



Photo from our September Contest Winner, **ECC Coolscreens**

Inside THE ISSUE

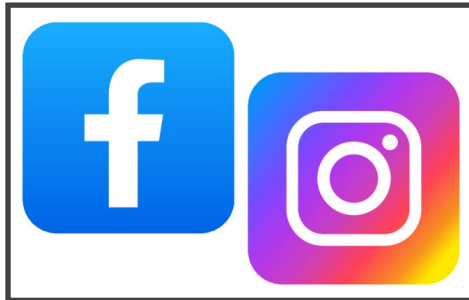
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Stay up to date with everything that's going on at Rainier Shading!



Product Updates

Learn about the latest updates on our products.
(See more on p.2)



Other Updates & Driver Introduction

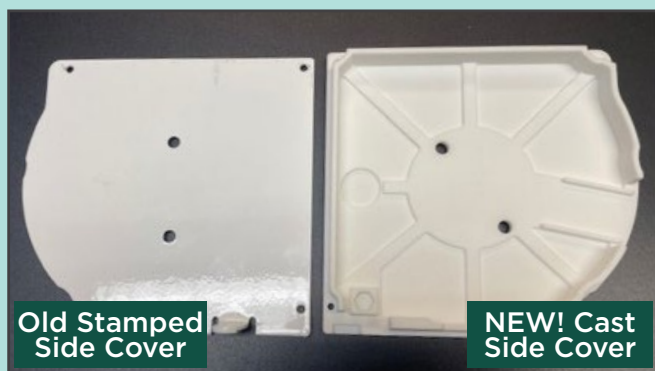
Learn about our most recent pricing and marketing updates, and meet our new driver, Paul! (See more on p.3)



Dealer Conference & Photo & Video Contest

Wrapping up our 2025 Conference and a word on our Photo & Video Contest. (See more on p.4)

A FEW UPDATES FOR RAINIER SCREENS



Introducing Our New Cast Side Covers!

Features:

- Stronger, providing more stability
- Click the front cover over the tab or fasten it closed
- Track cap alignment on the round versions

Important Notes:

- Decrease the housing cut size by ¼"
- Decrease roller tube cut size by ¼"
- No effect on the rest of the unit

Core Series Screens



- Galvanized steel roller tube
- Longer drop
- New to Rainier Idler with no moving parts

Why Consider the Core Over the Classic?

- Lower unit costs
- Roller tube will not corrode
- Will work seamlessly with stationary idler
- All visual elements will remain the same

Example of

Potential Savings:

16' x 12' Bug Screen unit

Classic 5" vs. Core 4"

21% SAVINGS!

NOW OFFERING PREMADE EXPRESS AWNINGS



Rainier Shading is now offering a line of Express Awnings! These value priced units are available in **widths of 11'9", 15'6", and 19'5"**, with Italian sourced frame hardware, offered in four different colors: **White, Sand, Ivory, and Bronze**. These awnings are available with 6 different projection options, **up to 13' in most colors!** Available with **discounted fabric cover**, and an **economy RTS motor**, this unit also allows for an **optional low-cost hood**. See below for more details!



NEW SUNEIA MOTOR CORD OPTIONS

All **Sunea** motor awnings allow for an upgrade from the 10-foot power cord, replacing it with either an **18-foot or 24-foot** option. Historically available in white only, you now also have the option for black cords. 10-foot cord cords in black are available directly from Somfy.



LED INTEGRATED ARMS

With the season just beginning, here is a quick reminder: the LED Integrated Arms are now available, and can provide your customers with 16 levels of adjustable light, taking their space to another level!

This upgrade includes everything you need for install, from the LED integrated arms themselves to a 24v LED controller, and all the necessary extension cables and connectors. **This upgrade is priced at \$499 for a 2-arm unit package, \$699 for a 3-arm unit package and \$998 for a 4-arm unit package.**

This is an option for the Olympus, Regal, and select Rainier units. The LED Integrated Arms are available with cool or warm lights.



HARDWARE COLOR UPDATE:

REGAL

Just weeks away are two new hardware colors for the Regal. Along with the existing Alpine and Onyx, we are introducing Sierra and Walnut. We are scheduled to begin shipping completed orders with Sierra and Walnut, in **mid to late April**.



Pricing Updates

Our 2025 Pricing Update Went Into Effect on March 1, 2025.

If you are in need of updated pricing documentation, please email fpizzari@eclipseoutdoor.com

Marketing Updates

SOCIAL MEDIA & PAID ADVERTISING

We've brought in an agency to help us with our social media presence and paid advertising, to help YOU boost YOUR sales!

With the season picking back up again, our focus in the first quarter is to bring back a steady social media presence, ensuring consistent engagement across Instagram and Facebook, reimplementing our posting schedules to strengthen brand visibility.

Our Strategy:
Focusing on Compelling Visuals, Diverse Posts,
and Strong 'Calls To Action'

Since January, we've seen significant growth in engagement, helping to drive more awareness and interest in Rainier products. **Just look at those numbers!**

On top of our organic efforts, our paid Facebook advertising has expanded our reach and driven targeted traffic to our site. **"Learn More"** is driving strong interest.

In the second quarter, we're continuing with our current strategy, but we're elevating it with a **Customer Photo Contest, 3D product rendering, and short-form video content!**



Views:
Up 312.9%
Reach:
Up 84.1%

Views:
Up 623.8%
Reach:
Up 280%



HARDWARE SAMPLE CARDS

We've been looking to find a more user friendly option to help present our different hardware colors and finishes. To that end, we will be replacing our hardware color chips with our new Hardware Sample Cards, as an elegant solution. Featuring hardware finishes for all of our screens and awnings, these Sample Cards are now available to order through our toolbox order form. If you are interested in ordering our Sample Cards, click below to access our fillable Toolbox Order Form.

Meet Paul!



Introducing our
new truck driver

**Paul
Sullivan**



Pictured: Paul
Sullivan (left) and
dealer, Justin Frazier



Dealer Conference Wrap-Up

Our 2025 Dealer Conference was a resounding success!

We were thrilled to see so many of you this year, and are looking forward to working together to gain new heights in 2025. With a number of recent and upcoming changes for 2025, we're here to keep everyone up to date. We discussed a lot of changes for the coming year, so now it's time for a wrap-up. See below for what's to come!

Marketing Updates:

- **Digital Performance Marketing:** See page 3 for details
- **CADDetails.com:** We are continuing to build a portfolio of CAD drawings to allow architects and designers to specify our products in your market.
- **New Hardware Color Cards:** See page 3 for details



Awning Updates:

- **New Regal Hardware Colors:** See page 2 for details
- **New Elevation Model:** Adjustable pitch shoulder and articulating arm wrist allow for ultimate flexibility. White hardware in stock, custom colors available.
- **Integrated LED Arms:** See page 2 for details
- **WireFree Drop Valance:** This option is now available for all awnings with an available drop shade option, to provide a sleeker look. Homeowners will need to recharge annually.
- **Welded Seam:** Available on all awnings, without adding to production time, or affecting the warranty. This option will be available in April.
- **Premade Express Awnings:** See page 2 for details



Power Screen Updates:

- **New Cast Side Cover:** See page 2 for details
- **New Square Housing Cover:** New covers are available with wider opening at the bottom to allow for greater compatibility and to increase unit options.
- **New Core Series Screens:** See page 2 for details
- **All Standard Hardware Colors Are Now Stocked For Quicker Production.**



Interior Shade Updates:

- **NEW! Interior Shades Available Now, Ask Your Sales Rep For More Details.**
- **New Max Interior Shades:** Available up to 18' wide, with up to 18' drop.
- **Somfy Motor Update:** Now offering motors from Somfy's Zigbee line.

Louvered Roof Updates:

- **Updated Sizing:** New custom sizing to the inch, available with both the width and the projection, providing opportunities for spaces with tight fits.
- **Lifetime Warranty:** Lifetime warranty on frame, motor, and electronics (Somfy products excluded).
- **Reduced Assembly Time:** Reduced assembly time of up to 50%.



2025 Photo & Video Contests

The season is
picking up again,
and you know
what that means...
**2025 Photo &
Video Contests!**

We are again running our photo and video contest across both brands. Our best photo winner will receive a \$100 Amazon gift card, and our best video winner will get a \$200 Amazon giftcard!

*Submissions for our upcoming cycle will be
accepted until April 30th, 2025*

Please email your photos & videos to
marketing@eclipseoutdoor.com