

# Modern Shade<sup>LLC</sup>

Premium Fabric Shade Structures



- ❑ Modern Shade LLC is a manufacturer of fabric tension shade structures for markets nationwide and is located in Austin, Texas.
- ❑ Our commitment to our clients is to build shade structures with the highest quality standards and back them with the longest warranty in the industry and to provide them at a price that ensures significant value. We're driven to operate with honesty and integrity and to ensure that our customers, in turn, become raving fans of Modern Shade.

# WHY BUY MODERN SHADE?

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## 1. Exceptional Customer Service

- ☐ Quick quote turnaround, competitive prices
- ☐ Fast ship time (4-6 weeks standard, 6-8 weeks peak)
- ☐ Marketing materials and Architectural Specifications
- ☐ Design resources for sales and install support
- ☐ Email shade requests to [sales@modernshadellc.com](mailto:sales@modernshadellc.com)



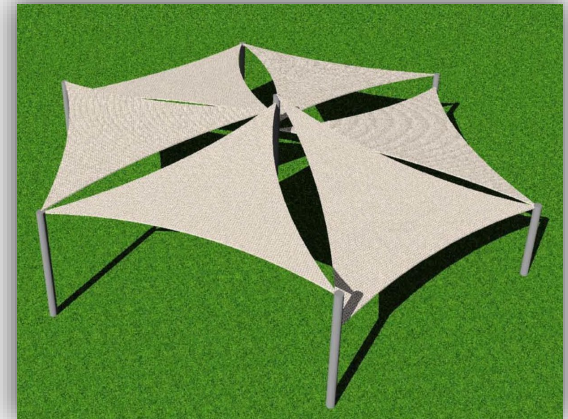
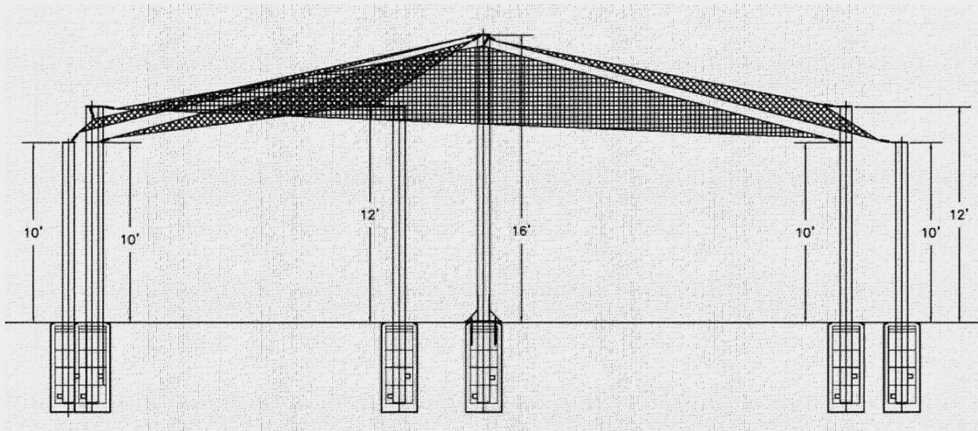
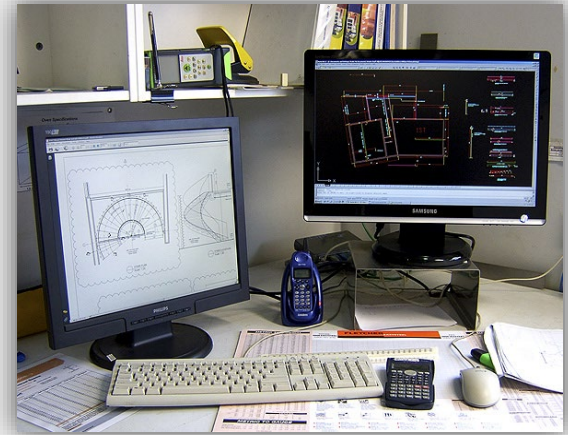
## 2. Unsurpassed Quality

- ☐ Engineered for minimum 90mph nominal winds & 5psf snow
- ☐ High strength, high quality materials
- ☐ Unique top attachment system allows for proper tension
- ☐ Most reinforced tops and steel connections in the industry
- ☐ Powder coating or hot dipped galvanized finish
- ☐ Foam wrapped product for transit protection
- ☐ Industry leading Warranty
- ☐ Manufactured in the USA!



## DESIGN EXPERTISE

- ❑ Our Design Department supports our commitment of excellence by utilizing the latest 2D & 3D AutoCAD software to create a comprehensive visualization that allows our clients to better understand our company's proposed solutions for their projects.
- ❑ Our structures are designed & engineered per the latest International Building Code requirements, for a minimum of 90 mph nominal wind loads and 5 psf snow loads, using state of the art 3D non-linear, finite element analysis to model each structure and simulate the load conditions and responses for every structural component.





# HIGHEST QUALITY MATERIALS

## ❑ Steel

- ❑ HSS **ASTM A-500 Grade B** material (min 58,000 psi tensile strength)
- ❑ High strength Flo-Coat galvanized material (min 55,000 psi tensile strength)
- ❑ Steel diameter & thickness specified by licensed engineer

## ❑ Fabric

- ❑ Our Architectural Shade Cloth is a heavyweight, **lock-stitched** knitted HDPE fabric designed specifically for tension structures

## ❑ Thread

- ❑ We only **use PTFE (Teflon®) Thread with minimum 2000 denier** which does not deteriorate from exposure to the elements including UV radiation!



# AISC CERTIFIED MANUFACTURING

- ❑ Modern Shade welds are performed by **AWS certified** welders
- ❑ Steel and fabric components are assembled according to detailed design drawings
- ❑ Extensive **AISC** Quality Control
- ❑ All manufacturing is performed in-house



# MAXTENSION™ PULLEY SYSTEM WITH QUICK RELEASE

- ❑ The key to long lasting tops is Tension
- ❑ Tops should not flap or inflate in the wind excessively
- ❑ Modern Shade uses its proprietary **MaxTension** pulley system to achieve proper tension

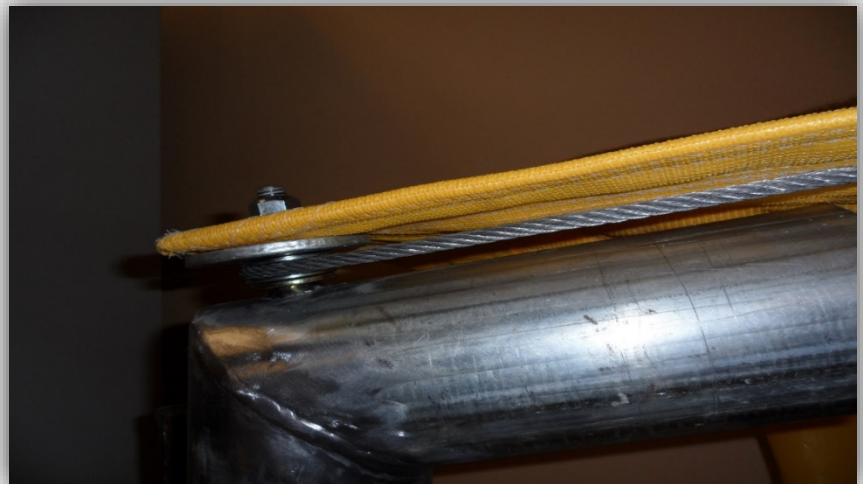


*Modern Shade's Fabric Canopy "Quick Release System" comes standard on every shade structure we manufacture at no extra charge. To activate the unique Quick Release System simply loosen the cable clamps that releases the tension on the fabric and then utilize our built in fabric handles to easily pull the fabric off the frame. It's just that easy!*



# MAXTENSION™ PULLEY SYSTEM

- ❑ All components are in plane
- ❑ Proper tension due to our **MaxTension** pulley system
- ❑ Our pulley system eliminates unwanted friction points



# MOST REINFORCED FABRIC IN THE INDUSTRY

- ❑ Internal webbing reinforcements in high stress areas
- ❑ Extra layers of fabric
- ❑ Double folded cable pockets
- ❑ ALL fabric seams sewn with minimum **2000 Denier PTFE** thread utilizing the **lock-stich** sewing method.
- ❑ **Stainless-steel plates** sewn into fabric corners to prevent fabric from ripping out.





## STRONGEST SAIL ATTACHMENTS IN THE INDUSTRY



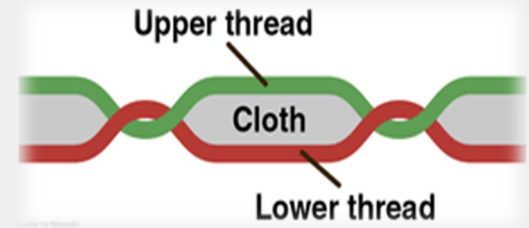
# STITCHING & SEAMS

## Chain stitch vs. Lock stitch

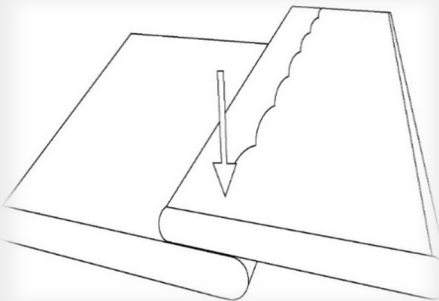
(1 thread) (2 threads)



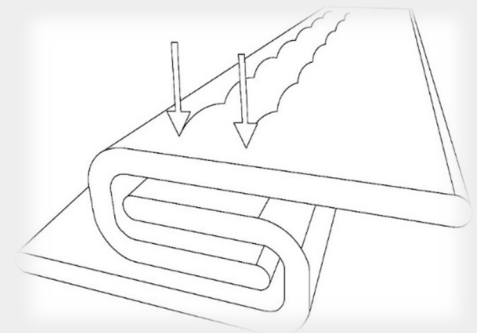
Unlike chain stitching which loops 1 thread over & over and can lead to continuous rips, lock stitching twists 2 threads and locks each stitch to prevent rips from running.



## Flat seam vs. Locking seam



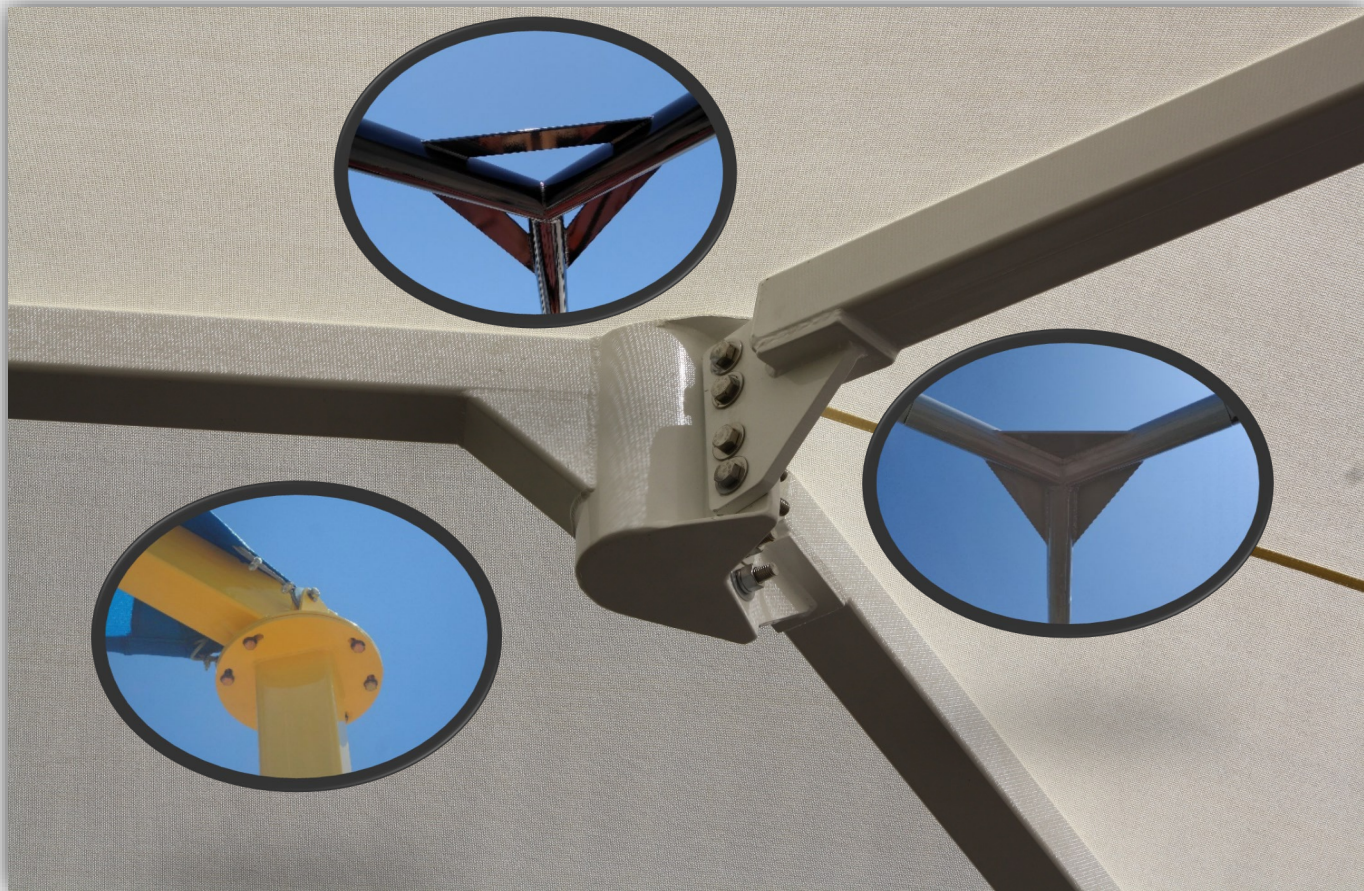
Our unique locking seam is designed to strengthen our fabric panels while allowing for proper tension.





# HEAVILY REINFORCED STEEL CONNECTIONS

Connection points are the weakest part of the steel frame and  
**MUST BE ADEQUATELY REINFORCED**





# POWDER COATED FINISH

- ❑ ALL steel frames are BLASTED to ensure adhesion and PRIMED with a ZINC RICH PRIMER to prevent rust from within.
- ❑ Then powder coated by electro-statically applying and baking at 400 degrees Fahrenheit to a minimum thickness between 3.0 – 5.0 mil for a consistent glossy finish.
- ❑ Polyester powders shall meet or exceed ASTM standards for adhesion, hardness, impact, flexibility, over bake resistance, and sea spray resistance.
- ❑ Hot Dip Galvanized finish available upon request.





## EXCEPTIONAL WARRANTY

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**LIMITED 20 YEAR NON-PRORATED WARRANTY** against failure due to rust-through corrosion on all Commercial steel frames with the exception of powder coated steel frames installed within 5 miles of the coast which has a 10 YEAR NON-PRORATED WARRANTY against failure due to rust-through corrosion. Failure to provide routine maintenance as stated in the below Required Maintenance and Care will void the Warranty.

**LIMITED 10 YEAR NON-PRORATED WARRANTY** on all Commercial shade fabric and Teflon stitching against cracks, tears, material breakdown or significant fading as a direct result of ultra-violet exposure with the exception of Red, which carries a 3 year limited warranty. MODERN SHADE reserves the right, in cases where certain fabric colors have been discontinued, to offer the customer a choice of available colors to replace the warranted fabric of the discontinued color. HDPE Commercial shade fabric and Teflon stitching over 40' in length carry a limited 5 year non-prorated warranty. Other non-HDPE fabrics are covered by their respective manufacturer's warranty.

**LIMITED 1 YEAR WARRANTY** on all moving parts, surface coat finish or any other product or part not covered by one of the above warranties.



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***Our mission is to provide the highest quality shade structures available in the industry with exceptional customer service***