

creating  
**better**  
outdoor shopping  
environments



regardless of the  
weather





## Improving profitability of outdoor shopping areas



Using **Cravo retractable roofs** over your hard and live goods can;

- Increase overall annual sales from 20-30%
- Double or triple sales on inclement weather days compared to sales from uncovered areas
- Create a return on capital investment in as little as 2-4 years
- Reduce shrinkage in live goods by protecting plants from excessive heat, cold, snow and rain
- Protect hard goods and displays from rain or excessive sun damage



# strategies to reposition or revitalize outdoor shopping areas

- 1 Cover your entire home & garden area with a retractable roof
- 2 Create for your customers an enjoyable and comfortable environment for shopping regardless of the weather
- 3 Extend your selling seasons for both hard goods and live goods
- 4 Covering your entire outdoor space allows you to make changes in your seasonal space allocation between hard goods and live goods
- 5 Use your retractable roof to enhance plant quality by taking advantage of the protected outdoor environment
- 6 Reduce your staff time required for plant maintenance since you can easily provide protection from weather extremes
- 7 Revitalize existing stores by replacing yesterdays greenhouses and shade houses with retractable roofs
- 8 Plan your new stores to accommodate larger home & garden areas. Relocate certain hard goods from more expensive permanent buildings to retractable roofs which lower capital investment and reduce HVAC costs.
- 9 Make better, more effective sales promotions since these planned events cannot be sabotaged due to weather
- 10 Promote your new retail environment.... "enjoy shopping in our new home & garden area under the comfort of our retractable roof"



do it all with  
**Cravo retractable roofs**

# benefits for every season

with Cravo retractable roofs



## spring

### Ideal outside conditions – roof is retracted

- Customers enjoy a natural shopping environment in an outside area the moment spring arrives
- Eliminate that “dark look” early morning/late evening common under stationary roofs.
- Plants acclimate better in natural outdoor conditions



### Rainy & cold outside conditions – roof is closed

- Make seasonal changes in space allocation between live and hardgoods since the entire area is protected
- Continued sales of plant material makes it easier to keep inventory fresh and saleable



## summer

### Hot outside conditions – roof is closed 85%, optional shade curtain is closed 85%

- Under a retractable roof, shoppers have a more pleasurable experience when light levels are diffused, and the environment feels airy, fresh and cooler than outside
- Retail staff is more productive and pleasant when working in the more comfortable environment
- Plants will maintain their vigor and appeal when protected from the excessive sun and heat
- Plant loss from sunburn and lack of water is reduced
- Labor and water demands can be reduced up to 50% compared to unprotected plants in full sun
- Product labels & packaging will not bleach out if they are protected from high radiation and rain
- Hard good products will be cooler to the touch if sheltered from direct sun



## fall & winter

### Stormy weather conditions – roof is retracted or closed

Area can be used for other seasonal sales such as Christmas trees, pumpkins or for storage

Roofs can be designed to support extensive snow loads or they can be retracted to eliminate snow buildup



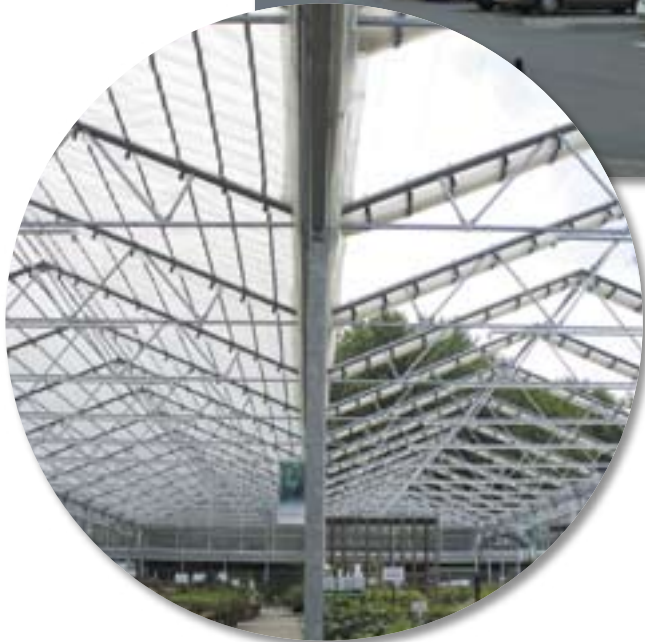
### Severe weather conditions – roof is retracted

For use in hurricane prone areas, the roofs can be retracted prior to the arrival of the hurricane to protect the structure and roof covering from damage

For as long as we have been designing and building retractable roofs, Cravo structures have survived every hurricane to hit the U.S. coast line

## key features of Cravo retractable roofs

- The roof can be stopped in any position and will retract to create a 85% opening in the roof
- For advanced climate control, opening and closing perimeter walls and shade heat retention curtain systems can be added
- Cravo's structural engineering and design features ensure that all necessary retail building codes are met
- Cravo offers a variety of coverings to satisfy both fire and aesthetic requirements
- A single 2-hp motor can close up to 38,000 ft<sup>2</sup> in under two and a half minutes
- Roofs can be controlled either manually, or automatically using temperature sensors with rain, wind or smoke sensor overrides
- Structure finish is galvanized or powder coated



Whether you are interested in a new destination garden center or enhancing your outdoor shopping area, contact the specialists at Cravo to see how we can create a custom solution for you.



**CRAVO EQUIPMENT LTD.**

30 White Swan Road  
Brantford, ON N3T 5L4  
Canada  
T. +1 519 759 8226  
F. +1 519 752 0082  
sales@cravo.com  
**www.cravo.com**

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for people, plants  
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