



PAMA Launches Online Architect Resource Page on Web Site

The Professional Awning Manufacturers Association has launched an Architect Resource page on its Web site! The new page provides resources on fabric awnings, canopies and shade structures to architects, designers and other building professionals. The page is located at: http://www.awninginfo.com/commercial_awning_architects_resources.html

The resource also features links to PAMA's Fabric Awning and Canopy Fabric Specifier's selection tool. This helpful tool matches fabrics to project specifications. The tool also provides information on energy savings, brochures, videos, case studies, a commercial design center and a directory of awning companies that design, fabricate and install awnings.

PAMA's site also features case study videos which showcase companies and businesses that have used awnings to improve their structures.

The page also features a link to a new Awning Energy Study 2012: "The Impact on Energy Use and Peak Demand of Awnings and Roller Shades in Residential Buildings." The study shows energy saving data for awnings and exterior roller shades in 50 U.S. cities.

The Professional Awning Manufacturers Association (PAMA), a division of the Industrial Fabrics Association International, is the only international trade association committed to the awning industry.

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New Year Resolutions

Most of us are stuffing ourselves with delicious baked goods, ham and turkey, and just packing on the extra holiday weight.

As we prepare for the New Year it's important to remember our previous resolutions and see if we've even remotely stuck to them this year.

If we haven't, then it's time to shape up, get ourselves into gear and do what we promised ourselves to do.

For many of us business owners, resolutions include taking the stress out of everyday life, taking a moment to relax, exercising, and just being happier.

And remember, exercising is a great way to keep in shape and get those endorphins flowing.

Endorphins are your body's natural happy hormone and can help keep the winter blues away.

As we close out the year, get past the apocalypse predictions, and get back to business, WCPA wants to wish you all Happy Holidays!

Thanks for a wonderful year!

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"The beauty in the face of a child...the death of a child as old as he'll ever be..."

The above were words I wrote in 1990 upon the death of a child in our community due to a tragic accident.

I reflected on his death this week, as all of us in this country and many outside of this country reflect on the tragedy in Newtown.

I write as your president in a newsletter dedicated to our industry community.

But I do so – as I said in last month's newsletter – addressing the "them" in our lives who we sometimes allow to take away the essence of our motivation and drive in our decisions to go into our businesses in the first place and in managing our own destinies.



The unconscionable and despicable killings at Sandy Hook Elementary school must give us pause to reflect.

As we mourn the tragic loss, we also learn.

Some will say it will be necessary to control guns, some will say it will be necessary to improve our approach to mental health, and there will be many other forms by which

we try to pursue answers to tragedies as this.



However, for me the questions that need answers relate to the degree to which we as a society, and we as individuals, and we as members of our industry, understand that there is no "them," but that we are all them, all you, all "us."

We are in this together, all of us.

We throw the term "community" around quite often in our discourse, but we must understand that we really must relate to each other in "common unity," whether as members of our association, our communities or our society in general.



It is too great a price to pay to be motivated by such tragedies as what happened in Newton to learn such lessons, but learn we must.

Fabric Growth Market Identified

By Carol Park

According to a recent article in the *Specialty Fabrics Review*, the heated garments and insect repellent clothing markets are set to grow.

Winter sports enthusiasts wear heated garments and demands is growing. New fabrics are being developed by German and U.S. brand companies that can provide active heat.

Columbia Sportswear launched 16 heating products. German company W.Zimmermann developed a textile heating system that can be integrated into clothing.

Meanwhile, demand for insect repellent clothing is also increasing. Once considered a luxury, insect repellent clothing is now becoming an opportunity for companies to be part of.

As mosquitos migrate north, the need for clothing that can repel these pesky disease carrying insects will increase.

Tapping into growing markets is a good way to diversify, keep sales growing, and be innovative at the same time.

For more information and to read the full article, visit:

http://specialtyfabricsreview.com/articles/121412_heating_insect.html.

Did you ever wonder why the major manufacturers of knitted HDPE Shadecloth have roots in Australia? This is due to ozone depletion (a “hole” in the ozone layer) over Antarctica. The less ozone in the air, the less UV radiation from the sun is absorbed and the more that reaches the earth. When the angle of the sun is overhead, such as mid-summer over Brisbane, then the UV exposure is much higher. As a result, skin cancer rates in Australia are the highest in the world.

Two in three Australians will be diagnosed with skin cancer by the time they are 70. Over the past decades, the incidence of skin cancer has risen significantly. From 1982-2007 melanoma diagnoses increased by around 50%. In the 1980’s, the common Shadecloth available was woven monofilament fabric:



Photos courtesy of Polyfab Australia

Initial use of woven Shadecloth was for the horticultural markets and commercial plant nurseries. As the public became more aware of the benefits of shade protection the usage, including people protection, increased. So this began to be used for shading people as well as crops and flowers, but had some drawbacks—it frayed easily, was not

very flexible and did not have a high enough shade factor to satisfy the newly created requirements in Australia for shades over schools and public places.

Soon thereafter, knitted fabric was being used by commercial growers and retail nurseries and awareness of this new material grew in the marketplace. There was still a downside—the shade factor—because the yarns in both directions were still monofilament. The highest standard shade factor for monofilament horticultural fabric was (and still is) 80%, but the recommended UVR protection for people is 90%+. At first, the market used two layers of the standard fabric to achieve sufficient shading:



The problem was that these covers were difficult to make and keep straight, so development began on a single layer knitted HDPE fabric that would be able to achieve higher shade factors. This development resulted in a tape/mono construction—the monofilament yarn gave the fabric its strength and the slit tape gave it a higher shade factor. By the 1990’s, the Australian market saw fabrics with the strength, shade factor, life expectancy and color range that led to the boom in shade sails and shade structures:

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Happy New Year!

The year is over! 2013 is upon us and we've survived the Mayan apocalypse!

The WCPA is ringing in the New Year with ambitious goals. Our annual meeting and expo. is set for April, we will continue to provide this newsletter, and we hope to add more things to your WCPA membership benefits!



Remember to renew or sign up today to take advantage of our MIP coupon book, meetings, and events like our recent IFAI visit and talk with the association's president.

Happy New Year!

WCPA



(This pre-school shade in Melbourne, Victoria is now over 14 years old and still protecting the children).

This material is now available in the US from several companies, two of which are WCPA members. Knitted Shadecloth now comes from factories in Indonesia, China, Korea, Australia, South Africa and elsewhere. Both tape/mono and mono/mono constructions are used. We have come a long way from the early days of woven

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fabrics, and now have heavy duty knitted Shadecloth coming in a wide range of fashion colors, fabric weights, roll sizes and longer lasting fabrics (10 & 12-year warranties) designed to suit all of the end customers' shade and UV requirements.

RESOURCES

>Cancer Council of Australia--
<http://www.cancer.org.au>

>*Under Cover—Guidelines for Shade Planning and Design*, New South Wales Health Department (1998)

>Barry Jamieson, Director and Founder, Polyfab Australia



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