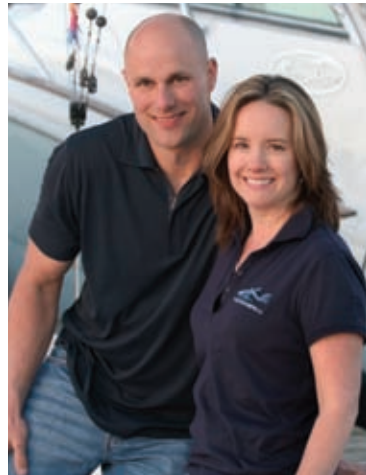




Rethinking The Benefits Of Retractable Awnings



CHARLES AND TRACIE ZUSCHNITT, OWNERS, MIAMI SOMERS COMPANY

I have been selling, installing, servicing and preaching the benefits of retractable awnings for well over 20 years.

As a career awning specialist, I have uncovered numerous reasons as to why clients choose to invest in quality motorized awnings. Not until my children were born did I truly realize the benefit of having a retractable awning.

Growing up, the summer sun met my winter skin with an initial burn. In my teenage years it was cool to have a dark tan. Many years were spent with the same summer routine whether it was backyard or beach. Today, countless volumes have been written about the damaging rays of the sun. My daughters are learning a different lesson. Skin protection is critical and the retractable awning that their parents enjoy is also the best place outside to play. They understand shade. They understand a different interpretation of "cool". We may not be able to cure 100% of the skin cancers but skin cancer is almost 100% preventable.

Several years ago acrylic fabric, used in retractable awnings, received a prestigious accommodation. It has been approved by the Skin Cancer Foundation as an aid in the prevention of



Turn the ordinary into the **EXTRAORDINARY!**
with the push of a button!



- Protect you and your family from the harsh rays of the sun.
- Continue to enjoy the outdoors even in the light rain.
- Reduce heat gain in your house and decrease your monthly energy bills.
- Reduce annoying sun glare.
- When rolled up you stop the interior fabric from fading.



sun-induced damage to the skin. Acrylic awning fabric blocks up to 98% of the sun's harmful UVA and UVB rays. Retractable awnings can achieve an SPF up to 80. Retractable awnings should be used as a part of your complete sun protection regimen including the use of sunscreen.

Retractable awnings, once seen as a novelty, are really a necessity if you want to maximize the safety, comfort, and versatility of your outdoor lifestyle. They will extend the use of your deck or patio, shelter you and your family from the harmful rays of the sun, and protect your outdoor furniture from fading. Your barbecue and pool area will be enhanced because you and your guests will have a shady retreat when you need it. And an awning can save the day when a light rainfall appears at an outdoor birthday party!

Retractable Awnings have always been "GREEN", well before "GOING GREEN" came into vogue by reducing glare and indoor air temperatures by as much as 15 degrees and by slashing air conditioning utility bills by as much as 33%. A study by the American Society of Heating and Air Conditioning Engineers shows that an awning can reduce heat gain by 55 to 65% on southern-facing windows and 72 to 77% on western exposures.

If you don't want to know your dermatologist, start by knowing your awning guy. Even after 20 years of creating beautiful, cool,

shady areas, our clients usually say the same thing... "why didn't we do this sooner?"

 **Miami Somers Company** continues to be the most reliable source for retractable awnings in Atlantic and Cape May Counties.

We have installed over 2,000 retractable awnings. Our experience helping our clients select the right awning for their needs, and the care and pride our specialized technicians take with each installation reinforce our commitment to customer satisfaction. Visit our showroom and learn more about the wide selection of retractable awning models and options available.

Charles and Tracie Zuschnitt are the owners of Miami Somers Company. Charles is a graduate of Lafayette College, licensed Charter Boat captain and avid offshore fisherman. Tracie earned her BA from Rowan University and is a certified Special & Elementary Education teacher. They reside in Upper Township with their two daughters; Charlee Alexa and Callie Somer. Miami Somers Company is very proud and fortunate to support the following organizations: MJV Foundation, NJ Autism (formerly COSAC NJ), Gildas Club, Officer Phil Child Safety, Jerry Regina Legacy Foundation, Somers Point Little League.

Stop by our Somers Point showroom for information and ideas. We can help get your home improvement projects on the right track.

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