

HOW SHADE BECAME THE PARK'S BEST PHOTO SPOT.

WET 'N WILD
GREENSBORO, NC

3,600 SQ. FT.
COVERAGE AREA

6
TRIANGLE SAIL

25-80
GUESTS IN QUEUE

THE CHALLENGE

The queue line at Wet 'N Wild Emerald Pointe formed outside the admission and ticketing area, staging anywhere from 25 to 80 guests waiting to purchase tickets or show credentials to enter the park. The area was unsheltered with a concrete surface, making it very hot for guests standing in direct sunlight during peak summer hours. The park needed a shade solution that wouldn't cause downtime or major construction costs — and one that would enhance the appeal of the entrance, since it's the very first impression guests get of the park.

THE SOLUTION & RESULT

FLX Shade proposed two options for the 60' x 60' entrance area: a solid rectangular shade using 3 sails with 2 breaks along the perimeter, or a 6-sail triangular design with multiple breaks arranged in a geometric herringbone pattern.

Wet 'N Wild chose the triangular design — despite the added cost of extra FLX Rods and sewn sails — to make the most of that first impression at the gate. The result: a shaded entrance that doubles as a backdrop for guest photos, driving frequent, organic social media activity for the park. Wet 'N Wild is now planning four more FLX Shade installations across the property.

"We are thrilled with both the beauty and function, and are planning on adding four more areas to be FLX Shaded."

— Jimbo Braun, Facilities Manager, Wet 'N Wild Emerald Pointe

