Press release

LET Sonnensegel honoured at Digitalos 2026

LET's digital process was nominated at Digitalos.

Upper Austria, 5 November 2026

LET Sonnensegel has been honoured at the Digitalos Award 2026 and is among the top 5 in the "Digital Transformation" category. Digitalos is the digital award of the OÖNachrichten newspaper. The honour went to LET's digital sales and planning process. The certificate was presented at the gala in the Tabakfabrik Linz on 5 November 2026.

The company has built made-to-measure, electrically retractable sun sails in Upper Austria since 1999. LET is run as a family business by the two owners Franz Lerchner and Christian Loidl, and by Carina Loidl, who has been a member of the management since the beginning of 2026. Since 2022 the road to the sun sail has been digitalised: after the enquiry and the first consultation by phone, LET holds a "Digital Visit". Around 70 such digital consultations take place every week. Thanks to the efficient digital planning, the number of appointments has quadrupled. Our sales area today covers Austria, Germany, Switzerland, Luxembourg and Mallorca.

This consultation is held online: LET's advisers visualise the individual possibilities and discuss them together with prospective customers. After the sale, the area to be shaded is measured with a 3D scanner. From this a 3D model is built in which the course of the shade is simulated. Once the customers are happy with the shade, the project is worked out technically, leaves the digital space for the first time, and production starts. In very many projects the LET installers are therefore the first physical contact.

You can find more information at let-sonnensegel.com.

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.

Press contact

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Picture note: photo from the gala on 5 November 2026 at the Tabakfabrik Linz, photo: LET Sonnensegel.