

New England Arbors Engineers Drop Shippable Pergolas

As more and more business is going ecommerce, New England Arbors designs 10x10 Pergolas that can be Shipped Direct to Customers via UPS

(April 2008)- After being inundated with requests for durable and attractive vinyl pergolas with the same New England design as their signature arbors, New England Arbors decided to take on the challenge.

"The latest trend in landscaping is to create 'outdoor rooms,' areas set off by various design elements that provide a place to entertain, or just a place to sit and enjoy the garden," says Denise Esser, Sales Manager of New England Arbors. "A pergola takes up very little real estate since it serves as a covering or frame for a focal point, but it makes a grand statement in a yard or garden of any size."

Designing something that looked great was the easy part. The challenge lie in creating a product that could be shipped economically. Esser explains, "Business trends show that drop shipping is becoming more and more important. Consumers want to order products to their door steps, and retailers are more aware of this then ever. We knew that to really bring these pergolas to market, they had to be UPSable."

Designing a large 10x10 pergola that would withstand New England Arbor's 20 year warranty and be UPSable was a challenge. "Our product designers spent a year engineering this product and went through countless prototypes. But we couldn't be prouder of the end result," Esser adds.

Indeed the end result is impressive. It includes two unique styles of 10x10 pergolas that are durable, functional and designed with beautiful detail. The price is extremely competitive. And though they are

shipped in multiple boxes to meet UPS restrictions, they are drop shippable.



"They come as a kit with extra options, such as a privacy panel to encase a hot tub," Esser explains. "Crafted with premium weather resistant vinyl, the pergolas will never need to be painted, stained, or maintained. They are impervious to the elements and insects for a permanent solution."

Pergolas are versatile and serve many purposes. Some like to put gardening skills to work and grow vines from it, creating a more rustic sun filter. Even without vines, pergolas offer a perfect respite from the sun as one can still enjoy a sunny day without the rays beating down. At its very core, it defines a quiet place to relax in the yard and makes a perfect cover for a patio set or hot tub.



To find out more about the pergolas, which fall under New England Arbor's EdenTM branded products, visit www.edenarbors.com or call (800) 282-9346.