UMBRELLA FACTBOOL 2023







YOUR UMBRELLA

In these turbulent times, high-quality, long-lasting gifts convey two particularly important messages:

- They express high appreciation through their visible and tangible value.
- They demonstrate the responsible use of resources through their sustainability.

But what does "sustainability" actually mean?

In addition to environmentally friendly manufacturing processes and materials, durability has always been a sustainability feature of our quality umbrellas. Because it generally saves resources when a product can be used for a long time.

For FARE as a company, sustainability means acting in a globally responsible manner – both economically and with regard to the ecological and social aspects of our business activities. We describe how we live up to our social responsibility from page 10 onwards.

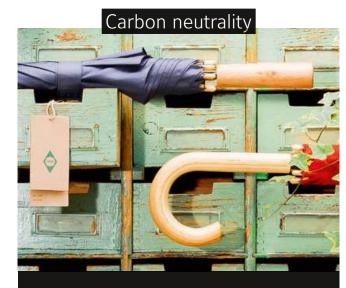
However, the focus is always on you, our customers. We are happy to support you with this FACTBOOK, by e-mail and telephone, in personal meetings and, of course, with our website. There you will find technical details, branding options and data sheets for each product variant – you can also choose to add your contact details so that you can easily and quickly address your customers.

Your FARE team wishes you sustainable success!

Quick news

You can immediately access the complete product details and further information by entering the article number under the URL on the left.





The first carbon neutral product range from FARE: the ÖkoBrella family

16

Content

Editorial	3
Content	4
Innovations	6
Arguments	8
Sustainability	10
waterSAVE®	12
Carbon neutrality	.16
Promotional Branding	18
Allover Xpress	.22
Customisations	24
Marketing materials	30
Style family	.32
ÖkoBrella family	.34
Automotive family	.36
Safebrella® family	.38
Elegance family	40
Icon explanations	. 42

Products

Children's umbrellas44
Pocket umbrellas 46
Regular umbrellas 60
Midsize umbrellas 68
Golf umbrellas 72
Allover Xpress78
Summer 80
Summary of article numbers

Allover Xpress



All-over printing: individual design from just 100 units

22

Customisations



Unrestricted freedom with the special production of a customised advertising umbrella

24













Innovations

Highlights 2023

With the FARE® product innovations 2023 we are presenting some highlights again this year, which guarantee plenty of surprises thanks to their clever design and selected details in colour, shape and function, alongside additional variations on well–known and popular umbrella models. Experience the great variety that is possible when choosing FARE® promotional umbrellas!





Arguments

Simply convincing

We believe that an umbrella has to satisfy the highest demands on functionality, safety and quality to be able to be effective as a long-lasting promotional item. Let yourself be convinced by the solid arguments in favour of a quality umbrella from FARE.











A trustworthy argument:

Many FARE® products are carefully tested.

LABTECH Prüfungsgesellschaft mbH is an independent laboratory accredited by DAkkS, specializing in chemical and physical textile testing and consumer goods. It conducts a full-scale usability test for specific umbrella models. This involves simulating professional use to verify and ensure functionality. In addition, particular attention is paid to the presence of potential weak points that are known to the market, and components are tested for chemical safety. The LABTECH test seal is only awarded to products that are truly flawless. The test seal guarantees the consumer a first-class product that stands out from the crowd. You can find out more about the LABTECH tests at www.labtech-gmbh.de/gebrauchstauglichkeit.html.



Products with a test seal are highlighted with the keyword CERTIFIED in the product overview.

Details on the certified properties can be found in our data sheets.

Seal example

A watertight argument:

Many FARE® umbrellas are equipped with a high-quality finish.

An even better pearl-off effect or dirt-repellent properties are achieved with complex refinements, depending on the model:

- Teflon™ fabric protector is a coating that is water and dirt repellent.
- Nanotechnology gives the umbrella cover a minutely rough structure which prevents dirt and water from sticking to the fabric and they simply pearl right off – this is the so-called lotus effect. This coating is absolutely sealed and promotes a particularly long-lasting product life.

A windproof argument:

FARE® umbrellas are strong.

Even our less expensive models excel in their high standards of quality and special windproof features for better wind resistance. The majority of FARE® models are equipped with a reliable windproof system. The highly flexible frame of these models folds over in stronger gusts of wind, so that the ribs do not break and the cover is not torn from its fastening.

A clean argument:

FARE® products are tested for harmful substances.

LABTECH and other renowned and accredited testing institutes test our products according to REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals). Alongside conformity with REACH, the relevant legal directives for harmful substances are considered and implemented for our products.

A fair argument:

FARE® products are produced under humane conditions.



Member of amfori, the leading global business association for open and sustainable trade. We participate in amfori BSCI. For more information visit www.amfori.org

Discover more on this subject on page 11.







reddot winner 2021

An award-winning argument: FARE® umbrellas have won several

renowned awards.

Red Dot Design Award

 A FARE® product has now been honoured for the thirteenth time by the prestigious 40-member jury of experts at the Red Dot Award: Product Design – most recently in 2021 with the AC golf umbrella FARE® DoggyBrella (art. 7395).

Promotional Gift Award

customers alike.

■ The AC midsize umbrella FARE® Sound (art. 7799) was selected winner of the 2020 Promotional Gift Award in the premium product



category.







Sustainability

Our responsibility for people and the environment

We define sustainability in terms of corporate social responsibility. This includes the social, economic and ecological aspects of our actions.



V Social

The amfori Business Social Compliance Initiative (amfori BSCI) is a code of conduct based on the international working standards of the ILO (International Labour Organization), which supports globally active companies in building up ethical supply chains and monitors social standards worldwide as well as optimising them continuously.

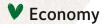
FARE is a member of amfori BSCI. Our production sites for the manufacture of umbrellas have been audited according to amfori BSCI requirements and all have a valid audit result.

All amfori BSCI participants agree to the Code of Conduct (CoC) and undertake to comply with it. The amfori BSCI Code of Conduct comprises of the following principles as just some examples:

- Appropriate remuneration
- Safety at work
- No forced labour
- No discrimination
- Reasonable working hours
- No child labour



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Every year we expand our range of products with new, innovative products. The proportion of sustainable umbrellas will constantly increase, because we want to meet the requirements of our customers and ensure long-term healthy growth for our company.



At FARE, we pay attention to environmentally friendly work processes through measures such as CO₂-neutral parcel shipping, bundling production orders, avoiding single parcel shipments, reducing paper consumption through the use of digital documents, switching to green gas and green power, etc.

It is important to us to save energy and CO_2 emissions. In cooperation with ClimatePartner, we have recorded and reduced our greenhouse gas emissions and have offset the unavoidable emissions through two different climate protection projects.



FARE has been ÖKOPROFIT-certified since 2021. Within the framework of this project, numerous outstanding environmental protection measures were implemented, which serve to reduce the consumption of resources by raising awareness among employees and by establishing purchasing criteria, to save water and energy, and to promote e-mobility.





Responsibility



Future







Environment



waterSAVE® – Every drop counts

Water-saving dyed cover material made of recycled plastics.

Progressive thinking is good – but only progressive action makes the difference. As part of our sustainability strategy, we not only rethink existing production processes, but also look at new, progressive strategies.

In our waterSAVE® cover material, which was launched in 2020, we use material made of recycled plastics and employ a revolutionary dyeing process that reduces the consumption of valuable raw materials as well as energy consumption and the impact of harmful substances on the environment.





The waterSAVE® dyeing process yields numerous benefits in contrast to conventional dyeing processes:

» Reducing CO₂ emissions by more than

60%



Because of the transparent production process, the use of chemicals can be controlled and the exclusive use of detox-compliant chemicals can be ensured.

> » Reducing energy consumption by up to

> > 70%

» Savings in terms of water

consumption of

» Reducing sludge production by

98%

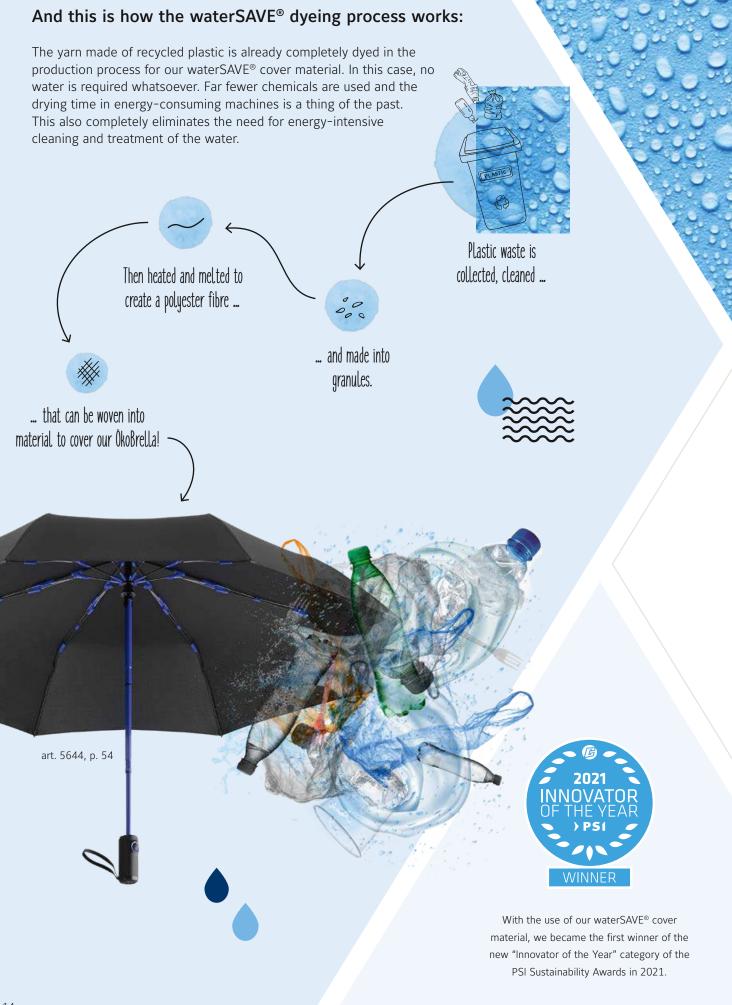
90%

art. 7915, p. 75

» Efficiency of dye uptake

increases up to

98%





Carbon neutrality

Carbon neutrality through the entire supply chain

Right from the launch of the ÖkoBrella in 2011, the name has set the agenda – with innovations such as a bamboo frame from sustainable forestry and a model made largely of recycled or renewable raw materials. Awards were not long in coming: In 2017 and 2019, ÖkoBrella umbrellas made it onto the winners' podium at the PSI Sustainability Awards. The sustainability strategy has been consistently pursued since then.

The entire sustainable ÖkoBrella family, from mini pocket umbrellas to golf umbrellas, now carries waterSAVE® covers made of recycled plastics and is also the first carbon neutral product range from FARE.











Specific climate protection projects directly on-site:

We have already been able to considerably reduce our CO_2 emissions through various efforts (see page 11). The unavoidable emissions of the ÖkoBrella family will now be offset through climate protection projects in Indonesia and Brazil, Haiti and the Philippines, India and Sierra Leone: among other things, solar and wind parks are being constructed for clean energy.

Advantage for customers with their own climate protection goals

The carbon neutrality of both the company FARE (Corporate Carbon Footprint, CCF) and ÖkoBrella umbrellas (Product Carbon Footprint, PCF) is guaranteed for the entire supply chain with the "carbon-neutral" label. Customers can thus implement their sustainable corporate policy in the area of advertising materials as well.

With the climate protection projects, FARE contributes to 15 United Nations Sustainable Development Goals





Promotional Branding

Excitingly designed

An umbrella offers a huge variety of refinement possibilities. On the following four pages we show you the different printing methods and their areas of application with warehouse stock.



Screen printing

Up to 8 fresh colours effectively showcase logos, slogans or witty sayings. The focus is on top quality and long service life.



freshalite





Enjoy the rain

White single print



Coloured screen print without white undercoat



White dual print



Coloured screen print with white undercoat

Dual printing

To obtain a brilliant, radiant white, the printing colour white is printed twice.

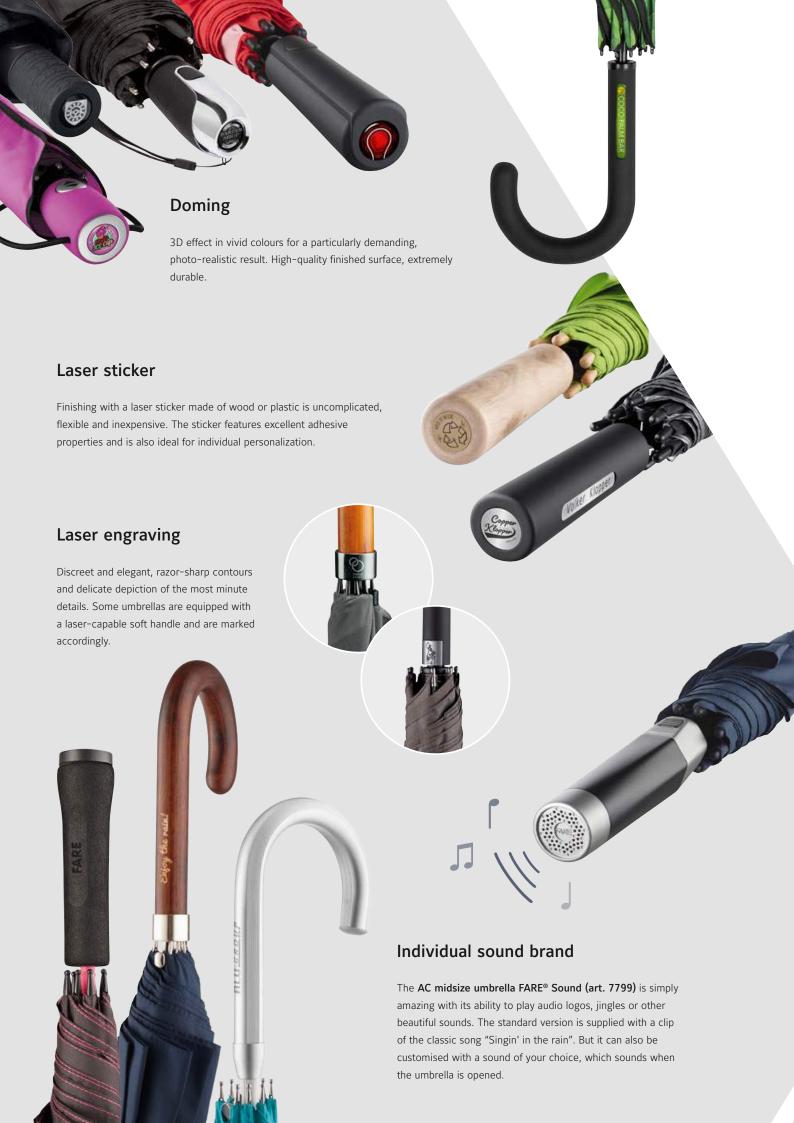
White underlay

To ensure the optimum realisation of the desired print colours, a white underlay is required on coloured covers. This underlay is slightly smaller than the coloured motif so that there is no flash at the edges.

Price tip

Silver, black and gold print colours do not require a white underlay. Printing on white covers: in this case, no additional white underlay is necessary.





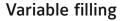
Finishing of transparent covers/cut-outs

Due to the high-quality polyethylene material, screen printing with up to four colours is possible on our AC regular umbrella FARE® Pure (art. 7112), the AC golf umbrella FARE® Pure (art. 2333) and the AC regular umbrella FARE® View (art. 1119). In the case of Pure models, it should be noted that a maximum of two panels, not positioned next to each other, can be grafted.



Tube printing

The plastic tube of the mini pocket umbrella FARE® Tube (art. 5792) offers a new and unusual advertising space: It can be printed virtually seamlessly along its entire length. This makes it possible to customise logos and motifs with a high level of brilliance, durability and detail.



With the **pocket umbrella FARE® Fillit (art. 5052)** your options are only limited by your ideas and the size of the handle! Whether you fill it with small products, a voucher, or have a sweet thank you, we'd be delighted to help!



eBrella® sleeve printing

The non-woven bag, which protects the elegant gift packaging of the electric pocket umbrella FARE® eBrella® (art. 5382), can be printed in one colour using screen printing or in several colours using transfer printing. This way, the sender or messages are directly recognisable when the gift is handed over.



Allover Xpress

Individual design in all-over print

A popular finishing variation is motifs that show a photo-realistic look on the entire cover. In order to better respond to this customer request, we now offer the FARE® Allover Xpress service. Full digital all-over printing of the desired motif can be implemented from an order quantity of just 100 units. Minor matching inaccuracies cannot be avoided, but the overall picture is impressive. Design an individual umbrella easily in four steps:

STEP 1You have five basic models available – just choose your favourite.

STEP 2 Send us your desired motive as a printable file



Other finishing options (at a surcharge)

Delivery times may be longer depending on the option selected.



Customisations

Individual & versatile

With a little courage and by advance planning, individual customisations can be designed that are completely tailor-made to match the customer's Corporate Identity. It is worth it: Many of these unique designs have now developed into real cult items.

















Packaging and hang tags

Use fully printed cardboard boxes, gift packaging or customisable hang tags to present your brand in the best possible way.



Woven labels and patches

Woven labels and patches can also be customised to create an appealing overall look.











Closing strap

In addition to the print, the closing strap can be customised on request and provided with different closures, e.g. a push button made of metal or plastic.

Doming and laser stickers

Doming or laser stickers are high-quality and durable and can be made of wood or plastic to match the umbrella.

Individual snap fastener Sleeve Individual sleeves show from the outside what is inside and make your umbrella something special, even with regular or golf umbrellas.

Marketing materials

We can help you boost your sales

In addition to an extensive range of umbrellas, we can provide high-quality marketing and promotional materials to present your demonstration and sample models to optimum effect. We also offer individual and gift packaging along with selected merchandising items to encourage customer loyalty.



Umbrella display large filled with 24 mini pocket umbrellas art. 5460 (art. 12804)

Mustermix case filled with FARE® Mustermix pocket umbrella, spray bottle, Mustermix fan (art. 14367)



Umbrella display small for up to 12 pocket umbrellas (unfilled, art. 12802)



Umbrella bag for transporting sample collections (unfilled, art. 12332)



Umbrella display large for up to 24 pocket umbrellas (unfilled, art. 12800)

Umbrella display small for up

art. 12801)

to 12 pocket umbrellas (unfilled,

Umbrella stand for up to 16 regular umbrellas (unfilled, art. 13441)



Combination stand for up to 48 regular umbrellas and 48 pocket umbrellas (unfilled, art. 11963)



Cushion packaging for art. 5062, individually designable (art. 14291)



individually designable

Neutral gift packaging for pocket umbrellas (art. 13606)

FARE

FARE® gift packaging for pocket umbrellas (art. 13604)



Brochure Corporate Social Responsibility, 24 pages, German and English

> Sustainable mailing idea with the art. 5429



Bags made of waterSAVE®

Brochure Innovations 2023, 16 pages, German and English



Digital templates

Catalogues and brochures in PDF format as well as action sheets and other digital templates are available in the download area of the dealer portal on the FARE website.

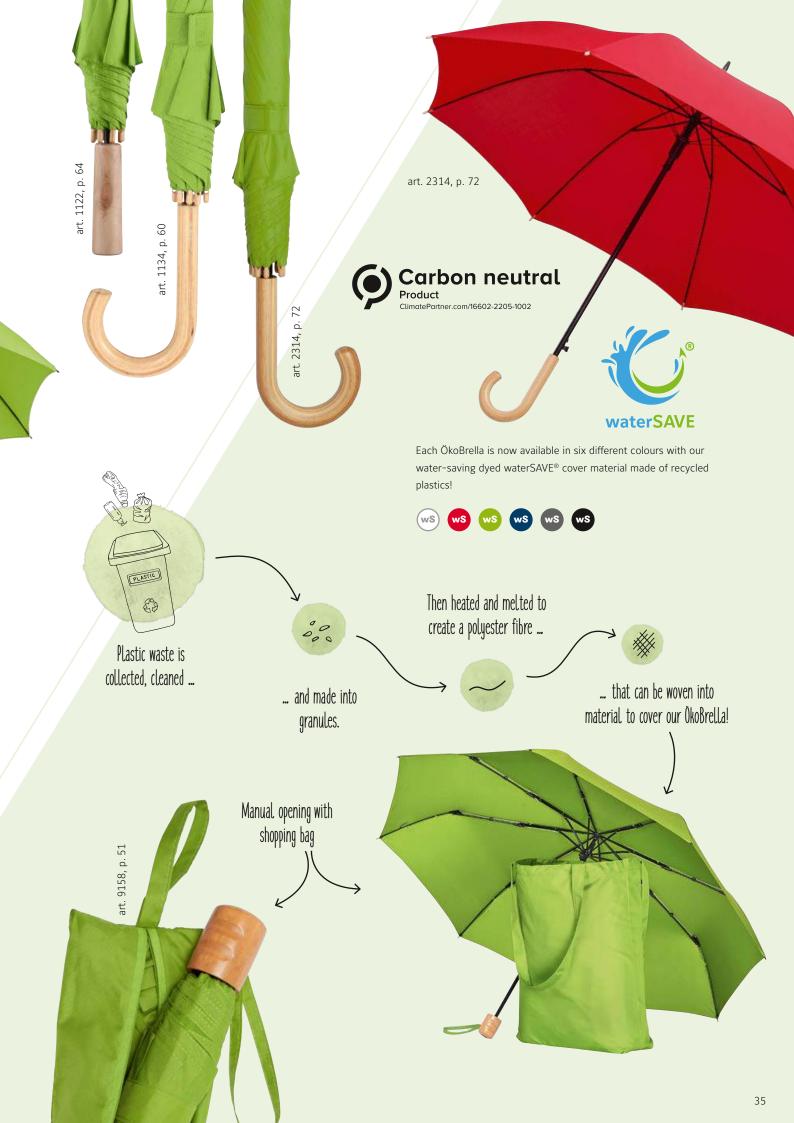












Automotive family

This is how brands pick up speed

With familiar shapes and high-quality materials, FARE creates high recognition and identification potential, especially in the automotive sector.





Safebrella® family

Real highlights

All Safebrella® models feature fashionable reflective corners with 3M™ Scotchlite™ Reflective material, and some even come equipped with an LED light integrated into the handle.





Elegance family

A stylish design is guaranteed

A high-quality umbrella featuring elegant details is a stylish companion at a customer meeting or shows genuine appreciation as a high-quality gift.



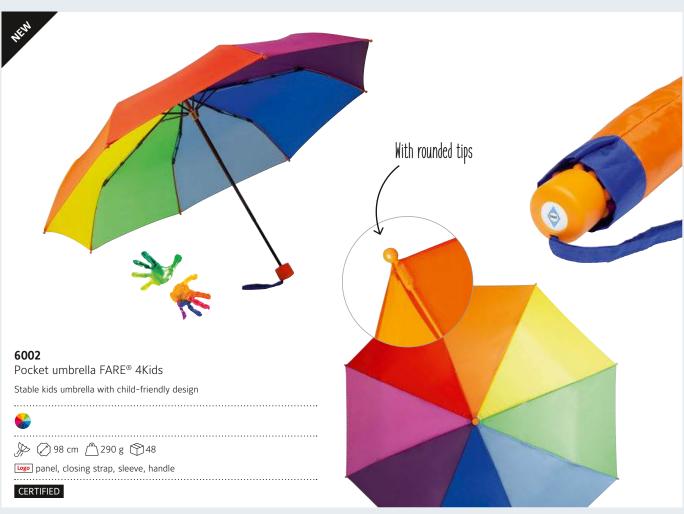


















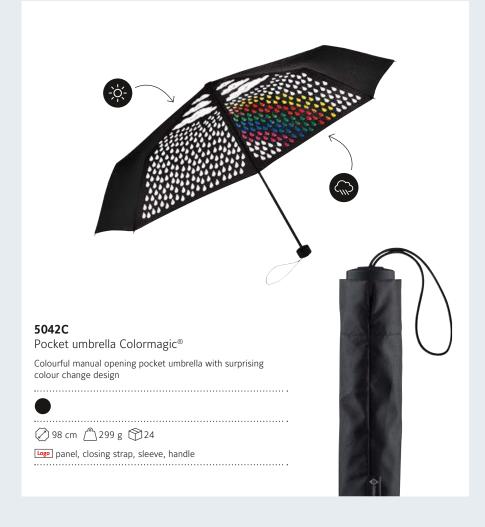




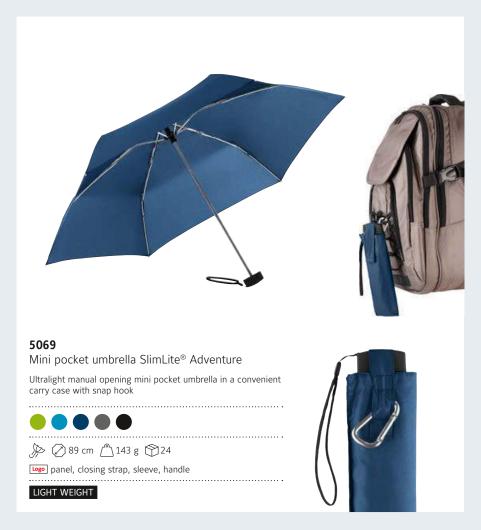




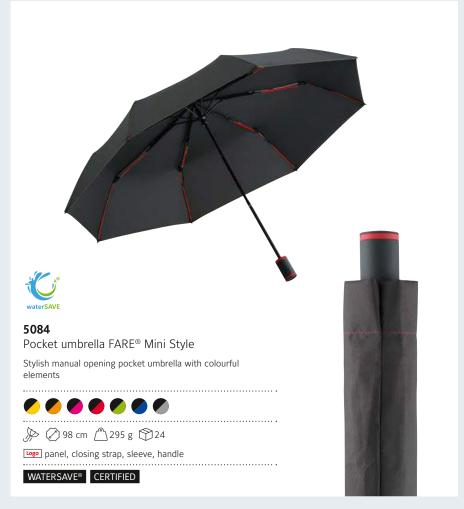




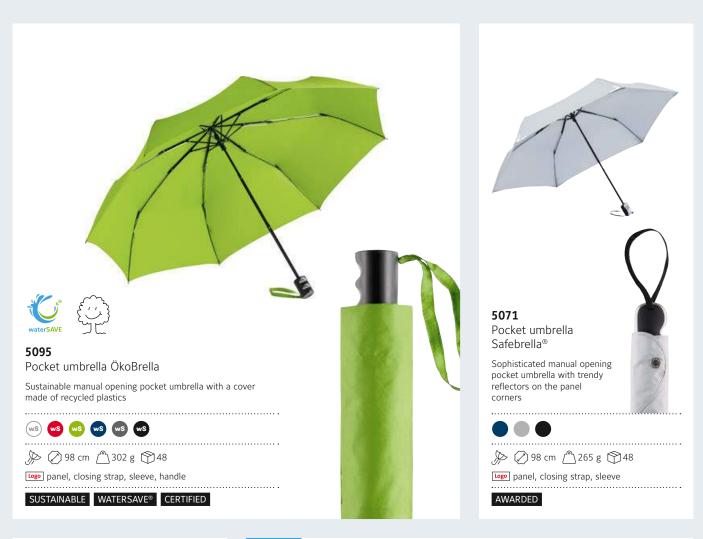






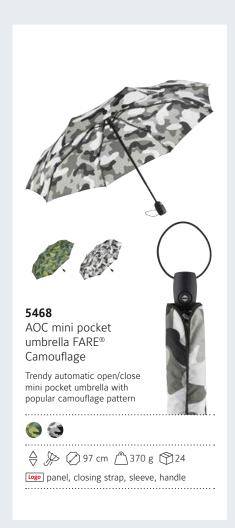


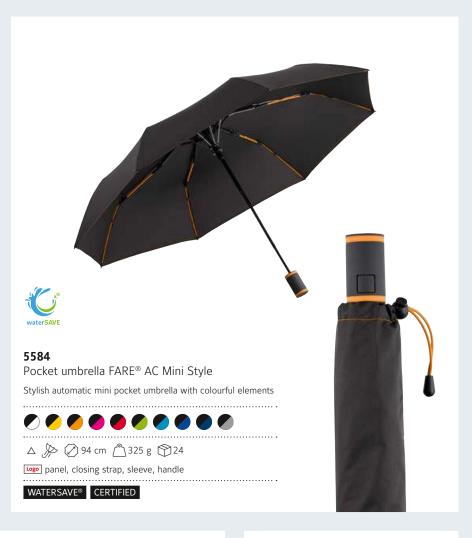






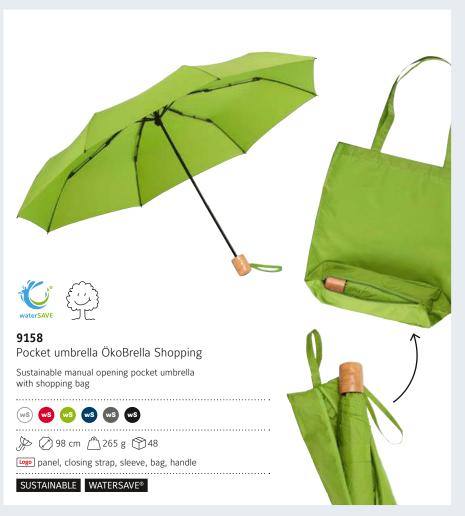
















Promotional labelling example



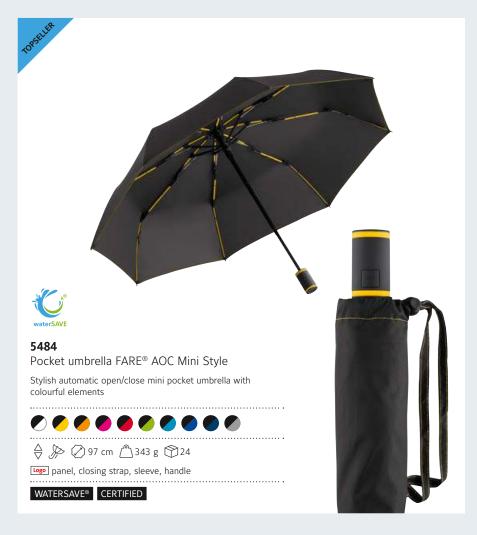








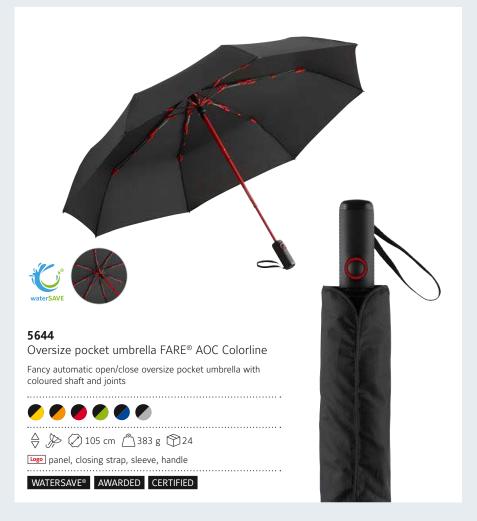


























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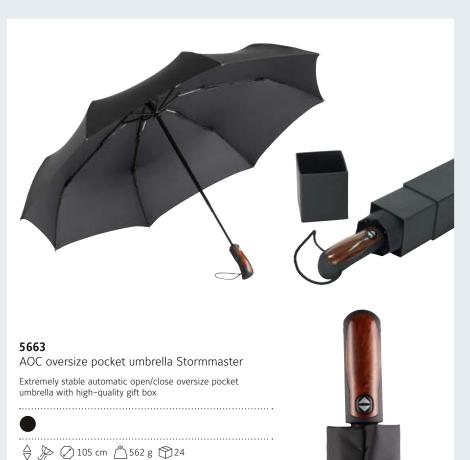








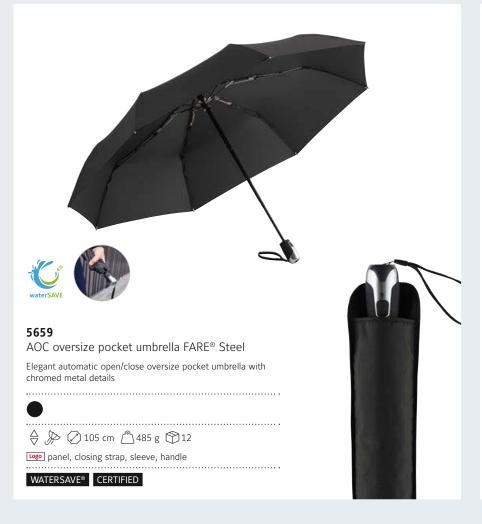




Logo panel, closing strap, sleeve

CERTIFIED





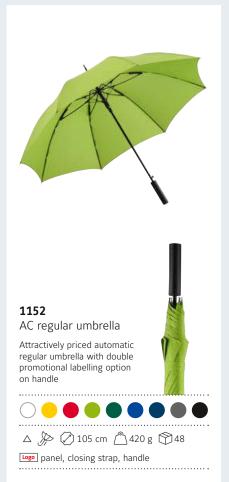


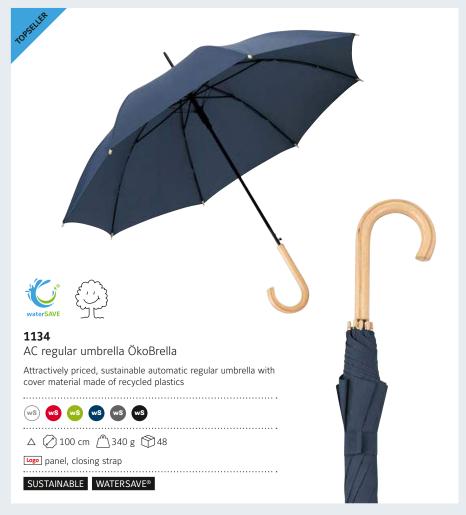




















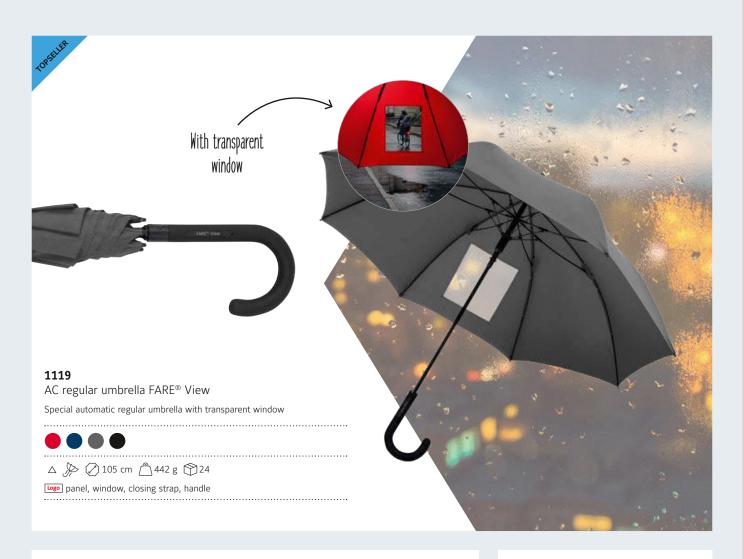








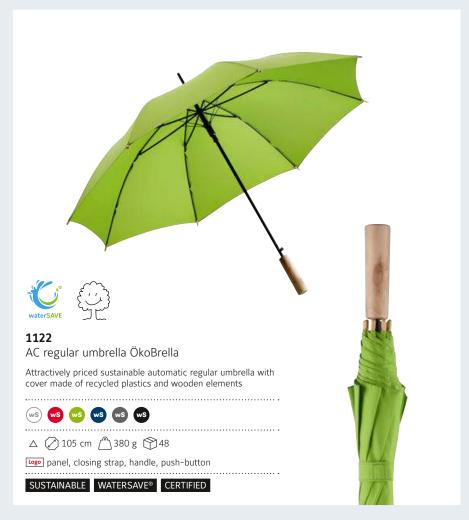






































66



7715

Regular umbrella FARE® Contrary

Trendy regular umbrella with reverse opening and closing mechanism









Logo panel, closing strap, handle



When folding, the wet side is pulled inwards

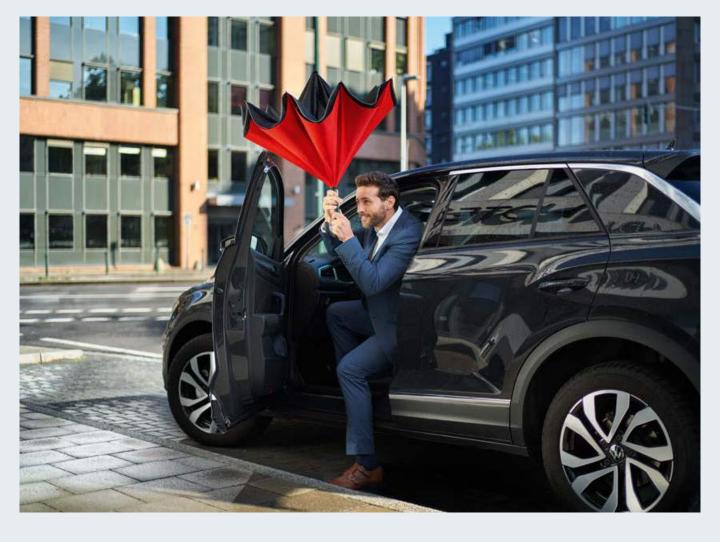


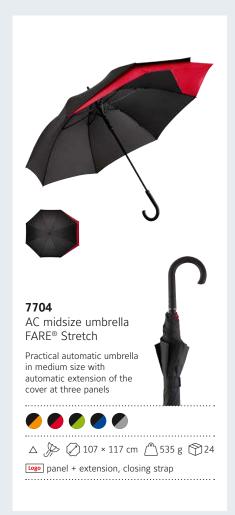






Logo panel, closing strap, handle

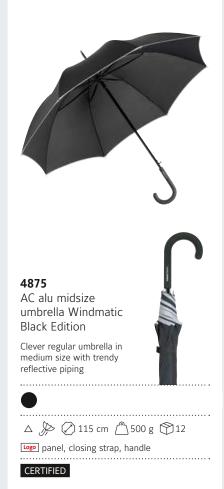








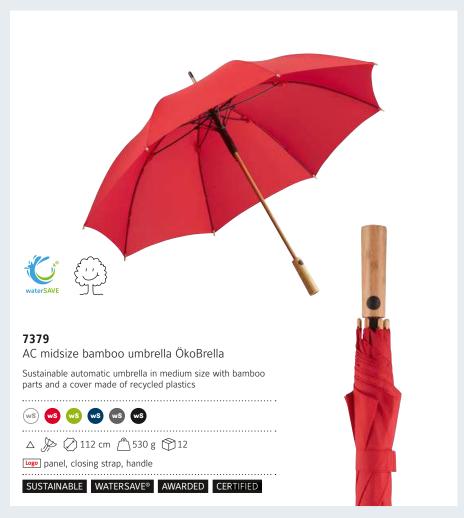




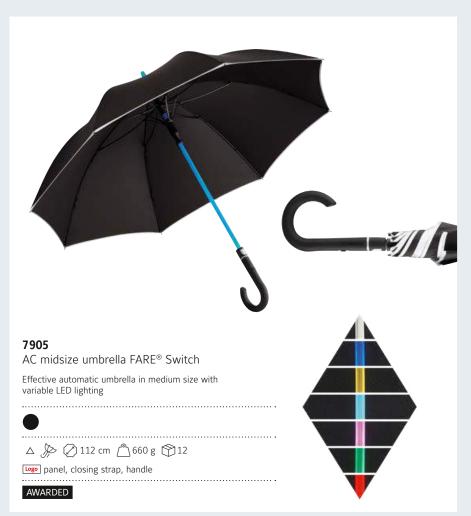










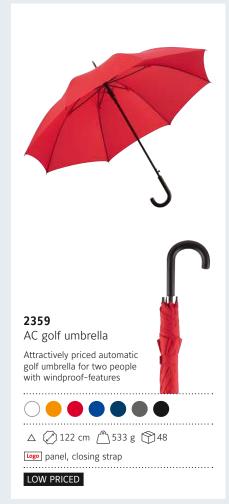


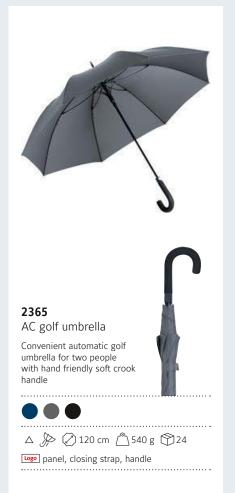








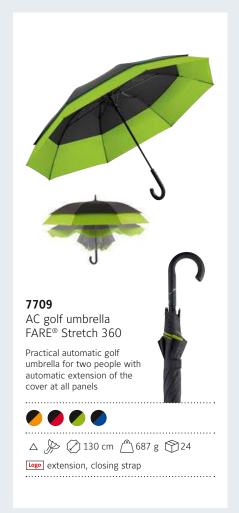








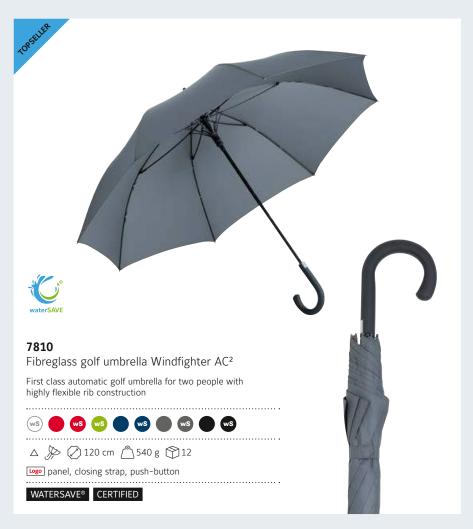


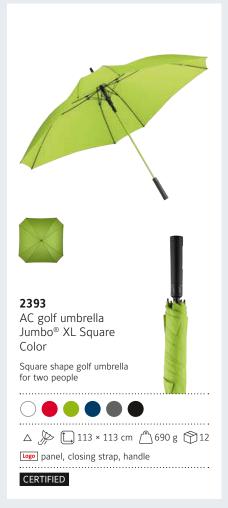




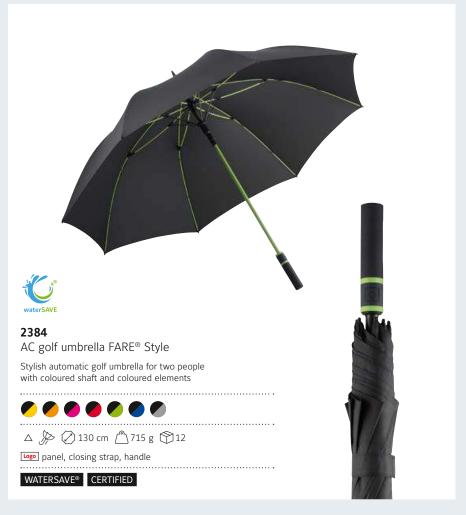


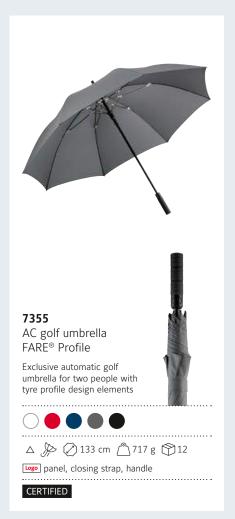




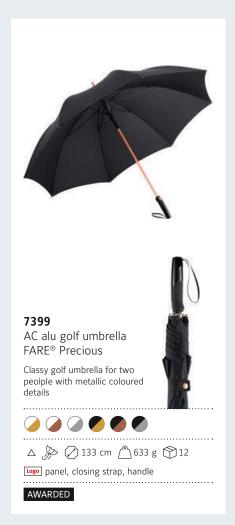


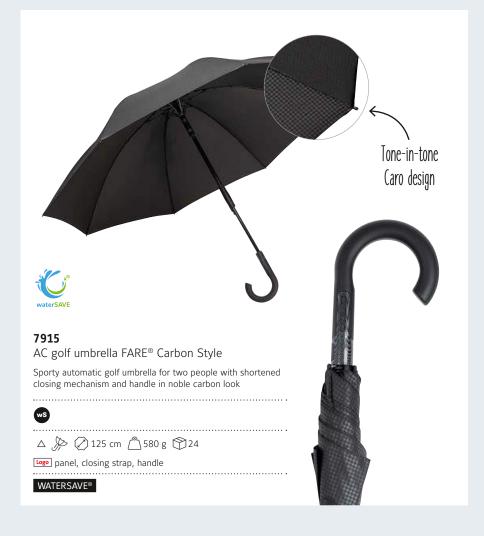




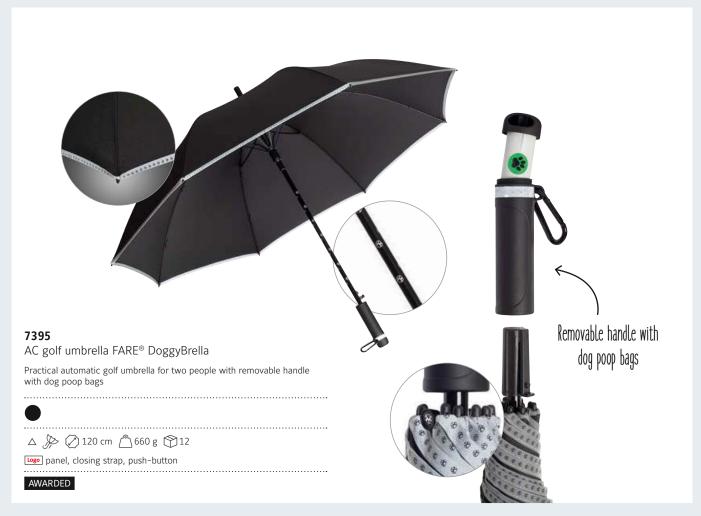


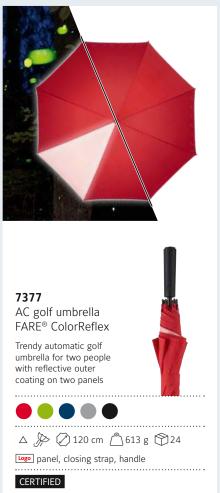


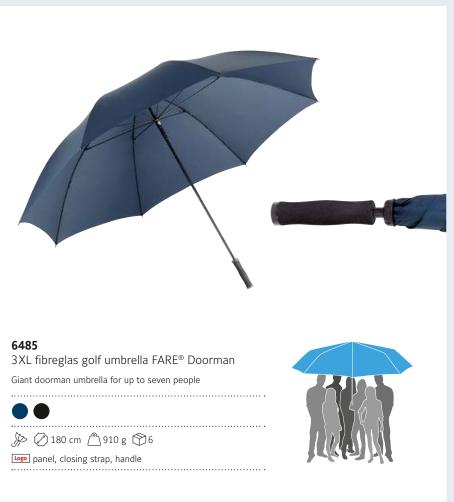


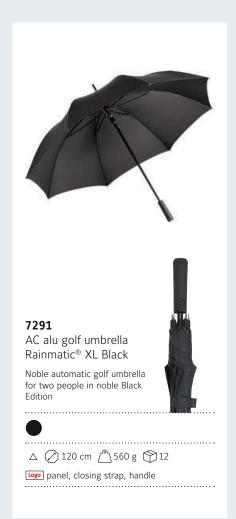








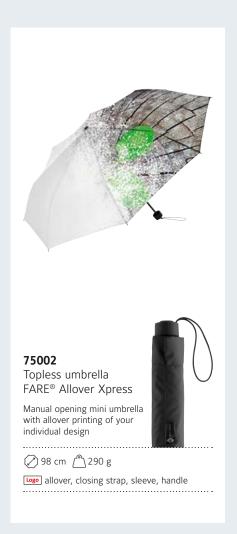


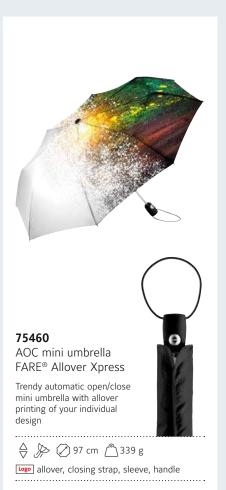






















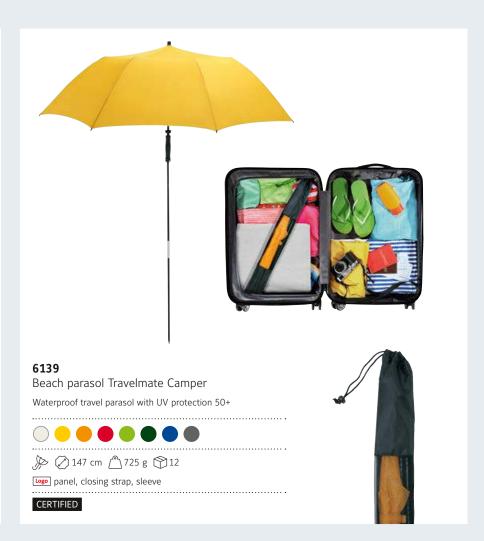
9115 Travelmate beach shopper

Large beach/shopping bag with conventient main compartment



△490 g ◆24

Logo bag







8900

Parasol base

Plastic parasol base for parasols

1400 g 🕎 1



8920

Parasol base

Plastic parasol base for large parasols

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1310 g 🗘 1

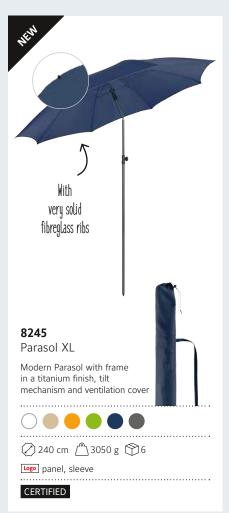












Summary of article numbers

CHILDR UMBRE		REGULAR UMBRELLAS	MID UMBR	-	GOLF UMBRELLAS	ALLOVER XPRESS	SUMMER
1084 A	AC regular umbrella Colorline		62	5484	Pocket umbrella FARE®	AOC Mini Style	
	C regular umbrella			5512	•	1	
	AC regular umbrella FARE® Collection			5519	•	50 D	
	Regular umbrella FARE® Fashion AC .			5529		E® Doubleface	
	C regular umbrella FARE® Camoufla			= 5547		AC Plus	
	AC regular umbrella FARE® View			= 5560		AC	
	AC regular umbrella ÖkoBrella			■ 5565 ■ 5571	·	RE® AC	
	AC regular umbrella ÖkoBrella AC regular umbrella Colormagic®			5584	•	ebrella® LED AC Mini Style	
	AC regular umbrella			5593		E® Nature	
	AC regular umbrella			= 5606	·	la Jumbomagic® Windfigh	
	AC regular umbrella FARE® Doublefac			5639		nbrella FARE® Seam	
	C regular umbrella			= 5640	· ·	a FARE® AOC	
	AC regular umbrella FARE® Collection			5644		a FARE® AOC Colorline	
	AC regular umbrella FARE® Nature	-		5649		AOC Square	
	AC regular umbrella FARE® Motiv			5655		nbrella FARE® Gearshift	
	AC regular umbrella FARE® Loop			5659	AOC oversize pocket um	nbrella FARE® Steel	
1245 A	AC regular umbrella		61	5663	AOC oversize pocket um	brella Stormmaster	
	Regular umbrella FARE® AC			5675	·	brella RainLite Classic	
	legular umbrella FARE® Fibertec AC.			5680	•	nobrella Square	
	ibreglass golf umbrella			= 5690		nbrella Magic Windfighter	
	ibreglass golf umbrella			5691		nbrella Magic Windfighter	
	AC golf umbrella ÖkoBrella			5699	· ·	nbrella Magic Windfighter	
	AC golf umbrella FARE® Pure			5749		a FARE® Skylight	
	AC golf umbrella Fibermatic XL Vent			5792	·	Tube	
	AC golf umbrella			6002		4Kids	
	AC golf umbrella			6139		te Camper	
	AC golf umbrella			6485		ella FARE® Doorman	
	AC golf umbrella FARE® Style			6905		4Kids	
	AC golf umbrella FARE® Doubleface >			6949	~	4Kids Skylight	
	AC golf umbrella Jumbo® XL Square (7112		RE® Pure	
	AC golf umbrella Fibermatic XL			7119	•	E [®] Collection	
	AC golf umbrella Fibermatic XL			7291		nmatic® XL Black	
	AC golf umbrella Fibermatic XL Squa			7350	-	ella FARE® Collection	
	AC woodshaft regular umbrella			7355	AC golf umbrella FARE®	Profile	
	AC woodshaft regular umbrella			7377	J	ColorReflex	
	Midsize umbrella ALU light10 Colori .			7379	-	orella ÖkoBrella	
	AC midsize umbrella FARE® Collection			7395	AC golf umbrella FARE®	DoggyBrella	
	Midsize umbrella FARE® Gearshift			7399	· ·	RE® Precious	
	AC midsize umbrella FARE® Seam			7560	-	RE® AC	
704 N	Midsize umbrella FARE® Exklusiv 60th	n Edition	71	7571	•	ebrella® LED	
	AC midsize umbrella FARE® Whiteline			7580		AC	
	AC midsize umbrella FARE® Style			7704	· ·	RE® Stretch	
	AC alu midsize umbrella Windmatic E			7709		Stretch 360	
	opless pocket umbrella			7715	O	Contrary	
	Nu mini pocket umbrella			7719	-	Contrary	
	/lini pocket umbrella			7749	o .	RE® Skylight	
	ocket umbrella ÖkoBrella			7799		RE® Sound	
	ocket umbrella Colormagic®			7810		Windfighter AC ²	
	ocket umbrella FARE® Fillit			= 7850		Lightmatic®	
	/lini pocket umbrella FiligRain Only9			= 7860		Windmatic	
	/lini pocket umbrella SlimLite® Adver			= 7869	-	Windmatic	
	nini pocket umbrella FiligRain			= 7870	-	Windmatic Color	
	ocket umbrella Safebrella®			7905	-	RE® Switch	
	ocket umbrella FARE® Mini Style			7915		Carbon Style	
	ocket umbrella ÖkoBrella			8160	· ·		
	ocket umbrella Safebrella® LED light			8185			
	Solf pocket umbrella FARE® Jumbo®.			8201			
	lectric pocket umbrella FARE® eBrel			8205			
	AOC pocket umbrella			8240			
	AOC pocket umbrella			8245			
	AOC oversize pcoket umbrella FARE®			8900			
	AOC pocket umbrella ÖkoBrella	•		8920			
	AOC mini pocket umbrella FARE® Pro			9115		er	
	/lini pocket umbrella FARE® AOC			9158		lla Shopping	
	AOC mini pocket umbrella FARE® Car					RE® Allover Xpress	
	AOC mini pocket umbrella RainLite Ti	-			-	RE® Allover Xpress	
	AOC mini pocket umbrella Safebrella	-			-	Allover Xpress	
	AOC mini pocket umbrella FARE® Col				-	Allover Xpress	
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