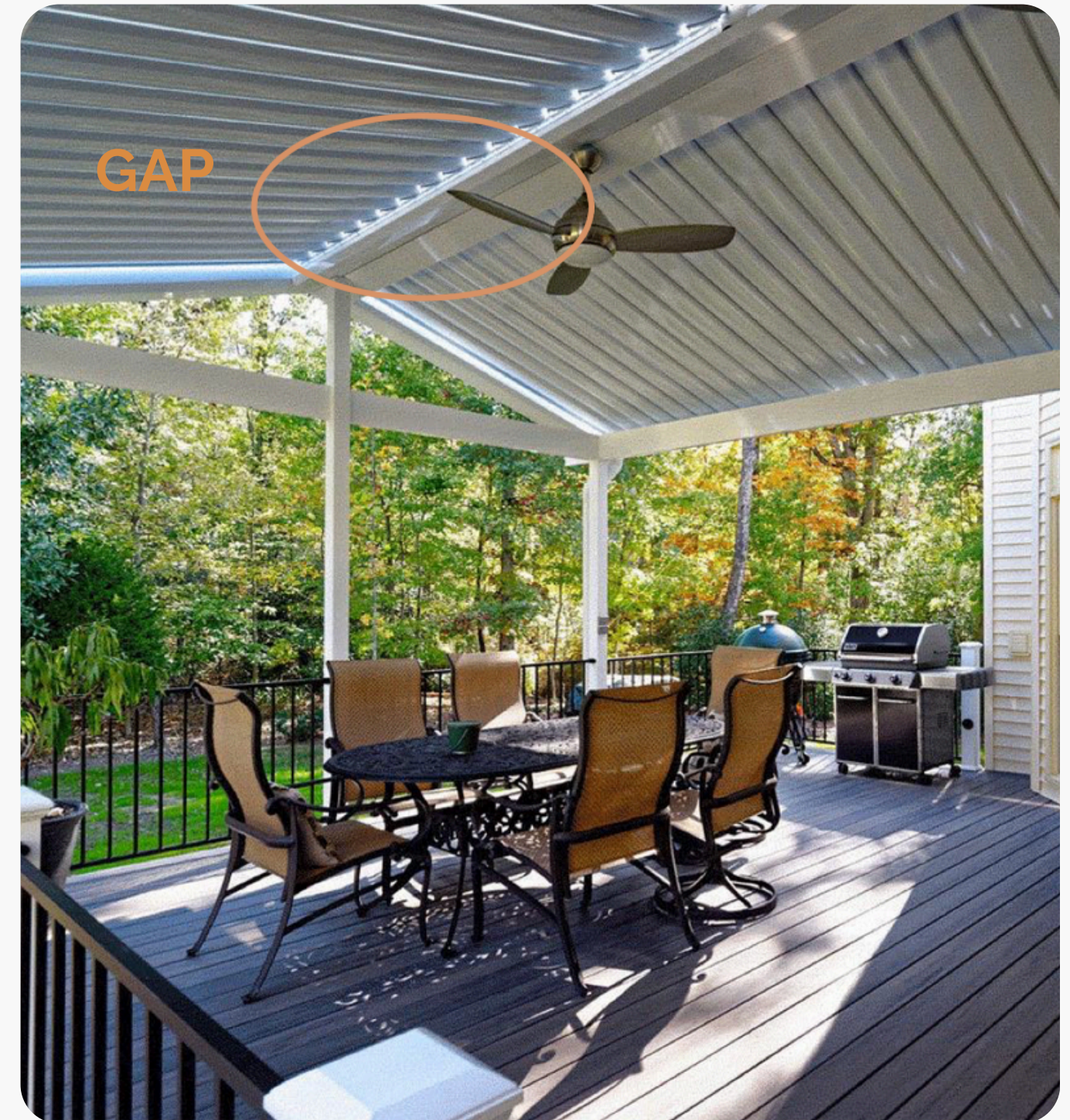


4 to 6 Weeks Lead Time

240" Max Length Span Single Zone



Wind Load Capacity - **Up to 180 mph**
Snow Load Capacity - **Up to 30 lbs/sq. ft.**





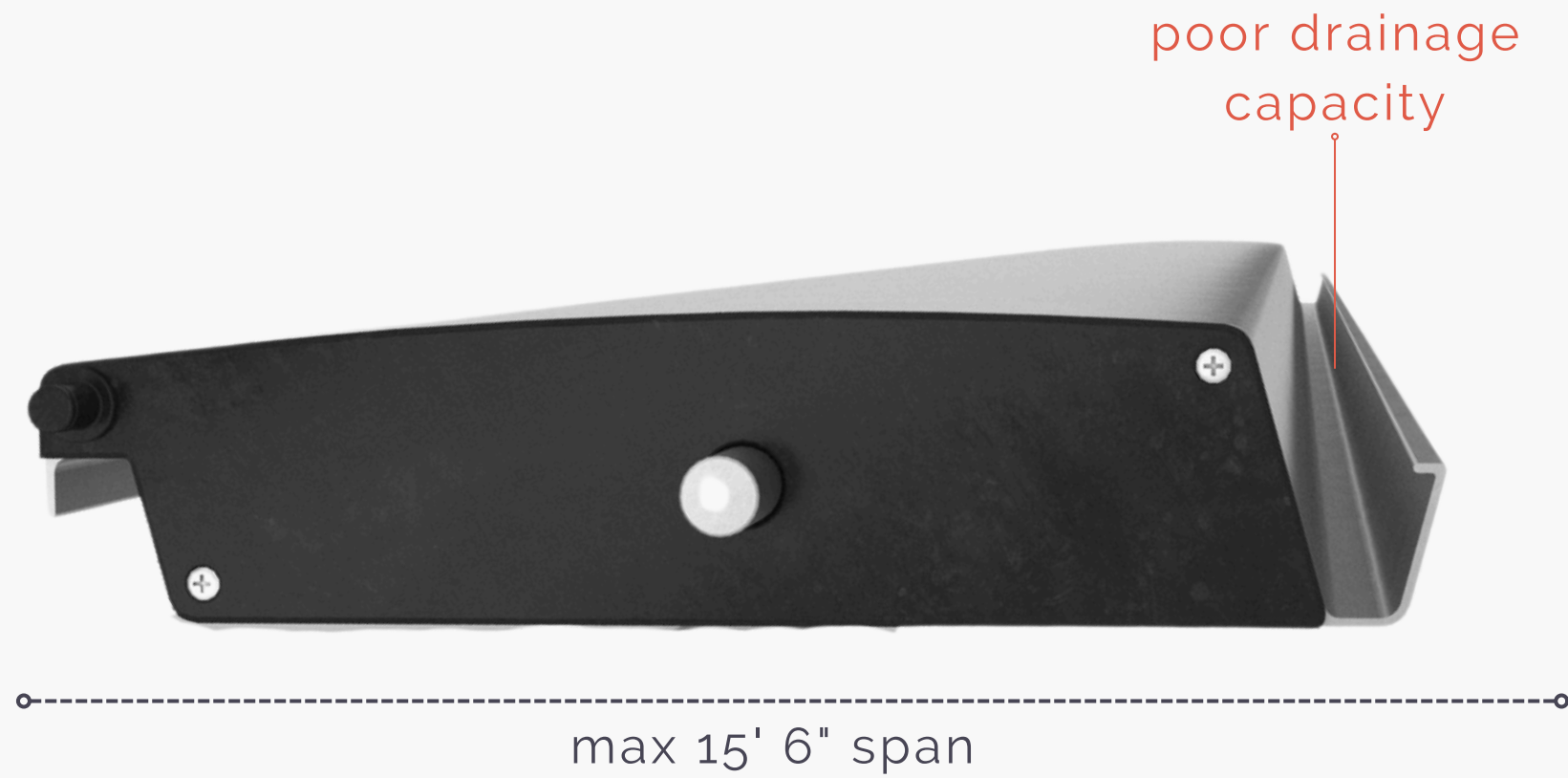
two separate extrusion:
integrated gutter + frame

4 to 6 Weeks Lead Time
268" Max Length Span Single Zone



visible screws on
connections

partial pre-cut
partial pre-drill



Wind Load Capacity - **Up to 115 mph**
Snow Load Capacity - **Up to 30 lbs/sq. ft.**





APOLLO
LOUVERS MADE SMART



two separate extrusion:
integrated gutter (no
connection with post) + frame

visible
screws on
connections

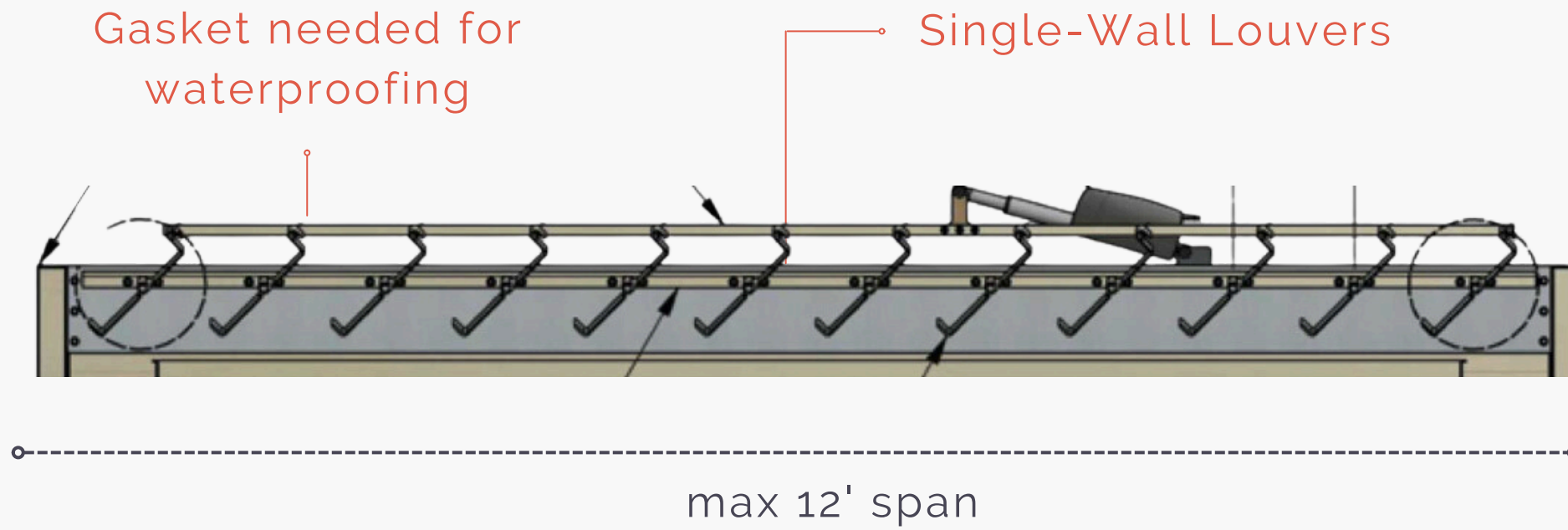
no pre-cut
no pre-drill

lighting not
provided

216" Max Length Span Single Zone



APOLLO
LOUVERS MADE SMART



Wind Load Capacity - **Up to 120 mph**
Snow Load Capacity - **Up to 30 lbs/sq. ft.**





visible screws on connections

no gutter

no pre-cut
no pre-drill

lighting not provided

4-6 weeks non summer months
168" Max Length Span Single Zone



Curved Look

Single-Wall Louvers



max 14' span

Wind Load Capacity - **Up to 130 mph**





visible screws on connections

two separate extrusion:
integrated gutter + frame

no pre-drill

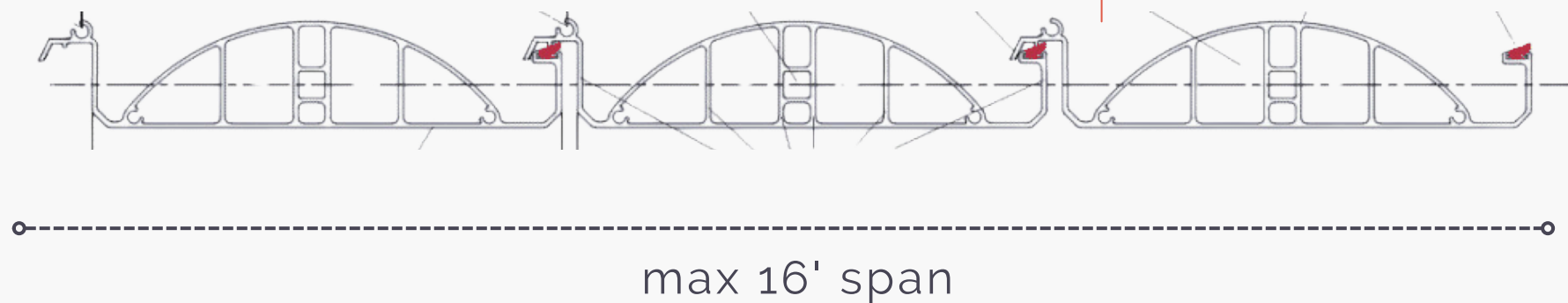
Only LED
strip and
recessed



192" Max Length Span
Single Zone



Need pitch to drain properly



Wind Load Capacity - **Up to 180 mph**

BON PERGOLA

integrated LED strips
only

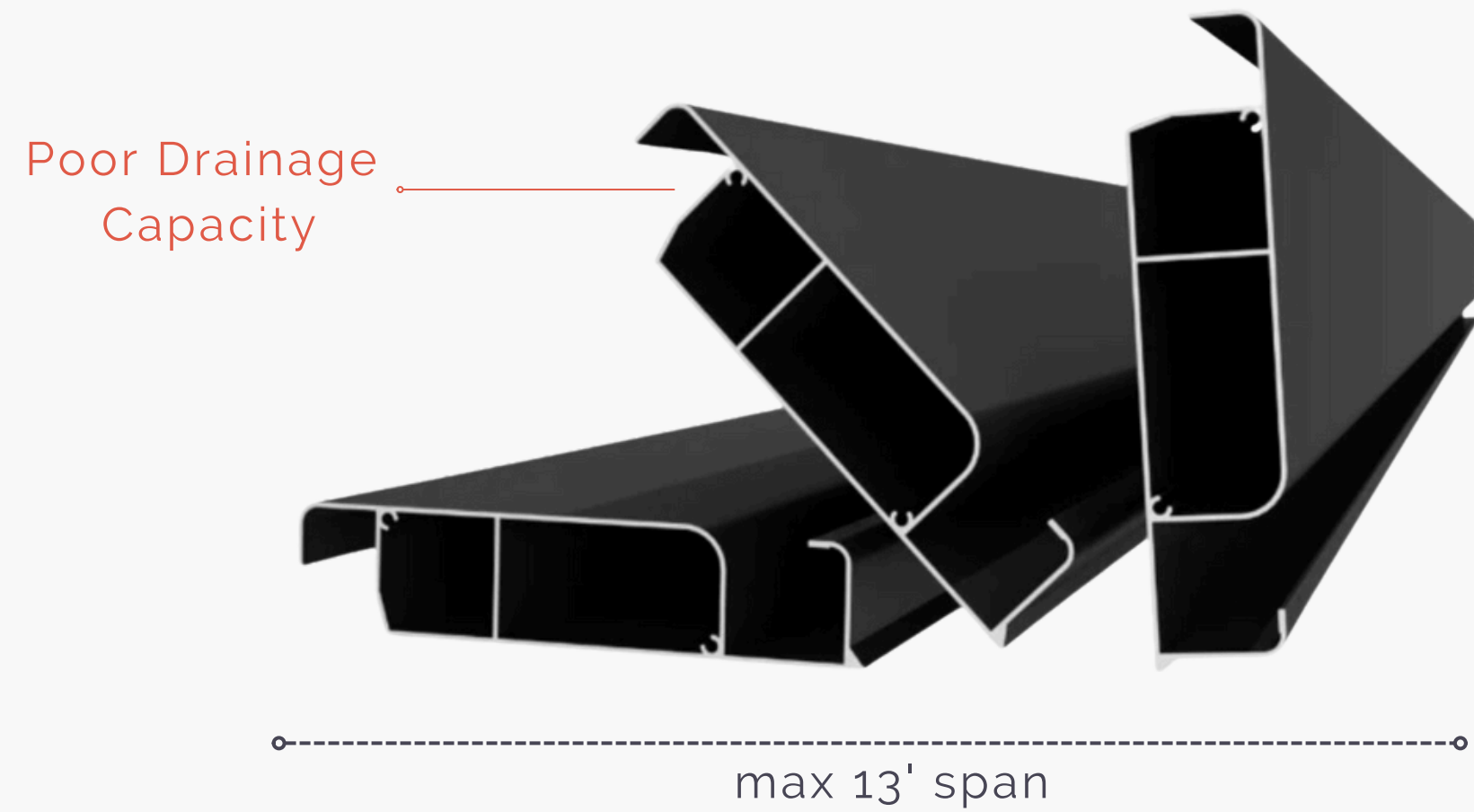


pre-cut & pre-drill
but only 3 sizes

two separate extrusion:
integrated gutter + frame

8 to 12 Weeks Lead Time
233" Max Length Span Single Zone

BON PERGOLA



Wind Load Capacity - **Up to 80 mph**
Snow Load Capacity - **Up to 10 lbs/sq. ft.**



Overview of Service

BRAND	MANUFACTURING	LEAD TIME	FRAME WARRANTY	ELECTRICAL COMPONENTS WARRANTY	MOTOR WARRANTY
AZENCO OUTDOOR	Miami, FL	3 to 4 weeks	15 years	3 years	5 years
STRUXURE	Dahlonega, GA Henderson, NV	4 to 6 weeks	15 years	5 years	5 years
RENSON	Belgium	6 to 9 months	10 years	2 years	5 years
BRUSTOR	Belgium	6 months	10 years	2 years	5 years
EQUINOX	Phoenix, AZ	4 to 6 weeks	20 years	3 years	3 years
OUTDOOR ELEMENTS	San Diego, CA	4 to 6 weeks	15 years	5 years	5 years
APOLLO	Roseville, CA		15 years	5 years	5 years
SOLARA	Phoenix, AZ	4 to 6 weeks	lifetime (10 years on louvers)	5 years	5 years
SUNDANCE	Ogden, UT		10 years (lifetime on louvers)	5 years	5 years
BON PERGOLA	China	8 to 12 weeks	15 years	5 years	5 years

Overview of Frame

	LENGTH SPAN	CONCEALED HARDWARE	INTEGRATED GUTTER	PRECUT	PREDRILL	INTEGRATED LIGHTING	APP CONTROL
AZENCO OUTDOOR	274"	✓	✓	✓	✓	✓	✓
STRUXURE	240"	X	X	by hand	X	X	✓
RENSON	232"	✓	only 2" high	✓	✓	LED strips only	✓
BRUSTOR	275"	✓	X	✓	✓	✓	X
EQUINOX	240"	X	X	X	X	X	✓
OUTDOOR ELEMENTS	268"	X	X	X	X	LED strips only	✓
APOLLO	216"	X	X	X	X	X	✓
SOLARA	168"	X	X	X	X	X	X
SUNDANCE	192"	X	X	X	X	X	X
BON PERGOLA	233"	✓	X	Only 2 sizes	✓	LED strips only	✓

Overview of Louver

	SPAN	INTEGRATED SLOPE	DUAL-WALL	FLAT LOOK	GAPLESS	GOOD DRAINAGE	WIND LOAD (up to)	SNOW LOAD (up to)
AZENCO OUTDOOR	16'	✓	✓	✓	✓	✓	190 mph	100 lbs/sq. ft
STRUXURE	16'	X	X	X	X	X	175 mph	60 lbs/sq. ft
RENSON	14'75"	X	Partial	✓	X	X	100 mph	41 lbs/sq. ft
BRUSTOR	14'9"	✓	✓	✓	X	X	124 mph	50 lbs/sq. ft
EQUINOX	12'	X	Very thin	X	X	X	180 mph	30 lbs/sq. ft
OUTDOOR ELEMENTS	15'6"	✓	✓	✓	X	X	115 mph	30 lbs/sq. ft
APOLLO	12'	X	X	✓	X	X	120 mph	30 lbs/sq. ft
SOLARA	14'	X	X	X	X	X	130 mph	
SUNDANCE	16'	✓	✓	✓	X	X	180 mph	
BON PERGOLA	13'	✓	✓	✓	X	X	80 mph	15 lbs/sq.ft



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