 HERCULITE®

5

Factors to Consider
When Buying Tent
Fabric Material



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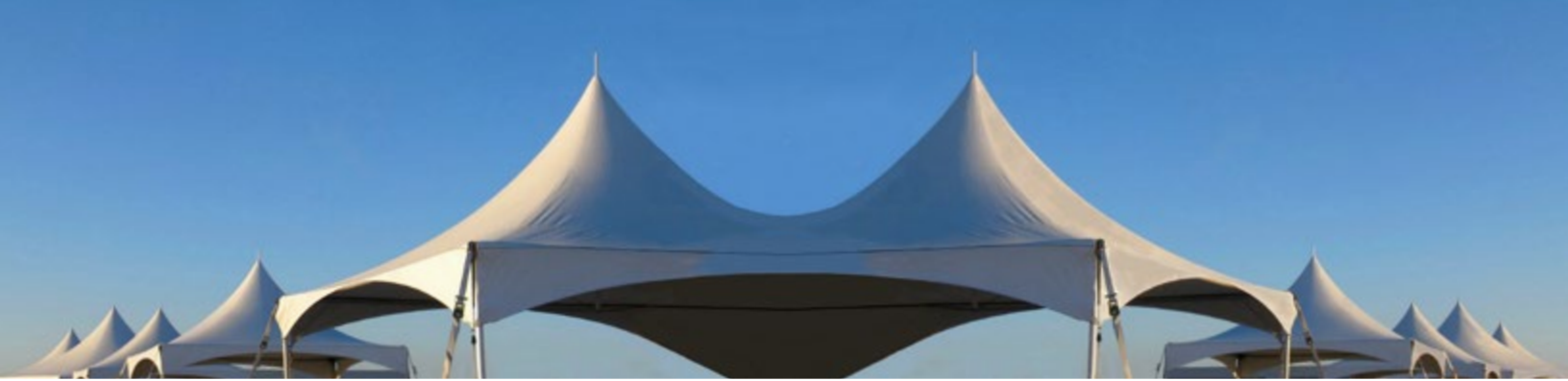


Introduction

Buying tent fabric material for your business is about choosing the option that both fits your needs and offers the best return on investment (ROI). A dependable manufacturer will give you a variety of options, all of which are made using high-quality processes. This helps ensure that your tent rentals satisfy customers while holding up over time. The quality of the tent fabric determines both how long it lasts and how it can be used. The longer a fabric stays in peak condition, the more money can be made from renting it. It's easy to opt for the cheapest alternative but there are real disadvantages to doing so; what looks good upfront may not deliver in the long run, and may not live up to your expectations.

It's important to choose a supplier who can help you meet your business needs while standing by their product. A reputation for quality means a lot when looking at manufacturers of a material that will be used at special events with large numbers of people. Poor quality material can tear more quickly and suffer many other defects. A blackout tent fabric could become riddled with light holes, which can be costly to repair. The repeated stress of taking tents up and down can cause abrasions in lesser quality fabrics. Above all, poor quality fabric doesn't look as good, leading to customer complaints and putting your business at a competitive disadvantage. Why risk it?

To ensure you're getting a strong return on your investment while making customers happy, here are five factors to consider when buying tent fabric material.



1. Durability

One of the chief considerations in choosing a tent fabric is how much useful life you will get out of it. One durable fabric can be used for events over the course of years, increasing your overall ROI. Additionally, higher quality fabrics maintain a top-level condition longer, enabling them to be used at the most lucrative events. Lower quality fabrics, on the other hand, degrade faster and are soon relegated to lower-end uses that generate less revenue.

How do you decide which fabrics are the most durable? The life expectancy and overall quality of tent fabrics are closely related to the manufacturing process -- from the materials used to the precise formulation. Higher quality raw materials combined with trusted manufacturing techniques lead to longer-lasting fabrics. Important components of quality material include protections against UV damage, in addition to mildew resistance. The better these are, the longer the fabric will last.

By buying from Herculite, you get a fabric with a proprietary blend of PVC specifically designed for longer life expectancy. The high quality materials used by Herculite help tents remain at “Class A” level longer. This affords companies more opportunities to use them at higher return events. Herculite’s fabrics are specifically formulated with UV and mildew resistance to prevent degradation from the sun and water over time. Herculite’s UV resistance, built using structure grade films, is the top of the line in the fabrics industry. Their tent fabrics have topnotch color fastness, so fading is not a concern. The structure grade films used on most of Herculite’s tents also ensure the longest lasting protection from the elements. These protections are built into both the film formulation and the adhesive. This gets into the middle of the fabric composite and coats the polyester scrim to ensure effective mildew protection. All of these features ensure that Herculite tent fabrics stay durable consistently and maintain a longer retention of high value qualities.

Herculite tent fabrics also have higher abrasion resistance and can handle everything from the continual stress of tents being taken up and down to fabrics being dragged across rough surfaces. Lesser quality materials can acquire scrapes, scuffs, tears, and even holes as the result of continued use. Herculite’s stronger formulation provides greater protection against this type of damage. Even when it comes to specialty tents, Herculite provides superior quality. Their specially-formulated 100% blackout fabric continues to block all visible light over time and does not require expensive maintenance costs to fix the light holes that can ruin lesser fabrics.



2. Light Resistance

If you need tent fabric that prevents light from coming through it, then it's important to find material that is 100% black out. But for some occasions, a translucent tent may be perfect for customers who want natural light filtering inside and providing illumination. In both cases, the quality of the manufacturing used to achieve these lighting effects ensures they serve their function for the long haul.

Black out tents made out of cheap material will often suffer from light abrasion (commonly referred to as pin holes or starry brights) that allows small, intense beams of light to travel through the tent fabric. This happens after tents get dragged on rough surfaces and the blackout layer is damaged. For customers, it appears as if the tent is covered in holes, when it's just the blackout layer that has been nicked. That's why it's important to choose a tent fabric that has full opacity (100% black out), blocking the entire visible light spectrum. The fabric should also be manufactured to the highest standards in order to prevent pin holes and the expensive repair work needed to fix them. Top quality blackout formulations help you save on these maintenance costs.

With translucent fabric, inconsistency in manufacturing can create an uneven illumination under the tent. Customers may complain about "blotchy" light. For events involving photography or video, this can cause problems and lead to undesirable results -- ultimately reducing your customer's satisfaction. For translucent fabric, it's important to find a manufacturer who understands the importance of high quality standards and consistency in translucency.

In both categories, Herculite has the highest quality options. **Herculite uses a double black-out system in the fabric composite that provides 100% opacity.** No visible light makes it through the material and flaws like starry brights or pin holes are eliminated. Herculite ensures this by putting its black out system on both sides of the fabric base cloth (the scrim). Whereas other tent material can get nicked, removing the single weak layer of blackout protection and creating little "holes" of light shining through, Herculite's tent fabrics feature double-sided light blocking technology that ensures complete darkness. Unlike so many other tent fabrics, no light will get through unless there's a physical hole. Herculite's proprietary formulation is best in class for light resistance, ensuring the opacity that customers require.

For translucent tent fabric, Herculite assures consistency of light through the material as well as consistency of color. They have the most color choices for translucent tent material, so your customers aren't stuck with only a white option.



3. Size and Strength

Providing tents for larger events is a great way for rental businesses to increase their revenue. For such events, businesses must use the right kind of fabric in order to ensure structural integrity and a high-class appearance. Larger tents require fabric with a greater strength, especially when poles are used. Two ways of gauging this are tear strength and tensile strength. Tear strength is measured by determining how much stress a material can withstand in the case of a tear, while tensile is the same measurement for the material when it is completely intact. For more versatility in the size tents you rent, a heavy-duty fabric with high tear and tensile strength is essential. Regular grade fabric may not have the necessary strength and, therefore, it may be difficult or impossible to safely engineer a tent with it.

Another consideration is whether the fabric is available in wide sections. Wider fabrics have fewer seams in the tent overall, which means there are fewer possible points of failure or tearing. It also has the added bonus of making the tent look better. Cheaply made tents, like those from the import market, are not always consistent. Some may claim to be a particular strength but such advertising may not be accurate. It's important to find a manufacturer who you can trust.

Herculite is the leading manufacturer of heavy-duty tent material and offers wider sections of it than most competing manufacturers. Herculite fabrics can also be used in nearly every kind of tent, from frame or clear span to pole tents and beyond. Even with large, engineered pole tents, the dimensional stability of Herculite's fabrics hold up. No matter what kind of tent you're looking to rent out, Herculite makes the fabric for it.

Herculite offers three grades of strength, from the industry standard to one that has 30% more tear and tensile strength and another that has 80% more tear and tensile strength. If you're looking for more strength options in order to create larger tents, Herculite has you covered. With the right tent fabric to build large tents, you can expand into different kinds of events and grow your business.



4. Aesthetics

In exploring durability, light resistance and size/strength, you now understand three factors that affect the business side of tent rentals. But customers often do not need to know much about these factors -- they just want a large, safe, and sturdy tent that either allows natural light in or blocks it completely. Consumer choice does come into play, however, when determining the look of the tent. If a bride wants a particular tent color for her wedding reception and your company doesn't have it, you will lose her as a customer. The overall appearance of the product also affects customer satisfaction.

When looking for a tent fabric supplier, you want:

1. The supplier with the largest possible selection of colors, in order to give your customers more options
2. The ability to request high-quality blackout and translucent fabrics without any defects
3. Tent fabrics that are easier to clean. This speeds up the preparing process and gets your tent ready for the next customer.

Herculite tent fabrics provide a best-in-class look. They have a smooth and consistent surface created through a proprietary manufacturing process. Herculite's translucent tents have the highest degree of color and light consistency, creating the best environment under the tent. By using a layer of black-out film on each side of the fabric scrim, Herculite ensures its 100% blackout fabric stays that way over time. Its wide fabric options (up to 98") allow tents to be constructed with less welded seams for a better appearance.

Herculite also offers the widest range of colors in the industry, starting with 17 standard stock colors and expanding to another 40 colors that can be customized. The superior cleanability of Herculite's tent fabrics with a Rain Kleen® finish top coat prevents fabrics from becoming worn out and keeps them looking vibrant over time, allowing them to be used for high-end events longer than tents made from other fabrics. This coating extends the life of the product and helps your business generate more revenue.



5. Made in the USA

In choosing a fabric, always consider where it was produced. Tent fabrics are manufactured in many parts of the world and quality standards can vary widely. Some products are advertised as meeting certain standards but fail to live up to them. When buying fabrics, it's important to know what you're getting. This helps you meet your business needs as well as those of your customer.

Using fabrics produced within the United States has many benefits. Unlike fabrics from some other parts of the world, quality standards for fabrics manufactured in the US are higher and raw materials are more closely regulated. **If you want to be sure you're getting what is advertised, "Made in the USA" is the way to go.** In addition to being a signifier of quality, US-made fabrics offer easier fulfillment and quicker replacement. Furthermore, in an age of uncertainty about international trade, the warranty of imported products as well as the cost of their replacement or repair is also uncertain. It's safer to buy domestic products in today's environment.

In recent years, cheap, low-quality imports from China have flooded the market, causing problems for both buyers, who are sometimes dissatisfied with the quality of these products, and for US-based competitors, who are undercut by the low prices which come at the expense of weak Chinese labor laws. By choosing US products, you support American manufacturers and the American workers they employ, all while having greater confidence in the product.

Herculite manufactures its tent fabrics in small town Pennsylvania, and its American pedigree assures a higher level of quality. They never use inferior quality lamination as many imported fabrics do. Herculite uses the highest quality raw materials and takes pride in their workmanship and US manufacturing operation. Herculite has tight command over its manufacturing process to ensure the highest quality control standards are met. They ensure the consistency of all their products, so there's no worrying that one version of a product will be of a lower quality than another version. These inconsistencies do sometimes afflict imported fabrics. You can trust Herculite products.

By purchasing top quality tent fabrics from Herculite, you support an American small business while also increasing your ROI. It's a win for you and a win for our country.

The Herculite Advantage

Herculite has been an innovative fabric company specializing in high performance fabrics for more than 60 years. This track record makes Herculite a trusted source for your tent fabric needs.

The durability of Herculite fabrics allows your tents to be used at high-end events for longer, so your initial investment is paid off faster. It's longer life span ensures a return on this investment even after other tents would have passed their usefulness. Herculite provides some of the strongest tent fabrics on the market, giving you more flexibility in the types of tents you offer, and ensuring that even the largest and most difficult pole tents are structurally sound.

The high quality materials in Herculite's tent fabric formulations prevent UV damage, mildew, pin holes/starry brights, and inconsistent translucence. Combined with the widest range of color options in the marketplace, Herculite provides the options and quality you need to expand your customer base and delight them with the rentals you provide. Finally, in choosing Herculite and their American manufacturing standards, you're putting both your country and your business first by supporting the USA and getting a trusted and reliable product in return.

Making the right choice of tent fabric can save money and improve the reputation of your business. If you're looking for topnotch quality and want to be sure your large upfront investment will pay off over time, Herculite has the tent fabrics you need.

Interested in learning more about how Herculite can help meet your tent fabrics needs?

Request a quote online or call us at 800-772-0036.

[Request a Quote](#)