



UMBRELLA
INNOVATIONS
2024



SIMPLY CONVINCING

We are your partner for **quality umbrellas**. Our claim: Continuous research, development and optimisation. The result: constant new umbrella innovations and further developed classics.

From **FARE®**. For you.

OUR SERVICE: YOUR SALES SUCCESS!

Visualising the finishing options greatly increases the chances of success in the quotation phase - we are happy to support you here **free of charge**. Flexibility and speed ensure the satisfaction of your customers in the further process.

QUICKINFO

- **136 umbrella models** for every application
- **Perfect umbrella creations** for every target group
- **Modern promotional labelling** for every occasion
- **Customised unique products** for every company
- **Highest quality** in every detail



EXAMPLE

1 COUNSELLING

Personally, individually and customised to your project

2 LAYOUTS

Individual umbrella layouts or even entire presentations

3 FLEXIBILITY

Finished stock items from 48 pcs., custom-made items from 100 pcs.

4 SPEED

Dispatch of neutral goods approx. 1-2 working days, finishes stock items approx. 3-4 weeks



RESPONSIBILITY FOR PEOPLE AND ENVIRONMENT

We define sustainability in terms of our company's global **corporate social responsibility**. This encompasses the social, economic and ecological aspects of our actions.



FARE has been carbon neutral as a company since 2021.



FARE has been ÖKOPROFIT-certified for sustainable, environmentally friendly work processes since 2021.



Member of amfori, the world's leading business association for open and sustainable trade.
www.amfori.org



SUSTAINABLE DEVELOPMENT GOALS

INFO



With the climate protection projects, FARE contributes to some of the United Nations' **17 Sustainable Development Goals**.





ÖKO-BRELLA

As we only have this one earth, we must take the topics of environment and sustainability seriously. You can demonstrate this with all the umbrellas in our ÖkoBrella family - including the two new AC (automatic open) models. Both pocket and golf umbrella of course have a waterSAVE® cover made of rPET and handle and tips are made of real wood.

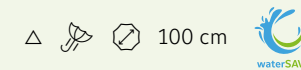


NEW

5514

AC pocket umbrella ÖkoBrella

- Water-saving coloured waterSAVE® cover material made from recycled plastics
- Handle made of real wood with promotional labelling option
- Extremely robust and flexible frame

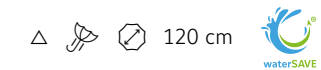


NEW

2304

AC golf umbrella ÖkoBrella

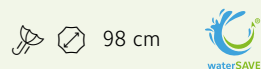
- Water-saving coloured waterSAVE® cover material made from recycled plastics
- Straight handle made of real wood with promotional labelling option
- Sustainable entry-level model



95029

FARE® Set ÖkoBrella To Go

- Sustainable manual opening pocket umbrella with water-saving dyed waterSAVE® cover material made from recycled plastics
- Real wood handle with carrying loop and promotional labelling option
- Double-walled, dishwasher-safe thermal mug by KOZIOL made from bio-circular raw materials and FSC® certified wood



NEW





TOP SELLER



5612

NEW

AOC pocket umbrella Jumbo®

- Attractive entry-level model with automatic open/close for fast opening and closing
- Exceptionally large diameter
- Extremely robust and flexible frame



△ ☂ ◻ 116 cm



5519

AC pocket umbrella

- Available in many bright colours
- Soft-feel handle with promotional labelling option
- Extremely robust and flexible frame



△ ☂ ◻ 98 cm



Now also available as golf umbrella



1245

AC regular umbrella

- Available in many bright colours
- Handle with promotional labelling option
- Extremely robust and flexible frame



△ ☂ ◻ 105 cm



2345

AC golf umbrella

NEW



△ ☂ ◻ 133 cm



5412

AOC pocket umbrella

- Attractive entry-level model with automatic open/close for fast opening and closing
- Many attractive colours available from stock
- Extremely robust and flexible frame



△ ☂ ◻ 98 cm

ENJOY THE SUN

UPF 50+



WATCH VIDEO



8185 (M) | 8205 (L) | 8245 (XL)

Parasols (3 sizes)

- Cover with excellent UV protection (UPF 50+)
- Extremely robust fibreglass ribs
- Comfortable carrying case



NEW COLOUR



6139

Beach parasol
Travelmate Camper

- Suitable for suitcases due to space-saving travel size and two-part lower shaft
- Sun protection factor UPF 50+
- Lower shaft with tip for fixing in the ground



147 cm



180 cm

8185 (M)



235 cm

8245 (XL)



200 cm

8205 (L)



UPF 50+



**WHITE
MEETS
COLOUR**





4744

AC midsize umbrella FARE® Whiteline

- Cover made from recycled plastics
- Extremely robust and flexible frame
- Soft-feel handle with promotional labelling option



△   112 cm



CLASSIC MEETS INNOVATION



Innovative opening mechanism



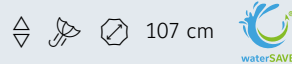
NEW

5875

AOC oversized pocket umbrella
FARE® RingOpener®

- Water-saving coloured waterSAVE® cover material made from recycled plastics
- Quick opening and closing by pulling down the ring
- Elegant high-gloss black handle with stainless steel-look applications

ws



High-quality sleeves



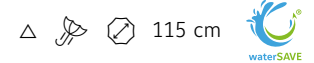
NEW

7875

AC midsize umbrella
FARE® RingOpener®

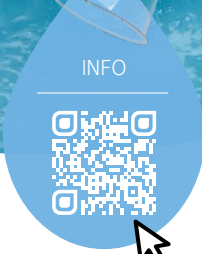
- Water-saving coloured waterSAVE® cover material made from recycled plastics
- Quick opening by pulling down the ring
- Elegant high-gloss black handle with stainless steel-look applications

ws





waterSAVE
**EVERY
 DROP
 COUNTS**



**WATER-SAVING
 COLOURED
 COVER MATERIAL
 MADE FROM
 RECYCLED PLASTICS**

Thinking progressively is good - but it's progressive action that makes the difference. As part of our sustainability strategy, we introduced the **revolutionary waterSAVE® dyeing process** in 2020: The yarn, which is made from recycled plastics, is dyed all the way through during the production process.

This has **advantages for the environment** compared to the conventional process, in which the yarn is first produced and then dyed in a further step:

» The **water saving** per umbrella is **approx. 6L***

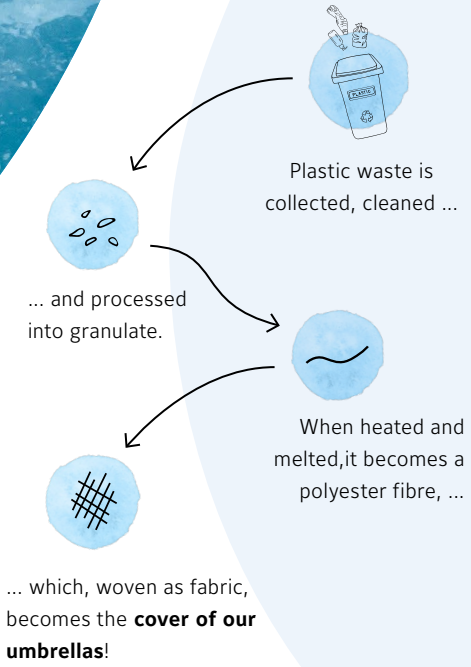


approx. **90%** water saving
 approx. **70%** energy reduction

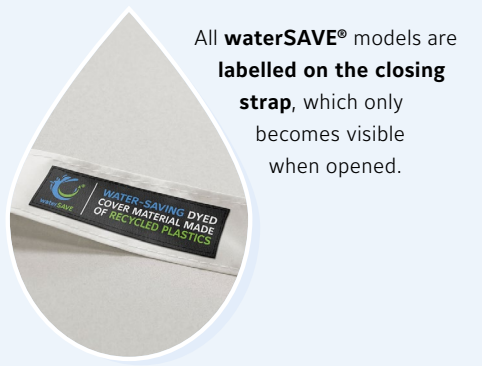
approx. **60%** reduction in emissions
 approx. **98%** less sewage sludge

* This is calculated based on water savings of 2 million litres for processing around 300,000 m² of fabric, from which around 350,000 umbrellas can be produced.

**AND THIS IS
 HOW IT WORKS:**



With the introduction of our waterSAVE® cover material, we became the first winner of the new "**Innovator of the Year**" category of the PSI Sustainability Awards in 2021.









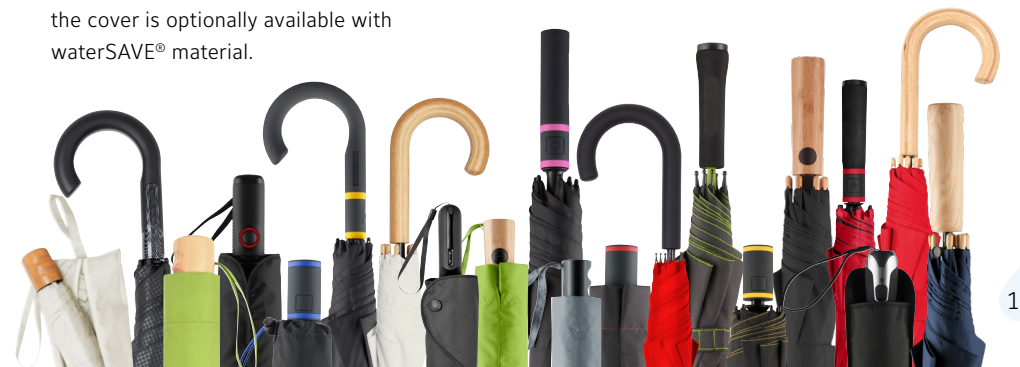
All **waterSAVE®** models are **labelled on the closing strap**, which only becomes visible when opened.

**NOW IT'S GETTING
 COLOURFUL!**

While initially only black umbrellas could be fitted with this sustainable cover in 2021, **additional colours and many models** have been added since 2022. For example, our popular **ÖkoBrella family** has been converted to **waterSAVE®** cover material.

We also offer some models where the cover is optionally available with waterSAVE® material.

-  **ws** Natural white
-  **ws** Navy
-  **ws** Red
-  **ws** Grey
-  **ws** Lime
-  **ws** Black



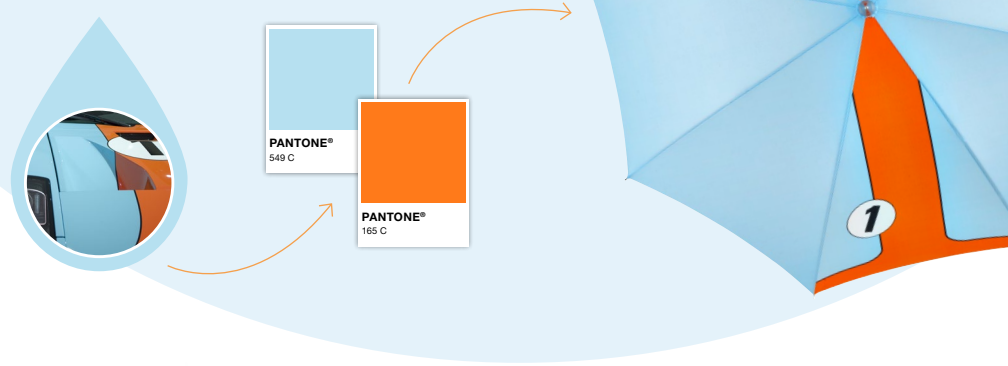


FARE® ALLOVER XPRESS

There is plenty of space for **individual motifs** on FARE® Allover Xpress umbrellas. From a minimum order quantity of **100 pieces**, the cover can be **fully printed** on the inside or outside.

Design an individual umbrella easily in **four steps**:

Put **your corporate design** on the umbrella with FARE® Allover Xpress



STEP 2

Send us your **desired motif** as a printable file (min. 90 × 90 cm at 300 dpi).

STEP 3

Receive an image of the **implementation of your motif** by e-mail for approval.



+ SUSTAINABLE UPGRADE

Choose between the cover materials **rPET** or **rPET with waterSAVE®** as an **optional upgrade** and your umbrella will become even more sustainable.



rPET
recycled
plastics



rPET
recycled
plastics with
waterSAVE®



STEP 4

Look forward to your individual umbrella!

QUICKINFO

- Full **digital allover printing** of your desired motif on **7 basic models**
- From just **100 pieces**
- Delivery time approx. **10 weeks** after approval*
- Approval by photo submission
- Further **finishing options** available

* Shipping via sea freight included (delivery time approx. 10 weeks after approval), Shipping via air freight subject to surcharge (delivery time approx. 6 to 7 weeks after approval).






**A
SHINING
HIGHLIGHT**

FROM JUST **100 PIECES**
 IN YOUR INDIVIDUAL
 DESIGN



NEW



NEW



75749

Oversize pocket umbrella
 Skylight® FARE® Allover Xpress



- Already possible from 100 pieces
- LED interior lighting makes the motif particularly bright
- Easy switching on and off of the light on the safety runner


 105 cm

77749

AC midsize umbrella
 Skylight® FARE® Allover Xpress

- Already possible from 100 pieces
- LED interior lighting makes the motif particularly bright
- Lighting switches on automatically when the umbrella is opened


 111 cm





Original waterSAVE® cover material – saves water and energy, protects the environment



Umbrella opens automatically at the push of a button



Windproof system: maximum frame flexibility with a wind-dependent handling capacity – only premium FARE® models feature this technology.



Umbrella diameter



Umbrella opens **and** closes automatically at the push of a button



Cover made from recycled plastics (rPET)

*Finishes such as those shown in the examples are subject to a surcharge.