



OUTDOOR PATIO COVER DELIGHTS DINERS

Location

Del Frisco's Grille
Southlake, TX

Size

20 x 60 ft.

Color

Sandstone

Dealer

Equinox of Texas

Optional Upgrades

Lights, fans and heaters

Completion Date

October 2015

*"Equinox Louvered Roof
provides the structure we
need to use our patio 365
days a year."*

Gemma Brady
General manager, Del Frisco's
Southlake





OUTDOOR DINING IN SUN, SHADE OR RAIN

Equinox® Louvered Roofs allow hospitality businesses to increase outdoor dining capacity without major renovation. Consisting of a fixed frame with adjustable aluminum louvers, the roofs allow businesses and homeowners to enjoy the outdoors regardless of the weather.

A remote control rotates the louvers within a full range of motion, from fully opened to fully closed, in just a matter of moments. The louvers can be closed to shut out full sunlight, minimize UV exposure and control midday heat and sun. They can be opened to let in sunlight and airflow, adjusting to the exact angle needed to cut down on glare. Louvers within independent roof sections can be separately adjusted to create shady and sunny conditions within the same space.

Most importantly, Equinox® Louvered Roofs fully control rain. The roof becomes solid when closed, and an integrated gutter system moves water away from the covered area and manages drips. Optional fans, misting systems, lighting, and radiant heat add more comfort on warm days and cool nights. The system can also be used for side wall ventilation.

Gemma Brady, general manager Del Frisco's Southlake, raves about the roof, saying, **"It's absolutely fantastic and has had a great impact on our business. Guests can now enjoy the breeze on a beautiful day. Our Equinox Louvered Roof provides the structure we need to use the patio 365 days a year."**

BUILT TO LAST

Manufactured with quality elements and precision engineering, the roof system outlasts and outperforms fabric awnings and needs only occasional cleanings to keep looking good. Since Equinox® Louvered Roofs conform to nearly all wind and snow load requirements, including stringent Miami-Dade protocols, they can be safely installed in windy and coastal areas. Owners can relax knowing their roof is strong.

Given their flexibility and durability, hospitality owners report that most Equinox® roofs systems pay for themselves within 18 months.

For hungry diners seeking to escape the office and enjoy being outside, there's nothing more appealing than outdoor dining. Hospitality businesses know this and try to create luxurious, comfortable outdoor spaces that diners crave.

If only Mother Nature would cooperate.

Many restaurants and hospitality businesses try to maximize business on their patios, but hesitate to book outdoor reservations when the weather is uncertain. Uncooperative weather creates financial loss and disappoints customers.

AL FRESCO DINING CHALLENGES

To attract guests and maximize capacity, an outdoor dining venue must be pleasant regardless of sun, temperature and time of day. On beautiful days, patrons crave sunlight. They need to stay dry during rain. They don't want to suffer under midday sun or squint their eyes against the sunset. Managing all these conditions is a tall order for most patio covers.

Del Frisco's Grille in Southlake, TX experienced this problem first-hand. Double-decker outdoor patios are a key brand component for the 20 U.S. Grille locations that serve up creative twists on American comfort classics. Covered by the rooftop patio, the lower patio stays comfortable and dry. Lacking a cover, guests on the upper patio were subjected to heat, rain and wind.

This rooftop patio, designed to hold 70 – 100 guests, was initially covered by retractable canvas sails that caused several problems. First, they couldn't provide the flexibility needed to manage different weather conditions and make the patio available 365 days a year. The sails were also very noisy when the wind picked up.

Installed in October 2015, an Equinox® Louvered Roof proved to be the ideal solution.

ENJOYING THE OASIS

Outdoor dining areas should align with facility brand standards and complement the interior space.

Equinox® roof systems offer a contemporary look with a stylish feel and can be customized to convey the desired mood and tone. Columns and beams can be customized in round, tapered, square and fluted shapes, stained or painted in any color, or be wrapped with wood to create rustic appeal. Colors are sandstone, white or clay, louvers may also be customized in any chosen color.

OPENING NIGHT APPLAUSE

Del Frisco's patrons are also Equinox® Louvered Roof fans. On the first night the roof was complete, the rooftop diners rushed for cover as rain started to fall. When the manager confidently closed the louvers, the patrons cheered and applauded — and resumed enjoying their dinners.

INCREASE YOUR PATIO REVENUE

To estimate how much your patio can earn, try the revenue calculator at www.equinoxroof.com/resources/



ABOUT EQUINOX®

Equinox® is the premier supplier of exclusive shade structures for luxury residential and architectural design applications. Committed to providing the best in design, form and function, Equinox® Louvered Roof is recognized as the leading supplier of elite patio systems. Specified by discerning consumers and designers who demand solutions of superior quality, Equinox® Roof systems are the patio cover of choice for exclusive projects around the world.

To learn more, visit www.equinoxroof.com.

ABOUT OMNIMAX

OmniMax International, Inc. is an international building products company manufacturing aluminum, steel, vinyl and copper products. Core products include specialty coated coils, metal wall and roof systems, metal and vinyl rain carrying systems, soffit and fascia systems, roofing accessories, aluminum and vinyl windows and doors, patio products, aluminum recreational vehicle doors, windows and sidewalls and aluminum bath and shower enclosures. Products are then represented in the market by multiple brands such as Amerimax and Fabral.

OmniMax has grown both organically and through a number of strategic acquisitions to become one of the largest suppliers of specialty coated aluminum coil, building materials and RV sidewalls in the US and Western Europe.

For more information, visit www.omnimax.com.