

As part of its expansion into new markets, the UK's leading manufacturer of tensile and shade sail structures, Keep It Kool, has relaunched under the umbrella brand of Keep It Group.

The relaunch comes as the Keep It Group announces its position as the leading provider of high quality UV protection and shelter for outdoor environments in the UK, having supplied over 6,000 installations across the education, care, hospitality and motor trade sectors.

Tony Woodfield, group managing director of the Keep it Group comments: "When we launched, back in November 2005, our focus was on supplying and installing shade sail tension structures, that provide protection from 99 percent of harmful UV and reduce ambient temperature by up to 32 percent, so the 'Keep It Kool' name worked. Five years on, we now offer our customers a complete range of tension structure products, together with a complete bespoke design and build service, so needed a brand that reflected that.

"The Keep It Group brand not only encompasses shade sail tension structures but also represents our waterproof tension structures that come in a wide range of sizes and provide 100 percent protection from the rain. They are ideal as outdoor classrooms, waiting areas or as the modern gazebo for covering terraces, courtyards, patios, BBQ, pools, waiting areas and vehicles."

Additional information

The Keep It Group weatherproof shade sails provide protection from 99 percent of harmful UV, are shower resistant and are wind proof up to gale force 12. They reduce ambient temperature by up to 32 percent and can be configured to fit any space.

The Keep It Group waterproof tension structures come in a wide range of sizes and provide 100 percent protection from the rain. They are ideal as outdoor classrooms, waiting areas or as the modern gazebo for covering terraces, courtyards, patios, BBQ, pools, waiting areas and vehicles.