

DESIGNERS TODAY

style. substance. soul.

INDUSTRY

Making shade

Meet two companies focused on improving the safety and comfort of outdoor living



Photo: StruXure

According to the [recent designer-focused issue](#) of *Designers Today's* sister publication *Casual Living*, the average outdoor product cost is just over \$30,000 and most designers believe their clients will have an increased interest in conducting outdoor design projects in the near future. As [Editorial Director Bill McLoughlin writes](#), “outdoor design projects have proven fertile ground for designers looking to satisfy clients who are trading vacations for staycations or just looking to upgrade their outdoor room.” With entertaining and dining al fresco ranking as the most important outdoor activities for designer clients, 81% of designers report that they assist clients in selecting shade products. Below, meet two companies making shade a beautiful thing in more ways than one.

DESIGNERS TODAY

style. substance. soul.

STRUXURE



StruXure helps bring the indoors out.

couldn't find anything like it in the U.S. The son of an engineer, Seltzer absorbed skills and knowledge about how things work. He studied the example and realized he could make it better, and soon left teaching to focus on making pergolas.

It took about a year to develop the first system. There was a lot of testing and engineering, recounts Selzer, as well as CAD work, making prototypes, and having a structural engineer run calculations for wind, snow and seismic loads. Based in Atlanta, he grew the business regionally at first, focusing on the Southeast and gathering feedback to make improvements that would set StruXure apart. His goal was to change the way people live by bringing the indoors out and by providing the means to make a comfortable, defined and shaded outdoor living space.

"To be quite honest, you are never done," says Selzer. "A great product keeps evolving and keeps getting better with time. Our system is a lot different now than when we first introduced it to the market nine years ago."

StruXure's Pergola X is made of durable materials with patented louvers that interlock for a watertight seal. The product is designed to integrate with various screen manufacturers, fan, lighting and heating vendors. The TraX System, a newer launch and customizable addition to Pergola X, is an accessory track channel that allows for the attachment of more accessories such as motorized screens and LED strip lighting.

Scott Selzer, founder of [StruXure](#), was a mathematics teacher before he became a pergola entrepreneur. His side hustle was a part-time remodeling business during summer breaks.

For one outdoor project in 2007, he purchased an adjustable louvered pergola from Australia because he