



## **Press release**

### **New strategy for addressing end users**

#### **Warema for the patio: live out, feel in**

**As of now, Warema is supporting specialised retailers in the area of awnings with a new strategy for addressing end users. The leading sunlight manager declares the patio a special area: live out, feel in. High-grade, shady awnings and lots of different accessories by Warema create additional living space with a high feel-good ambience. The sun shading expert now demonstrates exactly what this can look like in its new campaign.**

#### **Extended living space outdoors**

Every year, we tend to start making our way outdoors earlier and earlier, and enjoying it for longer and longer in the autumn. We move as many of our activities as possible outside for as long as possible, increasing our living space by adding the patio or balcony to make an additional "room". Warema's new concept follows on from this. The right sun shading system turns the outdoor area into somewhere where we live out, feel in.

The right awning for the house creates a cosy ambience for relaxing, partying, chatting, laughing and living. The outdoor area where we live out, feel in can be anywhere: the living room or dining room, playroom or workroom. Warema presents the countless ways of fully utilising the patio as a living area in various designs with emotional imagery. This new form of addressing end users can also be used by specialised retailers for consultations and in sales talks. Warema provides a range of POS materials for displays that, used in all the contact points, are good openers for initial talks.



### **Wide range of solutions for sun shading systems**

Thanks to the comprehensive range, architects, planners and specialist dealers can fit the right Warema sun shading solution to any house. The choice includes articulated arm, cassette, pergola and patio side screens, and awnings for the patio roof. Whether small versions for a balcony or large ones that also protect against a vertical incidence of light, Warema has products to meet any requirement and architectural situation.

Various designs ranging from round to rectangular and a wide range of colours are ideal for creating an individual patio and balcony with a tailor-made awning. Depending on the position, additional valance roller blinds will also protect against the last glaring rays when the sun is low. A programme of extras such as radiant heaters and LED stripes enables the outdoor area to be used into the night, and late into the year. Controlling all the functions of the awnings, lighting and radiant heaters is easy and uncomplicated with modern control systems.

Warema encourages the living space to grow into the outdoors – the patio becomes a place to live out, feel in.

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