



@MARKET
by Alisa Milano

CONTRACT CASUAL

Check out these product debuts at HD Expo, May 2-4



- 1 **JARDINICO CARACTÈRE**
This umbrella from Jardinico Caractère features a side post crank lift and infinite front-to-back tilt, available in a rectangle or octagon design.
Booth 4342
jardinico-caractere.com
- 2 **ZUO**
The Hedes fire pit features a large, round cylinder-shaped bowl supported by a faux wood block design. The stainless steel burner and concrete fiber construction are accented with black fire glass rocks to enhance the flame.
Booth 2343
zuoind.com



CATEGORY SPOTLIGHT
by The Firm

SMART SHADE

FROM BLUETOOTH TO CHARGING STATIONS, TODAY'S UMBRELLAS OFFER MORE THAN JUST SHADE

INNOVATIVE TECH
SUNSHINE'S SMART UMBRELLAS are now more than just shade—they're smart. The umbrellas feature Bluetooth connectivity and can be used as a charging station for your smartphone. The umbrellas also feature a built-in USB charging port, and the company provides different shades of color to match your outdoor decor.

SMART UMBRELLAS
The umbrellas are made from a durable, weather-resistant material and feature a built-in crank lift system. The umbrellas are available in a variety of colors and sizes to fit your outdoor space.

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Treasure Garden Shade Products

CASUAL INSIGHTS

by Margaret Chang

BEYOND SHADE

DESIGN, INNOVATION, ACCESSORIES—TO BE SUCCESSFUL IN THE SHADE CATEGORY, IT TAKES MORE THAN JUST UMBRELLAS

IN TODAY'S CASUAL INDUSTRY, IT IS NOT enough anymore to be just a shade manufacturer. At Treasure Garden, we look to the design and fashion market for inspiration. We create new and exciting looks for dealers to wow their customers while still providing the volume assortment.

In the past few seasons, we've introduced our runway-inspired Milan Pleated umbrella, our designer-inspired Lotus umbrella, as well as our contemporary Stardust. What do they all have in common? They're a fashion twist on the traditional market umbrella.

One of our continued success is our cantilevered program. These umbrellas now have become the "must-have" item to complement the popular trend of deep seating in the outdoor entertainment environment.

Over the years we continue to improve and add additional features increasing the coverage of shade from an 11-foot to a 13-foot octagon. We also offer a 10-by-13-foot rectangle. Big shade is important, and these umbrellas provide just the right amount of unobstructed shade from sunup to sundown.

In addition to providing unique umbrellas, Treasure Garden has added additional accessory categories. We pride ourselves on being a one-stop shop for our dealer base by offering not only

shade, but bases, protective furniture covers, umbrella lighting and more.

We introduced our outdoor rug program in 2015, which continues to grow every year. Our rug designs coordinate with our umbrellas, in effect providing the "ceiling" and the "floor" to any outdoor room, helping to complete the space.

We also worked on growing our hospitality and content divisions. In addition to our Shademaker line, we have introduced the Belgium-designed Jardinico Caractère.

We pride ourselves on being a one-stop shop for our dealer base by offering not only umbrellas, but bases, protective furniture covers, umbrella lighting and more.

Both collections combine superior workmanship with European flair and design. By offering these products, we can both capture the large hospitality clients and provide our retail dealer base with additional ammunition to increase their penetration into these growing segments. To maintain our market position, we continue to think outside the box and diversify our offerings, but what is also very important to me is providing for our loyal customers. We would not be where we are without the partnerships

we have established over the years, and we are eternally grateful for their loyalty and friendship.

We know outstanding customer service is crucial to the success of any company, and our customer service department is one of the largest and best in the outdoor industry. We train our team to provide comprehensive and timely assistance, all with a professional and courteous attitude, any time of the year, but especially during the busy season.

Merchandising is another

promoting our products. Finally, we know how important it is to deliver a quality product at exceptional value. One of the ways we do that is to control nearly every aspect of the production cycle by vertically integrating the factories in both Ningbo and Qingdao, China. We manufacture nearly all the components that go into our products to ensure timely delivery, consistent quality and uniformity. Our continued success depends on offering a quality product year in and year out.

In my 21 years with the company, I have seen Treasure Garden evolve and prosper from a two-man in Oliver Mai's eye to the category leader it is today. This took a lot of hard work, ingenuity, creativity, drive and determination by the entire Treasure Garden team. We take great pride in that achievement and continue to diversify our offering, look outside the box and push ourselves to ensure we stay on top.

I am very proud of the legacy we have built at Treasure Garden. We will not rest on our laurels, and we know that it's essential to continue to work very hard to provide what our dealers need and want—we want to be of service to the casual industry now and for many more years to come.

Margaret Chang is president of Treasure Garden.



MARGARET CHANG
President, Treasure Garden
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CASTELLE

MARKET REPORT Continued



Watermark
This outdoor living area features a large, modern sofa and coffee table, perfect for entertaining guests.

Zuo
The Zuo outdoor living area features a large, modern sofa and coffee table, perfect for entertaining guests.

Bliley Butera/Biltmore
The Bliley Butera/Biltmore outdoor living area features a large, modern sofa and coffee table, perfect for entertaining guests.

Justina Blakeney
The Justina Blakeney outdoor living area features a large, modern sofa and coffee table, perfect for entertaining guests.

Libby Langdon
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STAR POWER

This market, several big-name designers launched new lines for outdoor.

Libby Langdon—After the success of her Kas outdoor rug collection, Hamptons, the famed designer launched the company's first-ever indoor/outdoor pillow line this market. Langdon says the collection easily coordinates with her rugs for a relaxed, stylish look.

Justina Blakeney—The design darling and force behind The Jungalow launched an indoor/outdoor rug collection, Cleo, for Loloi this market. The line is the first digitally printed outdoor rug collection, and features



eight designs that capture Blakeney's bold bohemian aesthetic.



- 1 **KINGSLEY BATE**
The Paris collection has a modern style that intersects formal and casual design. Durable all-weather wicker frames with solid teak legs that are treated with a gray wash finish.
Booth 5233
kingsleybate.com
- 2 **PALECEK**
The Amalfi coffee table features a teak wood frame and legs in a natural golden brown finish, accented with hand-twisted all-weather synthetic weave in a latte finish.
Booth 4630
palecek.com
- 3 **SHADEMAKER**
Shademaker's Polaris umbrella can rotate 360 degrees and allows for infinite tilts. When not in use, it folds back to the mast in a clean, compact manner.
Booth 4750
shademakerusa.com

