

AZENCO®

COMPETITIVE ANALYSIS

RETRACTABLE FABRIC PERGOLA

Competitive Analysis

AZENCO® by HunterDouglas Outdoor

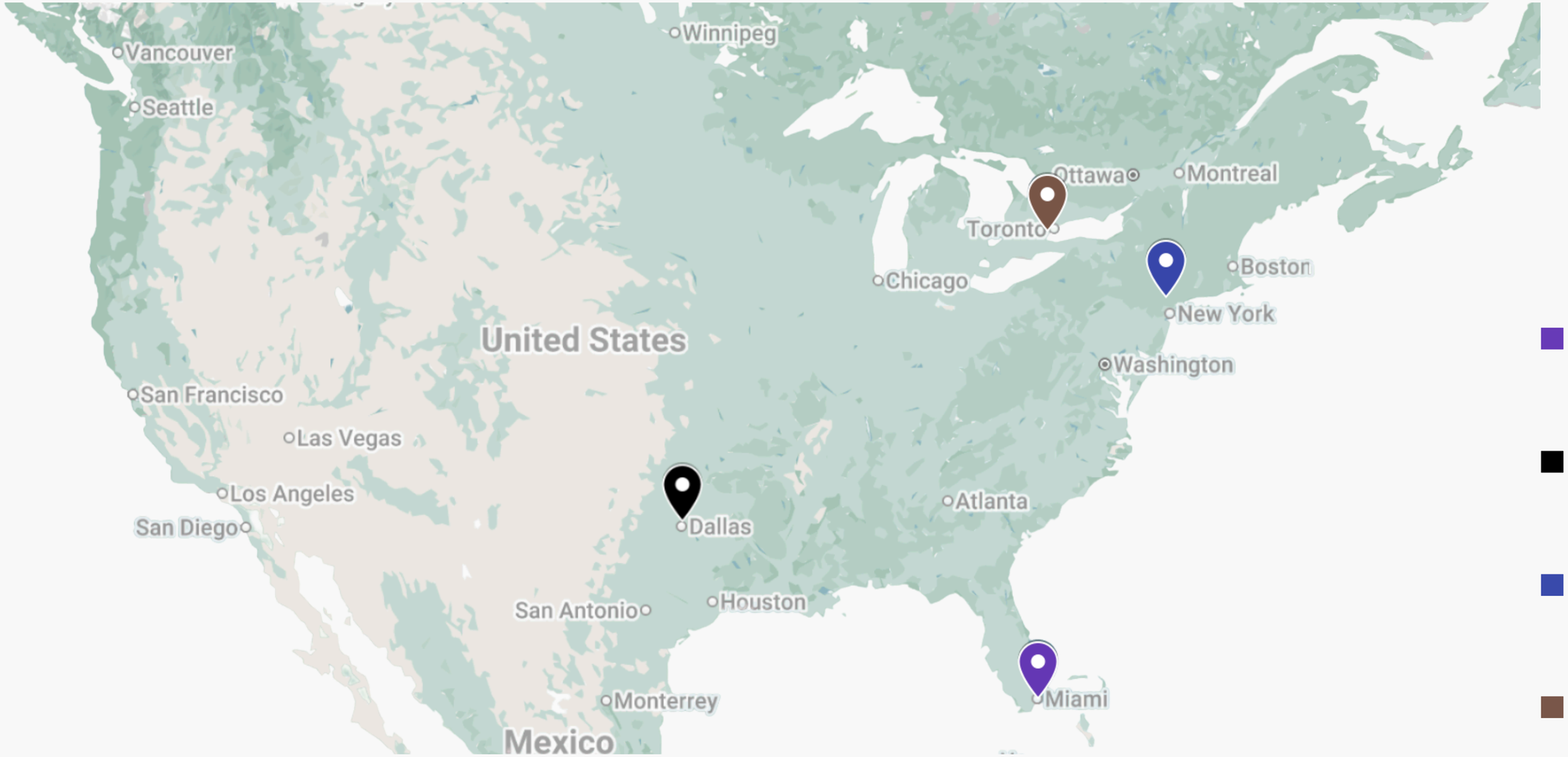
VS

Corradi

KE

ShadeFX™

Manufacturing Locations



Azenco Outdoor
Miami, FL

Corradi
Carrollton, TX

KE Outdoor Design
Chester, NY

ShadeFX
Ontario, Canada

AZENCO by HunterDouglas Outdoor

made with extruded aluminum

Stronger Extrusion
Rust-resistant aluminum structure

pre-cut & pre-drilled by machine

Seamless & Cleaner Cuts
Faster Lead Time

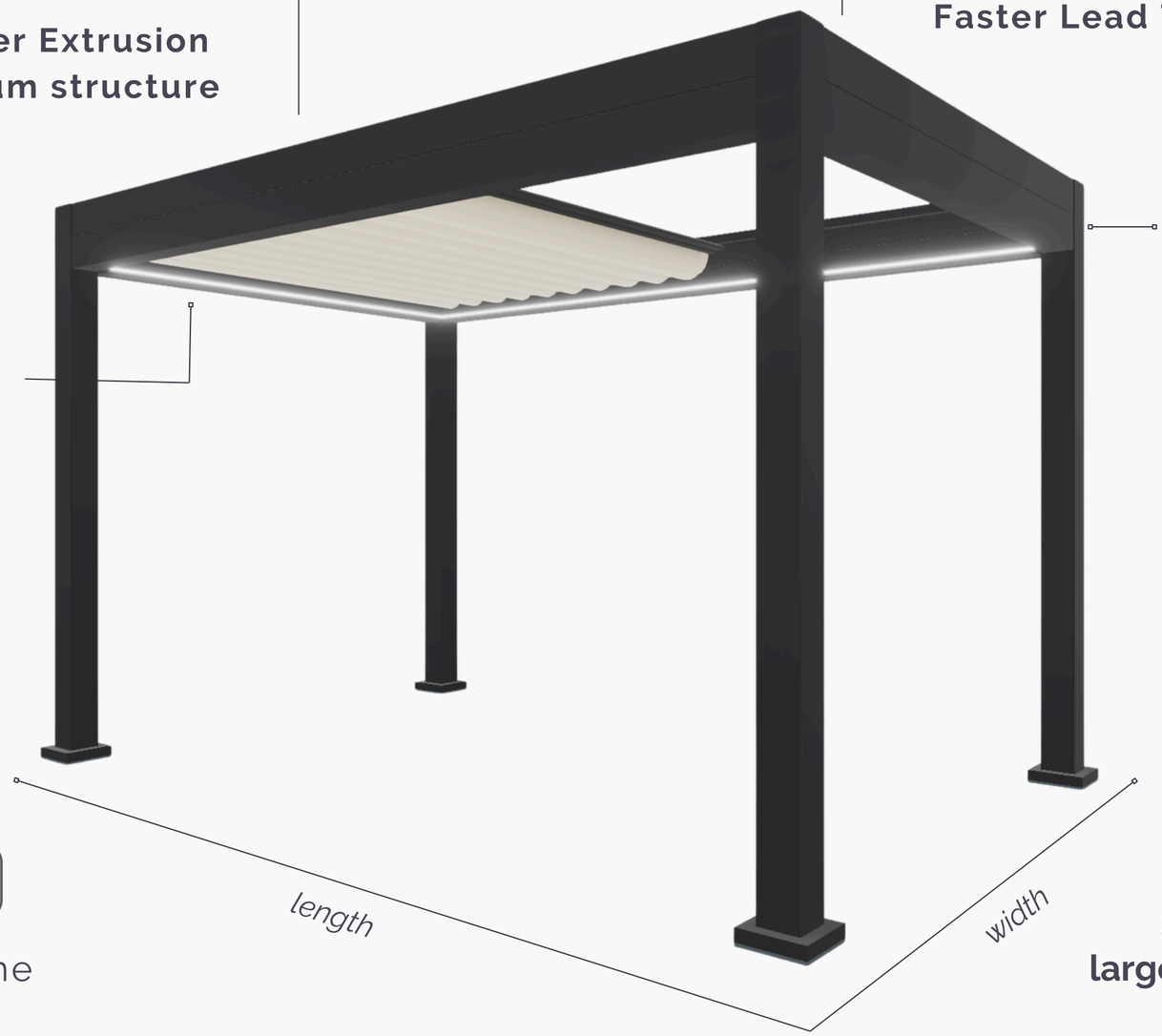
integrated lighting

Less Electrical Work
Less Expensive Solution

main beam + gutter
= 1 extrusion

Lower Risk of Leaks
Less Work on Site

Freestanding or Wall Mounted Configuration



ESTABLISHED IN USA

$140/sqft retail installed

3 to 4 weeks - manufacturing lead time

22'10" x 16'
largest single zone

integrated slope

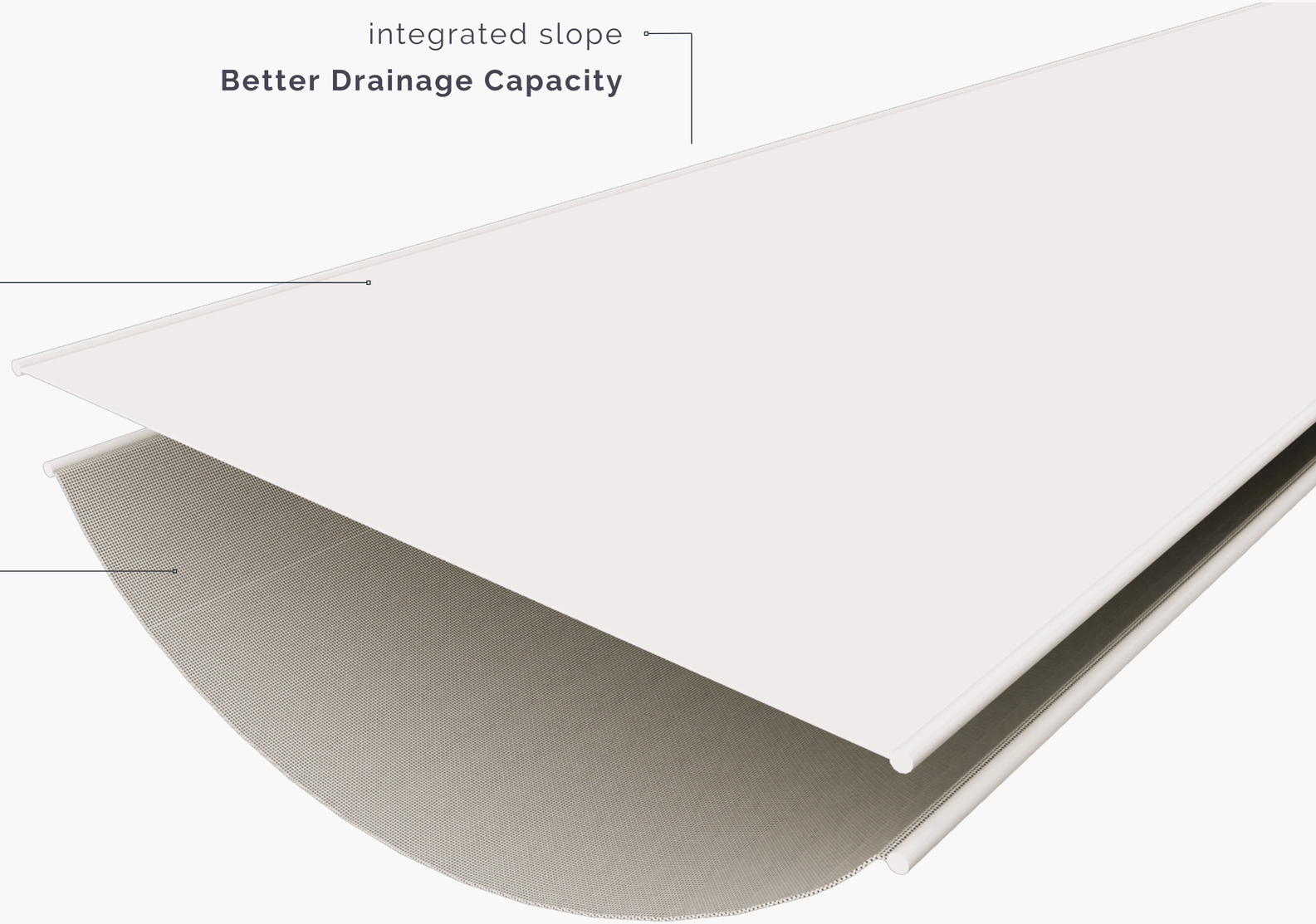
Better Drainage Capacity

Upper Fabric

Primary weather-protection PVC+PC layer
Fully waterproof, high tension
Maximum UV protection - UPF 50+
Fire-rated

Wavy Fabric — Optional

Decorative lower layer, Acrylic fiber
Breathable, soft textile finish
Maximum UV protection - UPF 50+



operable with app control
and voice activation



ROOF OPENED

concealed hardware
Fewer Leakage Points
Cleaner Finish & Design



ROOF CLOSED

AZENCO by HunterDouglas Outdoor

10 years - upper fabric
10 years - wavy fabric

15 years - standard color powdercoat
10 years - custom color powdercoat



5 years - motors (batteries excluded)

3 years - electronic & electrical components

15 years - aluminum structural components

Corradi
OUTDOOR LIVING SPACE

MAESTRO PERGOTENDA®



$220–$350/sqft retail installed

- 276" Max Span Single Zone
- Separate drainage components: mobile gutters + perimeter gutter
- Manufactured in Italy - 4 - 6 months Lead Time

Corradi
OUTDOOR LIVING SPACE

PALLADIA PERGOTENDA®



- Maximum designed post height is limited to 98"
- Wall-Mounted Configuration only
- No sided gutter
- 1"/ft of slope minimum
- Only LED Bars available
- 6 - 8 weeks Lead Time

Corradi
OUTDOOR LIVING SPACE

PALLADIA PERGOTENDA®





$180–$300/sqft retail installed

- 512" x 256" Max Span Single Zone for pitched version
- Multiple visible cover pieces & fasteners on connections

KE
ENJOY THE OUTDOORS

GENNIUS ISOLA 3





$220–$350/sqft retail installed

- Arched roof design
- 18’ x 29'6" Max Span Single Zone
- LED strip only
- 10 - 12 weeks Lead Time

ShadeFX™

MOTORIZED RETRACTABLE ROOF SYSTEM + PERGOLA



- 216" x 216" Max Span Single Zone
- Posts & Beams: 4”x4”
- No integrated lights
- 8 - 12 weeks Lead Time

ShadeFX™

MOTORIZED RETRACTABLE ROOF SYSTEM ONLY



$120–$220/sqft retail installed

- 24' x 18' Max Span Single Zone
- 4 - 5 weeks Lead Time

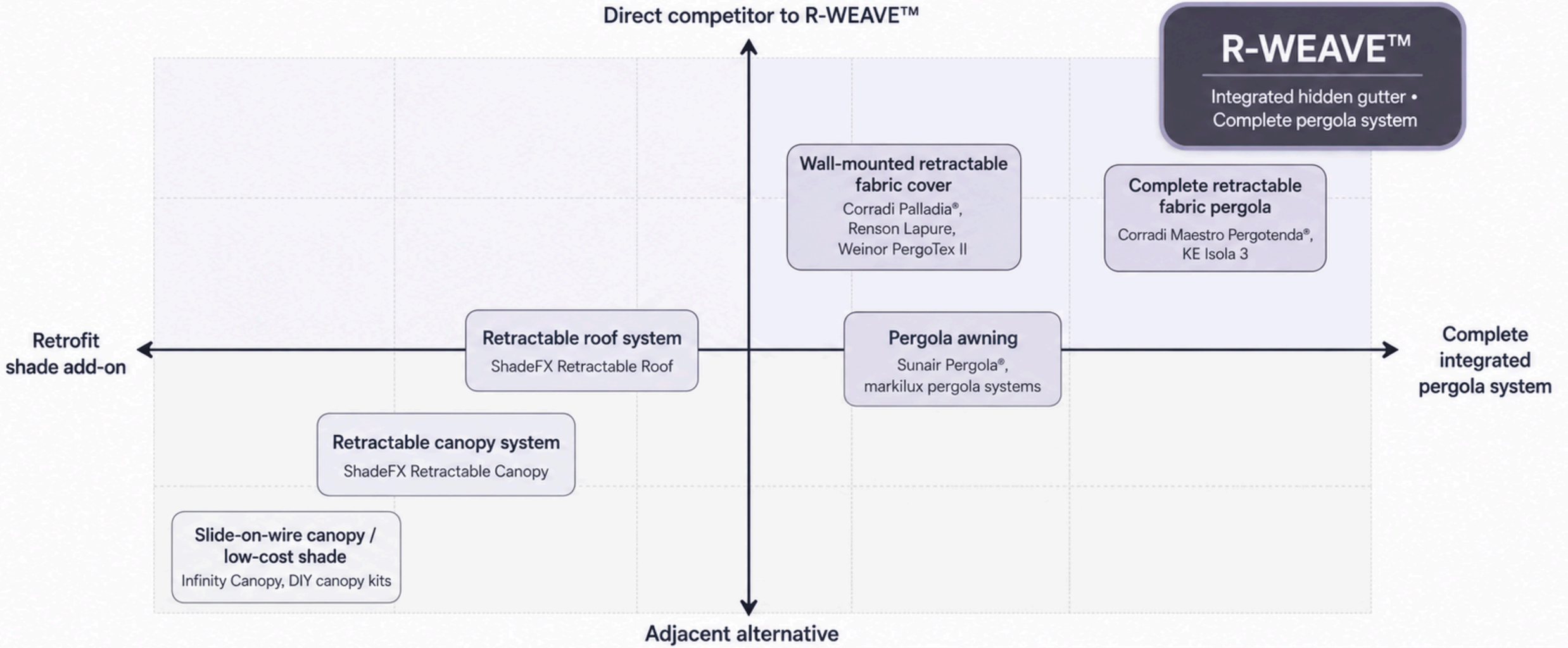
ShadeFX™

RETRACTABLE CANOPY SYSTEM ONLY



$90–$180/sqft retail installed

- Mounted above the structure
- 24' x 18' Max Span Single Zone
- 4 - 5 weeks Lead Time



Dealer takeaway

Start by identifying what type of product the customer is actually comparing. R-WEAVE™ wins when positioned as a complete premium retractable fabric pergola with integrated hidden drainage and a clean architectural frame.

	Product Type	USA Support	Lead Time	Factory Prep	Drainage	Primary Fabric	Dual-Layer Option
Azenco R-WEAVE™	Complete retractable fabric pergola	✓ Miami, FL manufacturing and support	✓ 3 to 4 weeks	✓ CNC factory pre-cut and pre-drilled	✓ Gutter built into same frame extrusion	✓ 16 oz PVC-coated fabric + polycarbonate topcoat	✓ Optional lower Wavy Fabric
Corradi Maestro Pergotenda	Complete retractable fabric pergola	◐ U.S. support presence, European-designed line	◐ 4 to 6 months	✓ CNC factory pre-cut and pre-drilled	◐ Integrated perimeter gutter + mobile gutters	◐ Eclissi PVC-coated 1100 Dtex polyester blackout fabric	◐ Decorative Faux Ceiling
Corradi Palladia	Wall-mounted retractable fabric cover	◐ U.S. manufacturing and support	◐ 6 to 8 weeks	✓ CNC factory pre-cut and pre-drilled	× Mobile / retractable gutter + anti-drip / anti-spray profiles	◐ Eclissi PVC-coated 1100 Dtex polyester blackout fabric	◐ Decorative Faux Ceiling
KE Gennius Isola 3	Complete retractable fabric pergola awning	◐ U.S. manufacturing and support	◐ 10 to 12 weeks	?	Integrated Perimeter Track Drainage via Arched Fabric Runway.	Opatex Flat, Serge Ferrari Precontraint 602, and 622 Blackout	× Single roof fabric system
ShadeFX Retractable Roof	Above-frame retractable roof system	◐ Canada-based, active in U.S. market	◐ 4 to 5 weeks	?	× Water drains past / around structure	◐ Fabric depends on selection, Sunbrella / Ferrari options	× Single roof fabric system
ShadeFX Retractable Canopy	Under-frame retractable canopy	◐ Canada-based, active in U.S. market	◐ 4 to 5 weeks	Pre-assembled center-track mechanism	× Center peak sheds rain to sides	◐ Fabric depends on selection, Sunbrella / Ferrari options	× Single roof fabric system

	Wind Load	Snow Load	Frame Warranty	Powder Coat Warranty	Fabric Warranty	Motor Warranty	Electronics Warranty
Azenco R-WEAVE™	In progress	In progress	✓ 15 years	✓ 15 years	✓ 10 years	✓ 5 years	✓ 3 years
Corradi Maestro Pergotenda®	up to 31 mph	?	◐ 10 years	◐ 5 years	◐ 5 years	✓ 5 years	◐ 2 years
Corradi Palladia®	up to 46 mph	?	◐ 10 years	◐ 5 years	◐ 5 years	✓ 5 years	◐ 2 years
KE Gennius Isola 3	up to 50 mph	✗	✓ Limited lifetime framework headline, verify exclusions	◐ 5 years	◐ 5 years	✓ 5 years	✓ 5 years
ShadeFX Retractable Roof	Up to 80 mph	✗	◐ 10 yr res. / 5 yr comm. if structure supplied	◐ 10 yr res. / 5 yr comm. if structure supplied	◐ 7 to 10 years depending on fabric	✓ 5 years	✓ 5 years
ShadeFX Retractable Canopy	up to 80 mph	✗	N/A unless structure supplied	N/A unless structure supplied	◐ 7 to 10 years depending on fabric	✓ 5 years	✓ 5 years

AZENCO®

Life is Better Outside

(305) 306-3204 | azenco-outdoor.com