**Press Release**

**Luxaflex**® **launches new external solar shading collection**

**Luxaflex®, a leading manufacturer of bespoke window treatments, launches a new outdoor collection incorporating awnings and pergolas, alongside a selection of external solar screens.**

Outdoor products have increased in popularity over the past few years, most notably during the pandemic with homeowners investing in their outside space to maximise patios and gardens as an extra room in the home, making these spaces as useful and as flexible as possible.

The brand is seeing this trend continue as more people look to make improvements and renovations to their existing homes, rather than moving.

Neale Vanstone, General Manager at Luxaflex®, comments: “With growing demand for shading driven by an ever-increasing focus on energy efficiency, solar heat control, increased consumer awareness and technology advancements - we have seen the external solar shading market continually expand over the past few years.

“Our new collection of luxury outdoor shading products provide a stylish addition to the home, offering practical shading solutions and energy-saving benefits too.”

Not only will a Luxaflex® awning, pergola or screen provide homeowners with a shaded space from the sun when enjoying time outdoors, there are additional benefits for the home.External awnings and screens can help reflect and block up to 96% of solar heat, preventing interiors from overheating with the additional benefit of energy-saving as there is less reliance on cooling systems such as air conditioning and fans.

Luxaflex® offers an enviable collection of fabrics in this collection, allowing homeowners to bring their style choices to the outside. Fabrics feature classic stripes, jacquards and plain hues that complement outdoor tones and textures.

The fabric technology protects the fabric colour so it won’t rot or fade and contains a UV treatment to assist in blocking out the sun. A home’s interiors can also benefit from UV protection, shielding furniture, materials, paintings, books and flooring from sun damage.

A range of additional features are available when selecting one of the brand’s outdoor products. Motorised functionality is available on a range of products, with operation via a remote control. Finishing touches including LED lighting and heating, allows homeowners to enjoy their outside space into the evening.