



INSTALL INSPO

In recent years, more foodservice operators have capitalized on outdoor dining. Whether on a rooftop or simple patio space, restaurants that are expanding seating are realizing many benefits.

Those not incorporating outdoor dining are missing out on additional revenue opportunities. According to the National Restaurant Association, 35% of operators with outdoor seating say this accounts for more than 40% of average daily sales, and another 15% of operators say outdoor areas represent more than 70% of their daily sales.

Along with increased revenue, there are advantages to incorporating an outdoor seating option. Expanding to the outdoors provides added visibility for the restaurant. It also enhances customers' dining experience.

Outdoor dining spaces are becoming more of a focus aesthetically, as operators

incorporate a wide range of components to optimize customer comfort as well as staff functionality.

The type of operation, whether fast casual, quick service or fine dining, will directly impact outdoor dining areas' decor and branding requirements.

While the design may emulate the indoor dining aesthetic, an outdoor space also can be distinguished with unique materials and on brand color schemes.

Along with budget, it's first important to consider what the space will be used for. There may need to be a separate lounge or bar area along with tables and seating.

The climate also needs to be considered and if protection from the elements, such as umbrellas for shade, are needed. By the same token, noise is a factor. Separation with screens, temporary walls or planters offers acoustical benefits as well as more privacy.

Furniture, upholstery and other decorative elements are susceptible to the outside elements, so durability should be a key consideration for outdoor spaces.

Patios, rooftops, gardens, courtyards and streetside dining can be taken to the next level with outdoor components that make a statement.



Commercial-grade Umbrellas

FiberBuilt Umbrellas & Cushions

In the warm weather months, the shade that umbrellas provide is even more crucial to guest comfort. FiberBuilt Umbrellas & Cushions manufactures high-performance, contract-grade shade products engineered for strength and designed to complement your outdoor furnishings. For more than 25 years, these products have been enhancing the decor of all types of outdoor dining locations from restaurants to hotels, country clubs, cruise ships, senior living and corporate venues.

The breadth of umbrella styles — in-table, free standing, large scale and cantilever — and custom canopy options allow you to create distinctive and inviting environments. FiberBuilt is known for durable construction with structural components such as one-piece aluminum poles, flexible fiberglass ribs, heavy duty hubs, and powder coated and FiberTeak™ simulated wood finishes. Designers are drawn to the variety of canopy

options including alternating fabric panels, dozens of valance styles, banding, liners, fringe, tassels and silk-screened logos. For locations prone to high gusts or rooftop applications, FiberBuilt recommends double vented canopies to help exhaust the wind and the use of their weighty bases with through bolts to safeguard the umbrellas from inadvertent lift.

The Prestige and Studio FiberBuilt collections are 93% made in America and have a five-year warranty. All canopies are made to order and are customized to your specifications. 100% of their canopies, cushions and pillows are cut and sewn at their Pompano Beach, Fla., facility, and all aluminum and steel bases are manufactured locally as well.

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