GALA TENT V COMPETITOR

In this case study, we shall compare a Gala Shade Gazebo structure with one of our competitor's pop up gazebos that they advertise to be of the same spec. However we have found that the two structures are not the same spec at all. Read below to see the differences;

Profile Aluminium Joints, this method is able to work materials that are brittle and strong, because the material only encounters compressive and shear stresses. It also forms finished parts with an excellent surface finish and is extremely strong

Weak cast joints, this means that it may not be made of one pure metal, but could be a mix of several. The continuous casting method also creates a weaker product but is more cost effective for the manufacturer.

Braced Trusses (rounded) so they are less abrasive to the canopy material and to touch

Premium heavy duty velcro that is extremely durable for it's purpose

Hollow square trusses that are prone to rub against your sidewalls and canopy. The hollowness means they're not so strong and will bend or possibly snap under minor strain

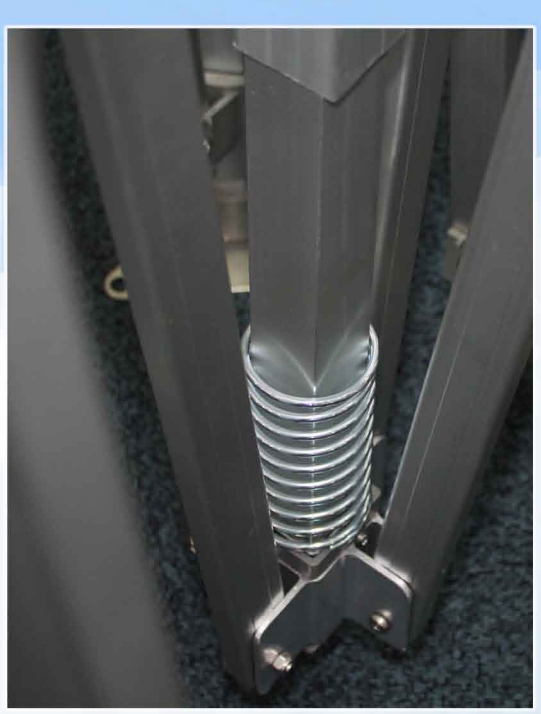
Standard fabric velcro used, to minimise costs in production

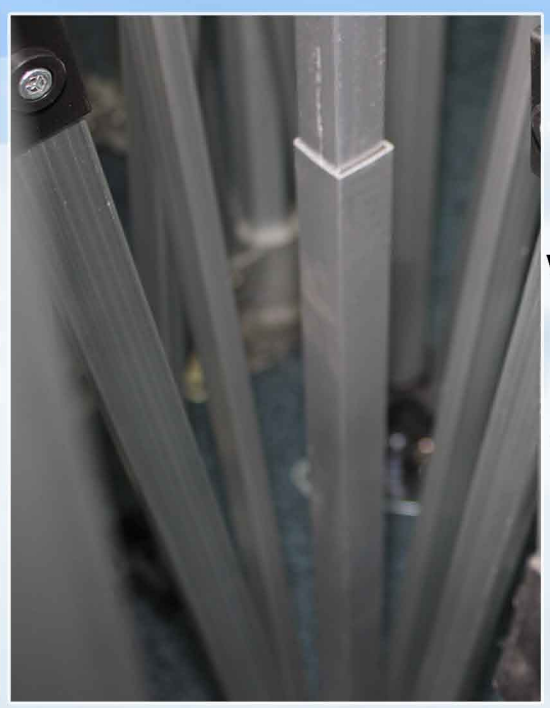
Machine drilled with precision to avoid any errors and for a cleaner finish

Hand drilled, so there is room for human error and will not be as accurate as a digitally programmed drill

GALA TENT VS COMPETITOR continued..

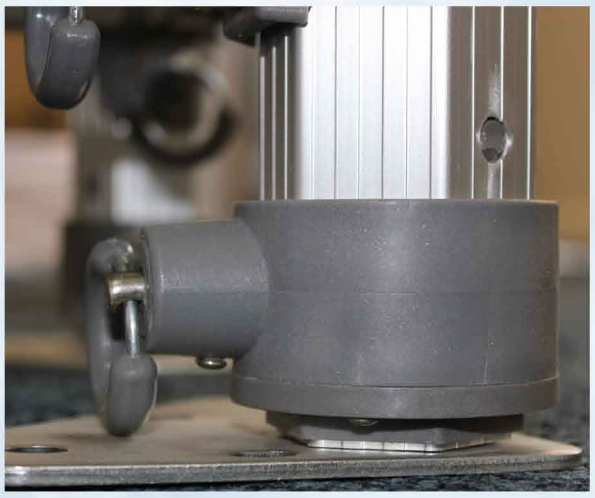
Heavy duty exterior spring for the centre pole, so thick and strong that it was too big to put inside the framework.

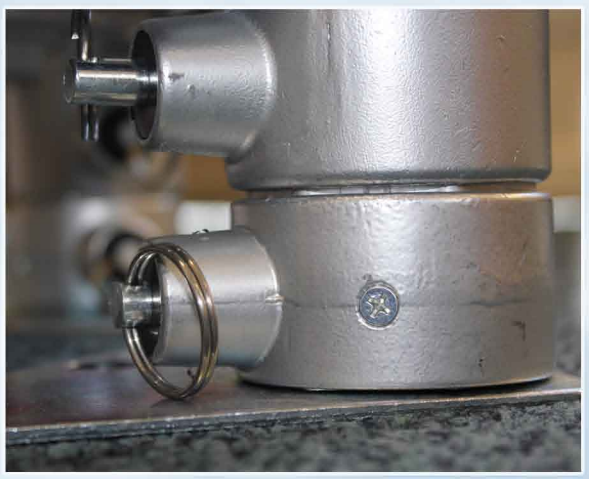




Small inner spring so it fits into the Centre pole, no way to see if it fails on the job, not strong enough to do the job properly for a heavy duty frame

Rubber coated ring pulls for consumer comfort, smooth to touch, will not catch on sidewall material.



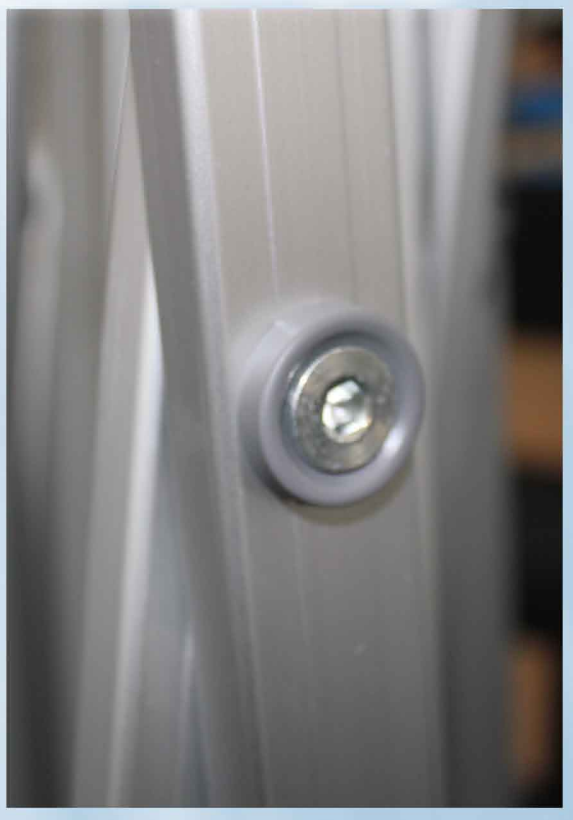


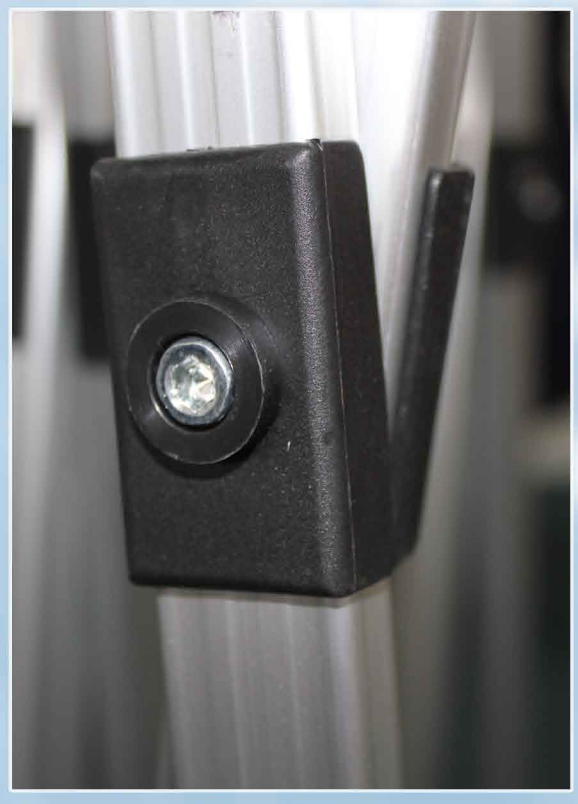
Metal ring pulls, rough to touch and not made to be user-friendly, badly finished so will pull out easily

Rubber topped joints to protect the canopy from abrasion and damage, and to protect the framework.

Cast metal joints which are not covered and will be prone to rubbing and damaging the canopy

Nylon caps on trusses to prevent wear and tear and increase longevity.





Piece of plastic around the trusses that does nothing to prevent wear and tear, and is just cosmetic. The plastic is abrasive and has sharp edges. No caps on the trusses.