

Armand Nouri
Annie Awning Company
SPEC COPY -- catalog product descriptions

HEADLINE: Want Your Patio To Be Shaded And Cool All Year Long?

VISUAL: People sitting comfortably in patio under awning's shaded cover

CAPTION: Make your patio a comfortable and relaxing gathering place with an awning.

SUBHEAD: **You decide how much sunlight your home gets**

COPY:

A beautiful deck or patio can be ruined by unwelcomed sunlight piercing at odd angles. And not to mention the sluggish heat the sun creates as it cooks your areas of relaxation.

What's the point of a patio if it's too hot and the sun's in your eyes? Our awnings can fix this by shielding protected areas from invasive sunlight. This shielding can reduce temperatures in covered areas by up to 20 degrees.

This creates a cooler environment—a more relaxing and safer environment for friends and family, which is what you want from your deck or patio.

VISUAL: Picture of awning in flattering angle

SUBHEAD: **Protect your investment from sun damage**

COPY:

Direct sunlight can create *stagnant heat*, which not only puts you in a muggy mood, but can also damage your home by fading your drapes and carpet. It can even warp your floorboard.

This damage is expensive and ugly, yet completely avoidable with the help of an awning—a durable fabric covering that protects unshielded areas of your home from sun damage.

Drive down your AC costs, too, by providing your windowed areas natural shade!

VISUAL: Picture of awning in flattering angle

SUBHEAD: Beautify your patio so friends and family will enjoy the café ambiance

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If people are going to flock to a cool spot on a warm sunny day, then you might as well make it your patio. Treat your deck or patio like the gathering place it is. That means dressing it up to create that sidewalk café atmosphere for friends and family to enjoy.

Our awnings come in a variety of colors and are custom-made to look beautiful—adding color, fabric, and shape to all windowed areas of your home.

VISUAL: Picture of awning in flattering angle

SUBHEAD: Quality awnings that fit your needs

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We offer retractable awnings—manual or electric—to fit your climate needs. Extend it when it's bright or retract it when you want a little light. Or if you seek a permanent solution, a fixed awning will give you year-round shade.

Our awnings are 100% acrylic fabric, custom-made from our factory for your home. You can also order automatic sensors, sun screens and a remote control to go with your awning!

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Take advantage of your [publication name] membership and CALL today for a reduced-price free quote and DVD demonstration of our awning.

Annie Awning Company
800-955-4233
800-55SHADE