

StruXure Outdoor, Phantom Screens and Somfy are Partnering to Create the Ultimate Outdoor Living Experience

The Outdoor Living Experience will be officially unveiled at the 2020 International Builders' Show on January 21-23, 2020

Las Vegas, NV (January 16, 2020) – StruXure Outdoor, Phantom Screens and Somfy are partnering to create the Outdoor Living Experience, a 2,000 square foot life-size display at the 2020 International Builders' Show in Las Vegas, Nevada on January 21-23, 2020. The Outdoor Living Experience will highlight three unique outdoor settings, including the culinary outdoor kitchen, the open sky theater and the four-season SMART patio, all of which showcase a one-stop shop for state-of-the-art products and services that extend the indoors to the outside.

StruXure Outdoor, the building industry's premier designer and manufacturer of high-quality adjustable louvered structures, and Somfy, the world leader in motorization and connectivity of exterior and interior shading products, are collaborating with Phantom Screens, North America's leading provider of retractable insect, solar and climate-control screens, to extend the indoors to the outside with comfort, functionality and beauty by providing a turnkey solution to builders and developers. More than 10 additional outdoor expert sponsors will be featured at the booth to provide a wide array of solutions and services to create the perfect outdoor space.

"The Outdoor Living Experience evolved out of a desire to show designers and building professionals, as well as homeowners, the many innovative products currently on the market, which can be used in any number of ways to create amazing outdoor spaces that suit a variety of climates and conditions," stated Scott Selzer, StruXure Outdoor Founder and Chief Executive Officer.

More and more individuals are now viewing their backyard as an extension of their home, with [67%](#) of US homeowners indicating that after finishing a landscaping project they are spending more time outside and 62% are now enjoying their outdoor living space to relax.

"We know how important it is for homeowners to be able to take full advantage of the outdoor space that they have invested in, no matter the weather," said C. Esther De Wolde, Chief Executive Officer at Phantom Screens. "Through this partnership we hope to provide our customers with easy access to comfortable and functional solutions for outdoor living."

"Somfy is proud to be the motorization and connectivity partner in the Outdoor Living Experience at IBS this year," said Yilmaz Ozturan, President, Chief Executive Officer of Somfy North America. "Together with industry-leading providers of pergolas and exterior screens, StruXure and Phantom, we collectively demonstrate how outdoor spaces are becoming more comfortable, functional and convenient for today's smart home-minded consumer."

The Outdoor Living Experience will be unveiled at the International Builders' Show 2020 and will demonstrate to builders how they can produce exceptional outdoor spaces hassle free. To learn more visit [outdoor-living-experience.com](https://www.outdoor-living-experience.com).

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About StruXure Outdoor

Founded in 2011 by CEO and Chief Product Architect Scott Selzer, StruXure Outdoor is the building industry's premier designer and manufacturer of high-quality pergola and shading structures. StruXure has become one of the fastest growing privately held companies in the United States, with consecutive appearances on the Inc. 5000 list from 2015-2019. StruXure has manufacturing facilities in North Georgia and Nevada and a massive dealer network that spans from Canada to the Caribbean. StruXure's motto of "good isn't good enough" and its dedication to its core values of quality, customer service, and innovation, serve as the driving forces behind the company's continued innovation and growth. For more information, visit www.struxure.com.

About Phantom Screens

Founded in 1992, Phantom Screens® offers homeowners and design/build professionals a variety of retractable screen solutions for doors, windows, multi-panel systems and outdoor spaces. Phantom Screens' products provide customers with insect protection, solar shading, temperature control and enhanced privacy in living spaces. With the largest installing distributor network in North America, every screen is professionally installed to provide quality and a full turn-key solution. For more information, visit www.phantomcreens.com.

About Somfy

Somfy's leading smart motorization solutions for homes and buildings have been improving people's daily lives for over 50 years. Developed with comfort, ease of use, security and sustainability in mind, our innovations automate and connect blinds and curtains, exterior screens, rolling shutters, gates and garage doors, lighting and heating, alarms systems and more. We are committed to creating useful solutions that are accessible to all, designed for today and beyond. For more information, please visit www.somfysystems.com

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