



SHADOWSPEC UMBRELLAS
COUNTRY CLUB & GOLF CLUB LOOKBOOK | 2024



Shadowspec Umbrellas

Shadowspec is the trusted provider of superior shade backed with first-class customer and product support around the globe. Our patented and trademarked designs are integrated with marine-grade durability to create a seamless, stylish and functional aesthetic. Every component has been designed and engineered to survive in the wild. The result is refined, effortless shade systems.

DESIGN **YOUR** SPACE

Country and golf club amenities are important to member satisfaction, usage and retention. The design of a space where members can congregate is essential to the success of clubs. Your first task is to assess your outdoor spaces and analyze how they are performing. Are members spending time in the space? Are they ordering more than one drink or meal? These metrics are core to understanding where your space design can be improved. Locations to consider: Pool area, Dining area, Tennis & Racquet Sports, Patio areas, Terraces.



Create memorable experiences





Know your members needs

ASK **YOUR** PEOPLE

We suggest performing a survey as the first course of action. Garnishing information first-hand is the best way to make informed decisions driven by data. Too many times we see projects that are started via assumptions and flash-in-the-pan ideas that aren't rooted in real-world information. We're here to provide an experience for members and what better way to do that than to ask them what they want? Remember to ask open-ended questions, and allow them to have their say and feedback on anything.

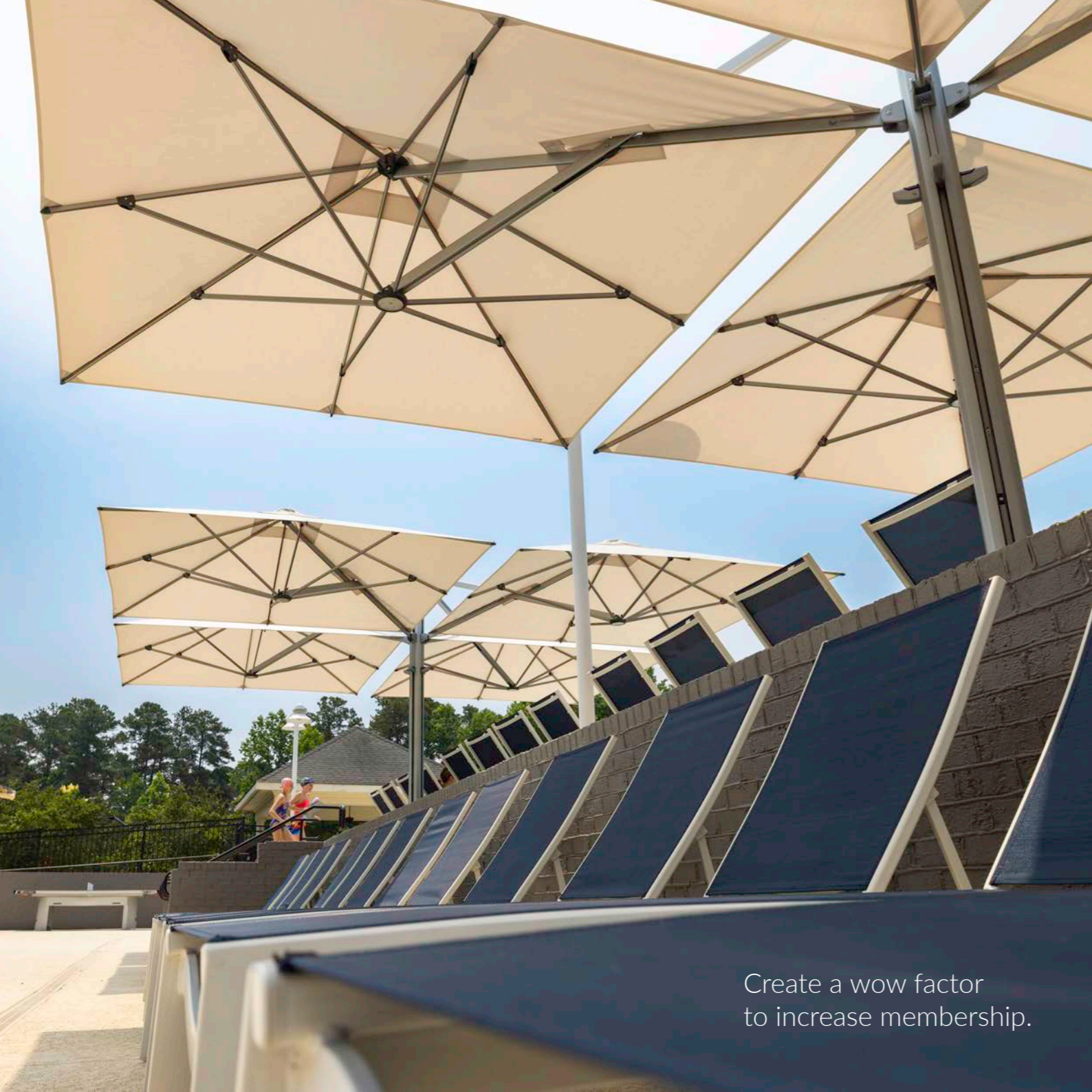




PLAN YOUR SPACE

With your data, it's time to plan and develop your space. What are the roadblocks, where is the friction, and what are the complaints? These are the problems we need to solve. If you're upgrading an unused space, why hasn't it been used in the past? Think about limitations such as budget, space and execution only once you've come up with a concept. These inhibitions can create artificial barriers to creativity and limit the scope. New furniture is one of the fastest and most effective ways of enhancing outdoor space and meeting members' needs. Expectations for high-end country clubs are high and it is essential to nail the furniture purchases.





Create a wow factor
to increase membership.

BUILD **YOUR** SPACE

A consistent extension of the aesthetic your club provides is essential to the design. If you're upgrading furniture, shade systems or building new poolside spaces, you'll need to consider what's come before. Focus on the character of your space as much as the functionality of the product. There are plenty of style options available and finding, for example, the correct furniture for your space will only serve to enhance the space. Furniture and shade need to be an investment of capital that returns over time.



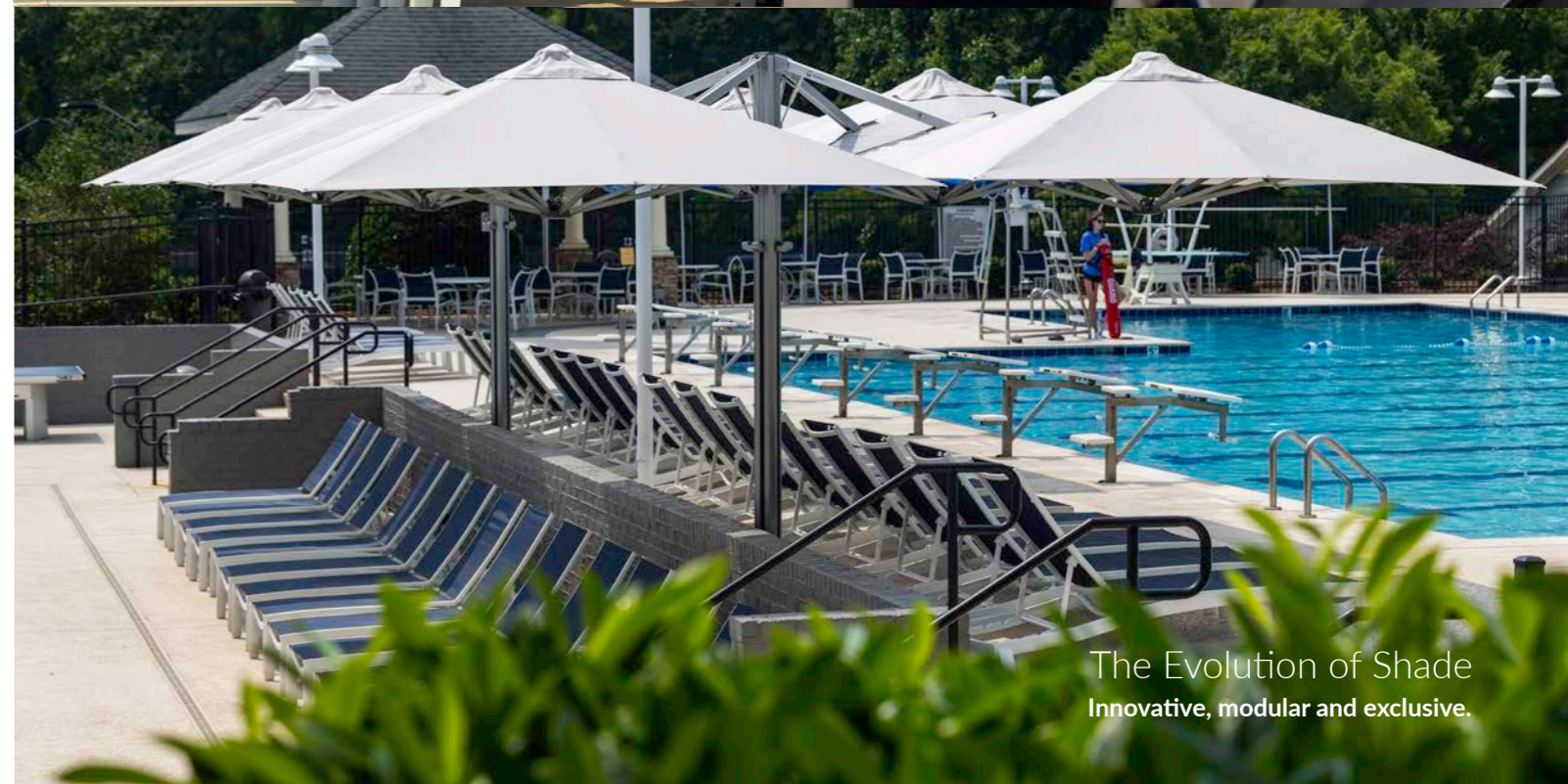


SHADOWSPEC UNITY™

MULTI-CANOPY CANTILEVER UMBRELLA

The Shadowspec Unity™ consists of up to four canopy frames that open independently of one other. Crafted with marine-grade aluminium and stainless steel, every component has been designed and engineered to survive in the wild. This flagship model is easy to open and close with gas assisted lift, offers shade of up to 36m², and is backed with best-in-class warranties. Ease-of use and quality is what sets us apart. Let your staff and members experience the Shadowspec class.

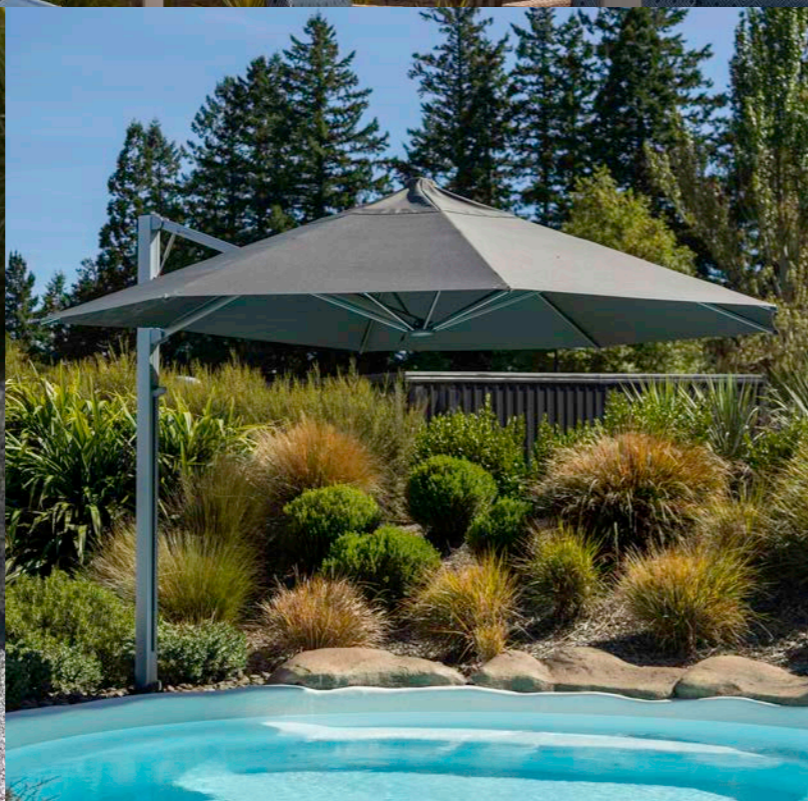
[Choose your shape, size and fabric](#)



The Evolution of Shade
Innovative, modular and exclusive.



Precision Engineered Ambience
Elegant, innovative and resilient.



SHADOWSPEC SERENITY™

ROTATING CANTILEVER UMBRELLA

The Shadowspec Serenity™ is our single canopy cantilever umbrella. Crafted with marine-grade aluminium and stainless steel and hand-built in our headquarters. This flagship model is engineered to last. Your members can rotate their way to perfect shade anytime of the day. Shadowspec draws from over 25 years of shade experience to provide you with the world's best outdoor cantilever umbrella.

[Choose your shape, size and fabric](#)

Strong protection
for your outdoor area



SU2

CENTRE POLE UMBRELLA

The SU2 umbrella is designed to fit in every space, ideal to set-up at events or at resting areas along your golf-course. These umbrellas come at a lower price point therefore reflecting a lower quality and class but are still strong for everyday use with a commercial-grade pulley rope to make it easy to open and close. The SU2 also comes with marine-grade and stainless-steel components.

[Choose your canopy fabric](#)



Case Study



shadowspec
umbrellas with distinction

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