



EQUINOX[®] LOUVERED ROOF for Outdoor Dining Comfort with Scenic Views

LOCATION

Cornelius, NC

OPTIONAL UPGRADES

Fans, Lighting, Drapes

COLOR

Bronze Structure,
White Louvers

COMPLETION DATE

April 2018

DEALER

Johnson Sunrooms



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Ray Armini, Chief Operating Officer
The Peninsula Club - Cornelius, NC

MEMBER EXPECTATIONS **EXCEEDED**

Members wanted to enjoy the outdoors and scenic views of Lake Norman while enjoying a meal or socializing with family and friends, but summer heat and inclement weather made enjoying this outdoor dining space unbearable and sometimes impossible. The addition of the Equinox® Louvered Roof “has increased the usefulness of the clubhouse building, our members really enjoy sitting outside to dine or to relax with a glass of wine,” says Ray Armini, Chief Operating Officer. He also says, “This outdoor dining area is now the most popular space to eat at the clubhouse. Members prefer to eat outside, and on most evenings, we have a waiting list to sit outside, even when tables are available inside.”



The Peninsula Club in Cornelius, NC is a private country club on Lake Norman just outside of Charlotte, NC. The community's new Equinox® Louvered Roof provides outdoor dining comfort while diners enjoy the scenic views alongside the spectacular 35,000 square foot clubhouse. Member amenities also include swim and tennis complexes, dedicated sports center, meeting spaces, boat slips, children's activity center, the Rees Jones designed golf course overlooking Lake Norman and more. The Peninsula Club has something for everyone.

RETURN ON INVESTMENT

Ambiance matters. Simon Advisory Group conducted analysis for a client on the benefits of adding a patio to their operation, the research showed “with a proposed initial investment of \$200K, the forecasted seasonal use return could result in \$500K in sales.” Hospitality owners report that Equinox® roof systems, fully customizable to any space, typically pay for themselves in 18 months.

Ray Armini, Chief Operating Officer of The Peninsula Club reports that in addition to the popularity of the newest amenity, the covered outdoor patio added seating capacity, increased space versatility and provided additional sellable square footage. “Since we added the new Equinox Roof to our patio, our restaurant sales are up 35% year over year and we have seen a 300% increase in outdoor dining; no one wanted to sit outside before we added the Equinox Roof structure. Our outdoor seating capacity increased 50%... the patio is now the most popular space to eat.”

Private club focus on member amenity upgrades and amenities that appeal to a broad member base are growing in importance. According to Martin Kaufmann’s article in Golf Week - Future of Golf: Course operators invest in non-traditional lifestyle amenities:



“Participation continues to decline, and course closings annually outnumber openings... Rob DeMore, president of Troon Golf’s private-club division, Troon Privé, predicts that 15 to 20 percent of private clubs will disappear over the next decade. Yet he remains “bullish on the future” because he’s convinced the investments being made now will pay off long term... most of the money is being spent on new amenities that will appeal to a larger audience.”

Premium experiences and amenities at private clubs are paramount in membership decisions. Ray explained what The Peninsula Club team considered before deciding on how they would upgrade dining amenities for members: “If you compare the investment on this outdoor space to a comparable interior dining improvement, the return on investment is tremendous. The cost to build an interior dining expansion would have easily run into millions compared to the modest cost to construct this outdoor dining space using the Equinox Louvered Roof structure. This space has far exceeded our members’ expectations for an outdoor dining amenity.”

BUILT TO LAST

Manufactured with premium materials and precision engineering, Equinox Louvered Roof systems outlast and outperform alternate shade structure options, and only need occasional cleaning to stay looking new. Equinox® Louvered Roof systems conform to stringent Miami-Dade protocols, so owners can rest assured their roof is strong and built to last

Visit EquinoxRoof.com to learn more



ABOUT EQUINOX

The Equinox® Louvered Roof is manufactured with quality elements and precision engineered for exclusive comfort and control. Equinox® enhances any outdoor living area through uncompromising versatility and style. Our patio system is strong, conforming to most wind and snow load requirements. Equinox® Louvered Roof is designed to deliver a premium experience through premium quality allowing you to transform any outdoor space. Equinox is a division of OmniMax International, Inc.

ABOUT OMNIMAX

OmniMax International, Inc is a global producer of architectural copper, cladding, patio, roof and lawn drainage, snow retention, windows and transportation products for original equipment manufacturers, distributors, contractors and home centers worldwide. Formed in 1996, it leverages "the power of one" with its extensive product offering, advanced systems and dedicated team of experts. Through its network of twelve brands, OmniMax collectively offers more than 1,000 quality products to serve the diverse needs of its customers. Euramax brands include Alumawood, Amerimax, Amerimax Fabricated Products, Amerimax Windows & Doors, Equinox Louvered Roof, Berger Building Products, CopperCraft, Euramax Coated Products, Euramax Industries, Ellbee, Fabral, and Global Expanded Metals.