

Press kit · Basic information for editors

LET Sonnensegel – manufactory of electrically retractable sun sails

Since 1999, LET Sonnensegel has built electrically retractable sun sails to measure in Upper Austria. Motor and spring mechanism sit inside the roller, so the sail stays taut in every position and retracts by itself in strong wind. The family business is run by founder Franz Lerchner, Carina Loidl and Christian Loidl.

Upper Austria, October 2026

The company at a glance

since
1999

founded by Franz
Lerchner in
Upper Austria

up to
1,000
mm

water column of
the fabrics

Wind
force 7

the sail retracts
by itself from 50–
61 km/h

up to
30

people in
planning,
engineering,
production and
installation

3

basic shapes:
Dreieck,
Doppeldreieck,
Trapez

LET Sonnensegel concentrates on one product: electrically retractable sun sails that are developed, built and installed in our own manufactory in Upper Austria. The sails cover private terraces as well as restaurants, hotels and architectural projects in Austria, Germany and Switzerland. Warranty: 5-year manufacturer's warranty, provided service intervals are kept, otherwise 2 years.

The product

Technology in the roller. Motor and spring mechanism sit entirely inside the roller and are protected from wind and weather. Only the sail is visible from outside – no cassette, no exposed technology. When wind picks up, the fabric can give way; when the gust eases, it tightens itself again. That keeps the sail taut in every position, half extended or fully open. A wind sensor with a light sensor watches the weather; control is by remote control, app or smart-home system (KNX, Loxone).

The fabric. Solution-dyed premium acrylic fabrics keep their colour even after years of intense UV exposure and, with a water column of up to 1,000 mm, also withstand precipitation. Because the fabric sits on the roller, it can be replaced later without replacing the system.

Three basic shapes. All models use the same technology; several sails can be combined into continuous areas of shade.

Model	Roller length	Extension	Typical use
Dreieck	up to 7 m	up to 12 m	terraces and seating areas
Doppeldreieck	up to 9 m	up to 9 m	restaurant gardens and wide terraces – two sails, one drive
Trapez	up to 7 m	up to 7 m	rectangular areas and balconies

Planning and service. The first step is the Digital Visit, a video consultation; the planning team then develops the solution using 3D shade planning. Installation, maintenance and seasonal set-up and winterising are handled by our own teams in Austria, Germany, Switzerland, Luxembourg and Mallorca. Repair and fabric replacement are part of the craft, just like the first installation.

The people behind LET

Franz Lerchner, founder and owner. An electrician who was asked by a sailmaker friend in 1999 whether a sun sail could be electrified. His first prototype did not convince him – and that was exactly the beginning of LET.

Carina Loidl, member of the management. An experienced manager, most recently in senior roles at Lufthansa. She joined in 2024 with a clear principle: go through every stage herself, from the customer conversation to installation. Member of the management since 2026.

Christian Loidl, owner. Joined in 2019, first as an adviser and later as a co-owner on equal terms; together with Franz Lerchner he took LET to the next level in structure, organisation and strategy.

Quote: “A sun sail should look as though it was always part of the design.” – Franz Lerchner, founder and owner (published on let-sonnensegel.com) *(translated from the German original)*

Quote: “A premium product is created where technology and design come together without compromise.” – Christian Loidl, owner (Falstaff LIVING 2/26) *(translated from the German original)*

Milestones

Year	Milestone
1999	Founded by Franz Lerchner; first prototype of an electrically retractable sun sail
2005	Breakthrough: motor, bearing and spring system fully integrated in the roller
2018	Digital Visit: consulting by video becomes standard
2019	Christian Loidl joins, later as a co-owner on equal terms
2021	Julius Award of the Wirtschaftsbund Oberösterreich for innovation and reliability
2024	Carina Loidl joins
2026	Carina Loidl becomes a member of the management

Background texts and images

Two background texts are available in the press room: the **company profile** (company, technology, models, people) and **The story of the tensioned sail** (founding, history, technology). Also available: the LET logo and selected product photos in print-ready resolution: let-sonnensegel.com/en/press

About LET Sonnensegel

LET Sonnensegel is a family business from Upper Austria and a manufactory of made-to-measure, electrically retractable sun sails for the DACH region. Since 1999 we have advised, planned, built and installed high-quality shading solutions entirely in-house. Every LET sun sail is developed individually, built in our own workshop and tailored to the architecture, the use and the weather – for private terraces, restaurants, hotels and demanding architectural projects.

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