

Treasure Garden

By Richard Wright

The warm days are getting hotter; the seasons (spring and fall) are getting longer, and the sun remains a ball of fire to be watched and avoided.

In Phoenix, Arizona, certainly one of the hottest places in the U.S., in 2019 there were 128 days when the temperature was over 100°F, including 29 days over 110°F.

Let's face it, there's a major need for shade.

Here's the view from Chad Scheinerman, owner, CEO of Today's Patio with six stores in Arizona and one in San Diego.

Hearth & Home: *Are you selling more or fewer umbrellas now than you did, say, four years ago?*

Chad Scheinerman: "We are selling a similar amount of umbrellas as four years ago. We may be slightly up, but not significantly in terms of total dollars."

Is Climate Change (the Earth getting hotter) helping your umbrella business, or hurting it because people just don't want to sit outside in the heat?

Scheinerman: "Arizona has always been hot, so even though the Earth is getting warmer, it's not significant enough where it would affect our sales, i.e., 100°F vs. 103°F – hot is hot!"

Which are your best sellers: parasols, market, cantilevered, other?

Scheinerman: "Center-pole market umbrellas are by far our best seller, however, we have definitely seen an increase over the years in cantilever sales. The additional sizes and features over the years have attracted customers' interest, which is resulting in more transactions for this type of umbrella."

What umbrella brands are your best sellers?

Scheinerman: "Treasure Garden and Frankford."

Anything else you want to say concerning umbrellas?

Scheinerman: "Umbrellas are, and have been, a great category for us. Being located in Arizona (with a store in San Diego) certainly helps; however, we display a lot of options in our stores which shows the customer we are in the umbrella business. It's tough to be in the business if you only show 5 to 10 umbrellas. We usually will show anywhere from 3 to 5 cantilevers and upwards of 30 center-pole umbrellas per store."

Treasure Garden

In 2020, Treasure Garden introduced its 9-ft. Starlux Collar Tilt market umbrella as a complement to the extremely popular

According to Ben Ma, vice president, "Treasure Garden had a very good 2019, but 2020 has been a bit challenging coming off a short selling season due to extended inclement weather and the ever-changing tariff scenario. However, domestic sales are very brisk, further reinforcing the need for shorter in-season lead times and quick turnaround on our offerings."

Climate Change is always a concern, said Ma. "Our product does provide much needed sun protection and, with the advent of the extended Outdoor Room time, shade is even more important in all sizes and shapes."

In the past few years, Treasure Garden has seen an upsurge in its hospitality/contract business. "To this end," he said, "we offer our Shademaker



and Jardinico brands to capture our share of this ever-growing segment of business. Sales have grown substantially within these two brands over the past few years. Both lines offer superior workmanship and European-inspired designs that work well in contract, as well as in high-end residential installations."

Starlux Collar Tilt umbrella from Treasure Garden.

13-ft. Starlux AKZ Plus Cantilever. It features sleek modern rib strip lighting and a USB port to charge electronic devices. The battery-operated umbrella features up to eight hours of mood lighting.

Treasure Garden also introduced the versatile 11-ft. Vienna Alu Teak market umbrella featuring a mirrored anodized pole, teak-look aluminum ribs, and a double pulley system with aluminum alloy locking pin. Canopies can feature elegant trim options as well as a choice of over 150 fabric options. This umbrella works perfectly in hospitality and/or in high-end residential applications.

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