

Background text

The story of the tensioned sail

Upper Austria, October 2026

The story of an idea

The story of LET Sonnensegel is the story of an idea: rethinking the sun sail – technically, aesthetically and for the long term. What began as an electrician's prototype has grown into a manufactory of premium electrically retractable sun sails in the German-speaking region, with more than 500 completed projects in Austria, Germany and Switzerland.

It began with a conviction

LET's story began on a boat, during a sailing trip. Franz Lerchner, an electrician, kept asking himself why there was no electrically retractable sun sail that works flexibly with the wind, can be controlled at the touch of a button and still stays taut without wrinkles.

An electric sun sail should be taut in every position, half extended or fully open. A system that works with the forces of nature, not against them. No visible technology, no compromises in design. The technology had to go where it does its job – and disappear.

History

1999 | The beginning

A sailmaker friend asks Franz Lerchner whether a sun sail can be electrified. His first prototype does not convince him – and that realisation is the beginning of LET Sonnensegel.

2005 | The breakthrough

The technology behind LET's success: a mechanism of motor, bearing and spring system built entirely into the roller – compact, powerful and invisible.

2018 | Digital consultation

Customers do not want long waits or uncertainty, they want professionals they can trust on a handshake. LET becomes a pioneer of the Digital Visit.

2019 | Christian Loidl joins

First as an adviser, later as a co-owner on equal terms. Together with Franz, he takes LET to the next level in structure, organisation and strategy.

2021 | The Julius Award

LET receives the Julius Award of the Wirtschaftsbund Oberösterreich for innovation and reliability – as a leading innovative company and strong employer in the region.

2023 | A new look

The new website goes live – a digital showcase for the manufactory, centred on reference projects, 3D planning and the Digital Visit.

2024 | Carina Loidl joins

An experienced manager, most recently in senior roles at Lufthansa. Her principle: go through every stage herself, from the customer conversation to installation.

2026 | Carina Loidl, member of the management

After two years in every area of the company, Carina Loidl becomes a member of the management, alongside founder Franz Lerchner and owner Christian Loidl. LET remains a family business with conviction.

The technology that carries everything

The decisive step: motor, spring system, bearings and fabric combined in a single roller. All movements and forces come together in it. When wind picks up, the fabric can give way. When the gust eases, the sail tightens itself again. That is how a LET sun sail stays calm, stable and taut – in sun, wind and rain.

Franz Lerchner installed the first systems himself. That is where a standard emerged that still shapes LET today: a sun sail should work reliably for many years – with servicing, fabric replacement and repair rather than buying new.

The LET manufactory in Upper Austria

That idea became a success story: today our sails stretch over private terraces as well as restaurant gardens, hotel terraces and company premises – in Austria, Germany and Switzerland. Wherever you need us, our team is on site – and every sail is planned and made in our manufactory in Upper Austria.

Press contact

Julia Hofstätter, Marketing

LET Sonnensegel GmbH · marketing@let.at