

EN

UMBRELLA

STYLEBOOK

2023



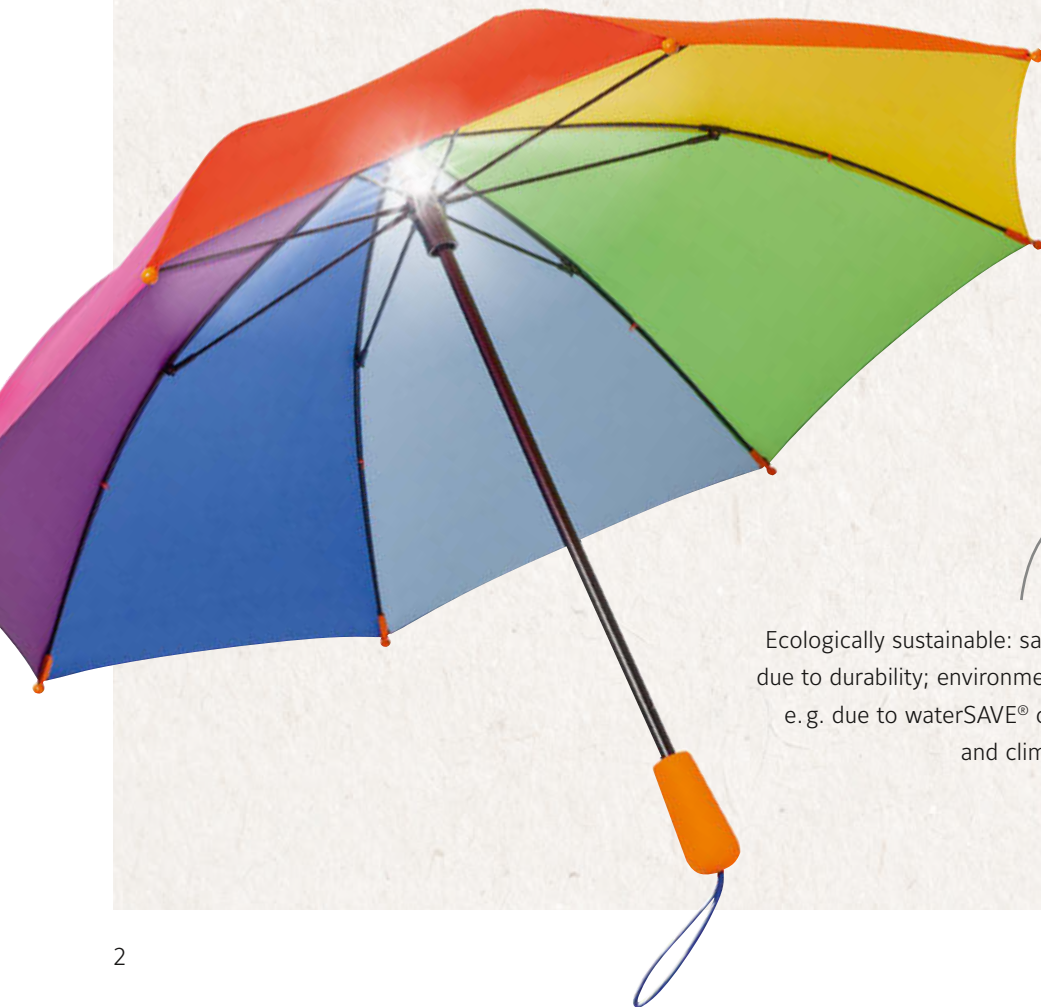
FARE



Economically sustainable: The high quality ensures a long service life and thus a lasting advertising impact

**HIGH-QUALITY
INDIVIDUAL**

UMBRELLA



FARE stands for quality, safety, reliability and innovation



Ecologically sustainable: saves resources due to durability; environmentally friendly e.g. due to waterSAVE® cover material and climate neutrality

Possibilities range from different promotional labelling options to unique customisations



ELLAS

AS SUSTAINABLE BRAND AMBASSADORS

Represents your company or your product

- visually (logo or claim, corporate design)
- tactile (high-quality materials), and
- even acoustically ("solid" sound when opening the umbrella)



LET YOURSELF BE INSPIRED

In this STYLEBOOK,
discover some of the various
occasions where
FARE® umbrellas can be
perfectly used.



Fan article / Merchandise

For sports clubs, sports venues,
event organisers and cultural
institutions such as theatres



Full-service article

For example, for insurance
companies, banks, financial
service providers and the tele-
communications industry



FARE® UMBRELLAS ALWAYS FIT

Perfectly

Customer gift

For every industry and every
business – whether B2B or B2C

INDIVIDUAL SOLUTIONS FOR EVERY OCCASION

What makes FARE® umbrellas unique advertising media? Creativity and passion! Precisely tailored to companies and target groups, wishes and requirements, required quantities and existing budgets, FARE offers exactly the right umbrellas: Unique models with high-quality designs, well thought-out details and convincing quality – also as custom-made products.



Seal example



Many FARE® products are carefully tested by the accredited LABTECH Prüfungsgesellschaft mbH.

ClimatePartner's label "carbon neutral" certifies that greenhouse gas emissions have been offset.

Measure and weight indications are approximate figures only. We reserve the right to change colours, technical details or designs. Embellishments as shown in the promotional labelling examples are subject to a surcharge. Our General Terms and Conditions of Business apply.



Employee gift

For Christmas parties, summer festivals, anniversaries, birthdays and many other occasions



Trade fair give-away

For every industry, also for in-house trade fairs, meetings or conventions





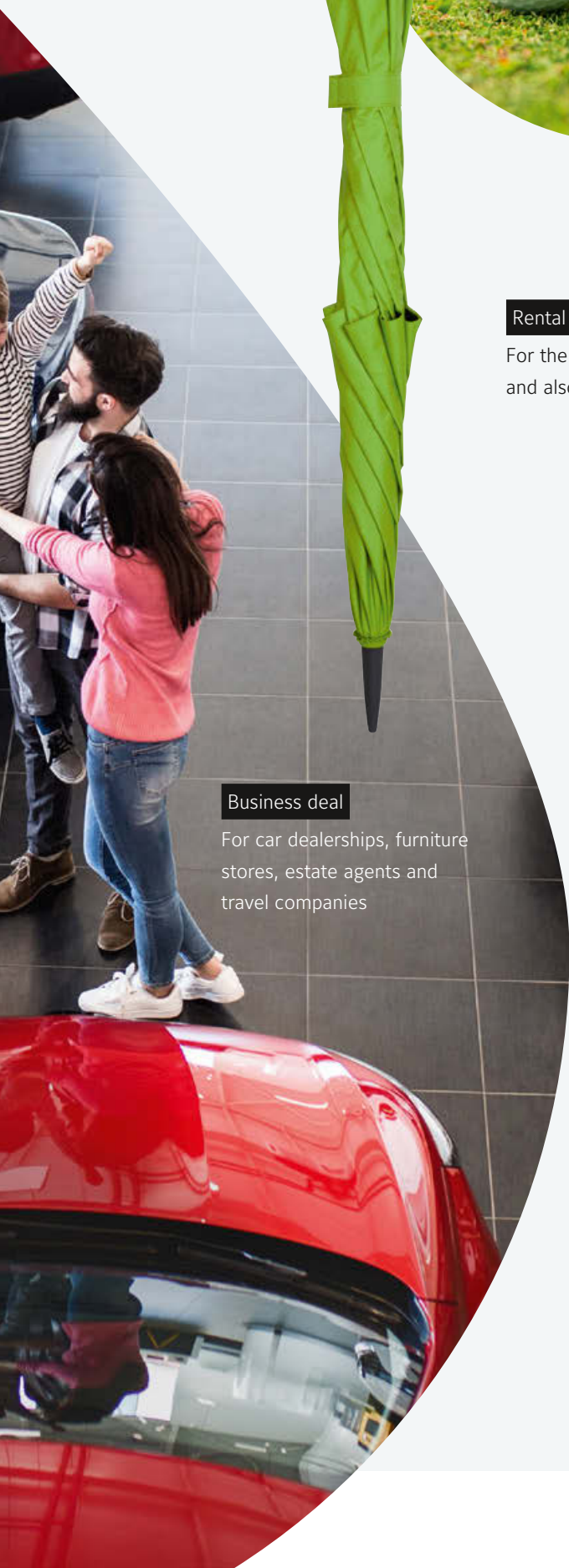
Rental umbrella

For the hotel industry
and also for golf clubs



Business deal

For car dealerships, furniture
stores, estate agents and
travel companies



Company anniversary/Inauguration

Especially for retail and service
companies, restaurants and handicraft



Company anniversary/
Inauguration

**ENJOY
A STYLISH
NEW LOOK**





Example from practice

THE HAIR SALON CELEBRATES ITS 10TH ANNIVERSARY AND THE CUSTOMERS GET THE PRESENTS



Giving an exclusive pleasure

That's what a hairdresser wanted for his anniversary. He was looking for an individual advertising medium that would represent his salon and show appreciation for long-standing customers.



An umbrella with a view

People who come from the hairdresser's want to show themselves off even in the rain and come home well styled. Idea: The AC regular umbrella FARE® Pure with transparent cover. It provides an all-round view – inwards and outwards.



Top score

At the end of the visit in the salon, the AC regular umbrella FARE® Pure with transparent cover was handed over personally. The customers reacted enthusiastically and have been presenting the perfect cut ever since.



FARE[®] AOC



Sets the tone 24 times

Whether cosmetics, fashion or painters and varnishers: it's not only hairdressers who create a desire for colour. An umbrella in the right shade is quickly found with the mini pocket umbrella FARE[®] AOC. There are 24 colours to choose from, and the cover and handle are perfectly colour-coordinated. Even strong gusts of wind cannot harm the windproof system.



Strong in the wind

5460

Mini pocket umbrella FARE[®] AOC

- Opens and closes automatically at the push of a button
- Colour-coordinated cover and handle
- Currently 24 colours immediately available



FARE[®] MINI STYLE

Trendy eye-catcher

5084

Pocket umbrella FARE[®] Mini Style

- Surprising effect on opening
- Coloured grip rings, ribs and seams
- waterSAVE[®] cover material made of recycled plastics and dyed using a water-saving process



Getting ahead in fashion

That "certain something" – that's what counts in many industries. This stylish pocket umbrella offers just that: It combines neutral black with colourful accents – and uses water-saving and environmentally friendly dyed material made of recycled plastics for the cover. Noble and at the same time very attractively priced, the Mini Style is particularly suitable for festive occasions in smaller businesses.



Full-service article

EVERYONE SHOULD FEEL ADDRESSED



Example from practice

AN INSURANCE COMPANY VALUES ALL-IN-ONE SOLUTIONS – AND PRACTICAL BENEFITS



When unisex is required

Full-service articles should firstly suit men and women and secondly fit as broad a target group as possible, from customers to employees. This was particularly important to an insurance company when it came to choosing a suitable umbrella.

More than a match

Which umbrella has a neutral appearance and is convincing in handling for women as well as men? They opted for the mini pocket umbrella FiligRain Only95, which weighs only 95g and is compact enough to fit into women's handbags as well as the inside pockets of men's jackets or coats. This small mini pocket umbrella can also be quickly stowed in a backpack or briefcase, making it absolutely suitable for business.



only 95g

less than 21cm

Always with you on your way

The employees of the insurance company immediately recognised the benefit of the mini pocket umbrella and frequently called for this full-service article. The mini umbrella is used especially in the mornings and evenings on the short distance between the office and the bus stop.

Showing corporate identity

With the branded FiligRain Only95, the insurance team is visibly committed to the company. This also catches the eye of passers-by.



FARE® WHITELINE



White meets colour

New and a real eye-catcher as a full-service item: this medium-sized regular umbrella catches everyone's eye with its many white details. At the same time, white looks so nice and tidy – and, in combination with colour, suits many companies, even beyond the insurance industry.

Quite
stylish

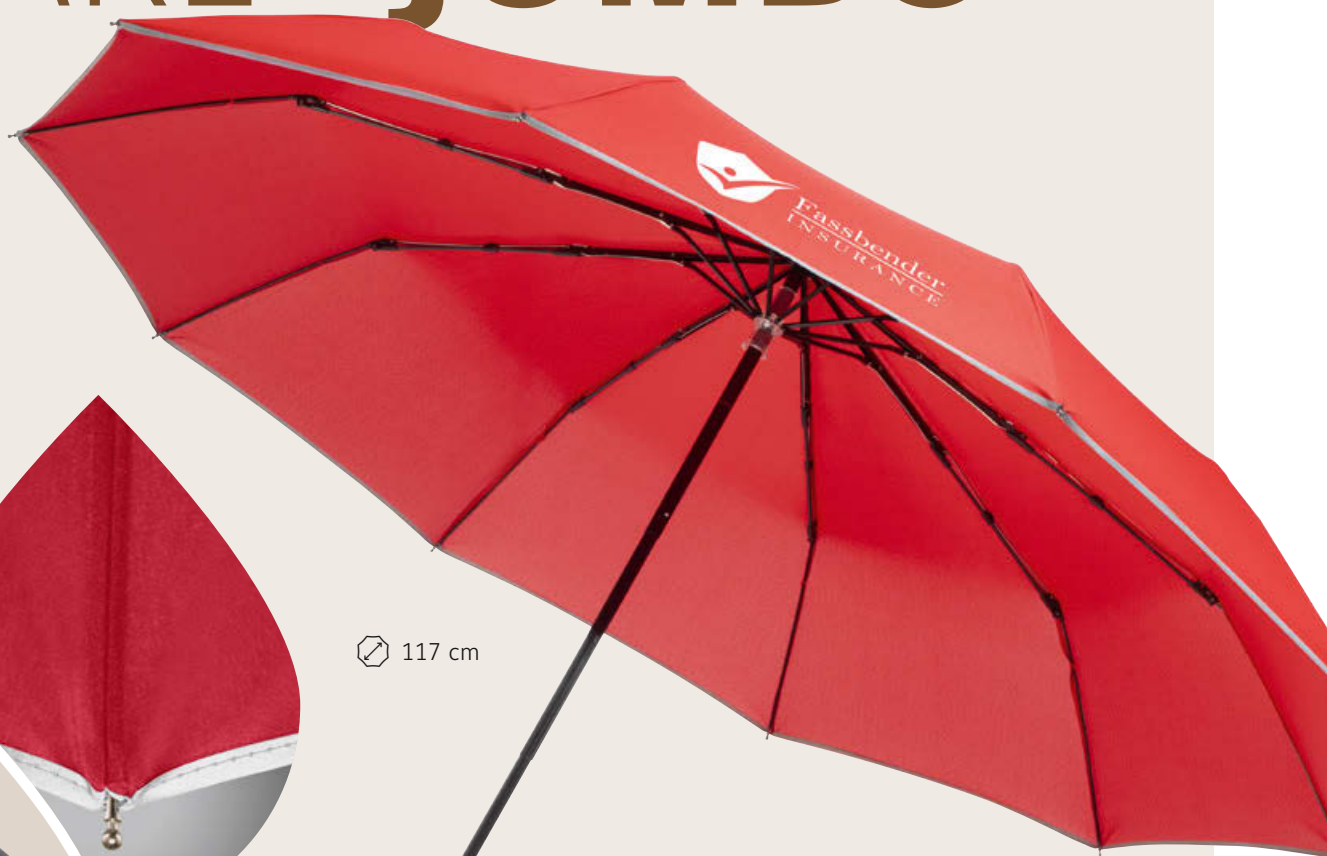
4744

AC midsize umbrella FARE® Whiteline

- Shaft, ribs and plastic tips in stylish white
- Cover made of recycled plastics (rPET)
- Soft-feel handle with white push-button



FARE® JUMBO®



117 cm



Particularly
attractive price

5222

Golf pocket umbrella FARE® Jumbo®

- Large diameter with special umbrella shape due to 10 panels
- Cover and sleeve with trendy reflective piping
- Soft-feel handle with elastic carrying strap and promotional labelling option



Simply show size

A large umbrella for smaller budgets: With a diameter of 117 cm and fashionable reflective piping, this umbrella can protect two people in darkness and rain. To ensure that this full-service item is a pleasure to use for a long time, its quality is good and it is also equipped to withstand stronger gusts of wind. Like an insurance company, this umbrella keeps its promises!



Rental umbrella

HOSPITALITY BECOMES A SUSTAINABLE EXPERIENCE





Example from practice

A HOTEL FOCUSES ON SUSTAINABILITY – AND ON GOOD SERVICE



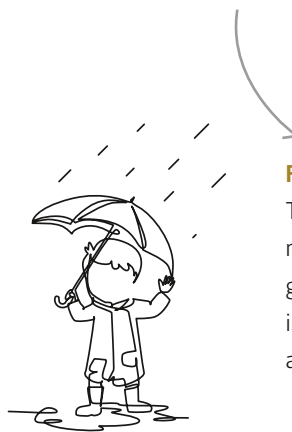
Environmentally conscious down to the last detail

The city hotel is committed to environmentally conscious tourism. An umbrella that conveys this philosophy was needed for guests to borrow.



Quite eco

A cover made of recycled plastics, dyed in a water-saving way, and a real wood handle: The idea of making the AC regular umbrella ÖkoBrella the hotel's own rental umbrella scored points in the long run. The ecological advantages are immediately tangible with this umbrella.

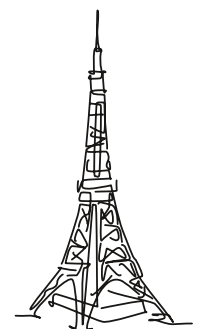


Future-proof umbrella to go

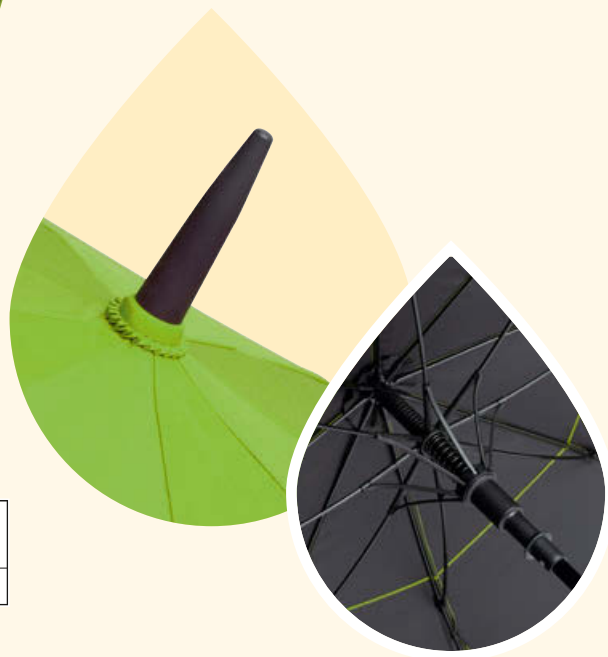
The AC regular umbrella ÖkoBrella is now available for all guests who want to go outside even when the weather is rainy. A service that goes down well and is gladly used.

From a rental umbrella to a constant companion

Meanwhile, the AC regular umbrella with the hotel logo is also available for purchase. A practical and environmentally conscious souvenir for all those who want to take home more than just memories.



FARE® DOUBLEFACE



In wind and weather



A pro on the course

Not only golf hotels score with their sportive guests with the AC golf umbrella FARE® Doubleface XL Vent. Its special, overlapping cover lets gusts of wind pass through easily – the large umbrella does not flip over even in strong blasts. Visually, it surprises with a drop motif on the fibreglass shaft. Since the cover, which is coated on the inside, also keeps the sun out, it is a good idea to equip the caddies with this umbrella as a special service.

2385

AC golf umbrella
FARE® Doubleface XL Vent

- Fibreglass shaft printed with a drop motif colour-coordinated with the cover
- Overlapping ventilation cover
- waterSAVE® cover material made of recycled plastics and dyed using a water-saving process



FARE[®] 4KIDS SKYLIGHT

NEW



For the little hotel guests

In family and apartment hotels, the whole family feels at home. The colourful regular umbrella makes the stay perfect for the little ones: As a gift from the hotel shop, it makes the kids' eyes shine extra brightly thanks to the LED interior lighting. With safety runner and rounded, enlarged tips, the kids are sure to have fun on holiday even in rainy weather.

It's getting
colourful

6949

Regular umbrella FARE[®] 4Kids Skylight

- With LED interior lighting for better orientation in the dark
- Rounded top and rounded enlarged tips to protect against injuries
- Easy to switch the LED light on and off on the safety runner



Trade fair give-away

TRADE FAIR VISITORS FIND THIS REALLY CLEVER





Example from practice

A COMPANY RETHINKS – AND SHOWS GREEN AWARENESS



Focused on the essentials

At a trade fair, a medium-sized company wanted to do without unnecessary packaging and disposable bags. Sustainability and reusability were to be emphasised.



Umbrella and bag in one

A bag for information material is included: The pocket umbrella ÖkoBrella Shopping impressed visitors with its clever sleeve, which can be converted into a practical shopping bag. Trade fair visitors can pack brochures directly into the bag and the umbrella is simply placed in the extra compartment at the bottom – always ready to hand in case it rains on the evening of the fair.



Thinking of the environment

After the trade fair, umbrella and bag become shopping companions – more sustainable use is not possible. Further plus factors for the environment are the real wood handle and the polyester-pongee waterSAVE® cover material made of recycled plastics. The medium-sized company and its business partners could easily identify with so much practical sustainability.



PRODUCT INFO

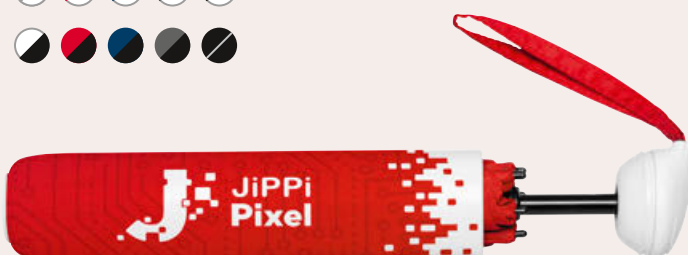
FARE[®] TUBE



5792

Mini pocket umbrella FARE[®] Tube

- Plastic tube printable in fullsurface four-colour print
- Colour-coordinated carrying strap made of cover material
- Special handle with silicone ring ensures tight closure of the tube
- Rubber lip for draining water



Plenty of space
for design

Sophisticated design

Logos, images and messages are presented even before the umbrella is opened:
The mini pocket umbrella FARE[®] Tube makes it possible. Its unusual packaging in the form of a plastic tube can be printed all around to match the trade fair presentation.
In addition, the tube has a practical use: The wet umbrella can be rolled up, put inside and transported without leaking.

Trade fair give-away

FARE[®] SLIMLITE[®]



5069

Mini pocket umbrella SlimLite[®] Adventure

- Extremely light weight (only 143 g)
- Extra flat design
- Carrying case with snap hook



Easy to take along

This ultra-light, super-flat mini pocket umbrella with a snap hook on the sleeve is quite clingy. Simply hang it on your bag or backpack and trade fair visitors have their hands free. Another advantage: The umbrella as trade fair give-away will not be left lying around by mistake.

Less
is more

Employee gift

**SOMETHING
EXCLUSIVE TO
HOLD IN YOUR
HANDS**





Example from practice

SHOWING APPRECIATION – THIS IS WHAT MATTERS TO A COMPANY AT THE CHRISTMAS PARTY



Sensually inspiring

A company wanted to thank its employees especially for their performance at Christmas: with a premium gift in stylish packaging to match the festive occasion.



The unique umbrella – different and very special

The company management chose the electric pocket umbrella FARE® eBrella® to express the special appreciation of the employees. It fascinates with high-tech: An integrated electric motor opens and closes the umbrella fully automatically. For charging, a USB-C port is discreetly integrated into the splash-proof leather-look handle. An umbrella that sets new standards.



Joy already when unpacking

The elegant gift packaging in black reflects the value of the electric pocket umbrella FARE® eBrella®. This way, employees can see and feel that this is something very special as soon as they unpack it.



PRODUCT INFO

FARE[®] SAFEBRELLA[®]



7571

AC regular umbrella Safebrella[®] LED

- Cover with 3M™ Scotchlite™ Reflective Material at the panel corners
- Soft-touch handle with LED light
- Light head changeable to continuous white light and flashing red light



A real
highlight

Get home safely

Many company parties don't end until after midnight, and it's not just at Christmas that people often head home through dark nights. The AC regular umbrella Safebrella[®] LED ensures more safety on the way back – with red or white switchable LED light in the handle and reflectors on the cover.

FARE® FILLIT



Has it all

Do you want to use the umbrella to hand over a small gift as an additional present? The pocket umbrella FARE® Fillit has a transparent handle that can be unscrewed and easily filled. There is room e. g. for a voucher for a wine shop, cinema or restaurant.

Surprise
included

5052

Pocket umbrella FARE® Fillit

- Transparent handle with twist cap
- Space for ideas: fillable individually according to customer requirements



Customer gift

**AN UMBRELLA
CREATES
CLOSENESS AND
RELATION**





Example from practice

A RETIREMENT HOME WOULD LIKE TO DO SOMETHING GOOD FOR RELATIVES – AND AT THE SAME TIME FOR THE RESIDENTS

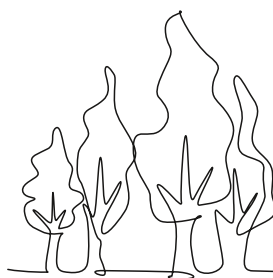


Experiencing togetherness

A retirement home was looking for a suitable customer gift for relatives. They wanted the gift to create a positive connection to the new phase of life that begins with the move into a retirement home.

An umbrella with symbolic power

Light radiates confidence and hope. That is why they chose the AC midsize umbrella FARE® Skylight. Its integrated LED interior lighting switches on automatically when opened – and can be switched on and off as required on the handle.

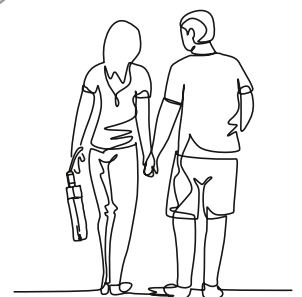


For undisturbed moments

Whether walks or conversations in the park: In the retirement home, space is created for new encounters. The AC midsize umbrella FARE® Skylight proves to be the perfect companion for spending time together in the open air.

Always at your side

In addition to the regular version, the umbrella is also available as a pocket umbrella with a carrying strap. This is particularly practical when traveling with a walking aid, for example, with little storage space.



PRODUCT INFO

FARE[®] AC PLUS



For young and old

5547

Pocket umbrella FARE[®] AC Plus

- Cover and sleeve with trendy reflective silver piping
- A striking look, even in dry weather
- Also available in two attractive neon colours



Colours that catch the eye

Being seen in the evening hours or in the dark season is not only important for senior citizens, but also for children and families. The pocket umbrella FARE[®] AC Plus is equipped with fashionable reflective piping and provides even more visibility with the colours neon orange and neon yellow.

FARE® COLORREFLEX



7377

AC golf umbrella FARE® ColorReflex

- Fashionable reflective coating matching the sleeve colour on two panels and the piping on the other six panels
- Coating almost invisible when not reflected



For a good feeling



Better visible for others

The ColorReflex also meets the need for safety not only of older people: two panels/segments and the piping in the colour of the cover have a reflective coating. During the day, the umbrella is discreetly monochrome. The reflective areas unfold their visible effect only in the dark, when light is cast on the umbrella.



Fan article / Merchandise

HOW TO BRING SPECTATORS INTO THE TEAM





Example from practice

A SPORTS CLUB GOES ON THE OFFENSIVE – WITH ADDITIONAL SALES AROUND THE SPORTS FIELD



Winning with the right idea

A sports club wanted to offer members and fans attractive merchandise that would also benefit the club's budget.



For spectators in best form

Spectators of all ages at beach volleyball need protection from the sun and sometimes from showers, especially at longer tournaments. The beach parasol Travelmate Camper offers both as a waterproof travel parasol with UV protection 50+.

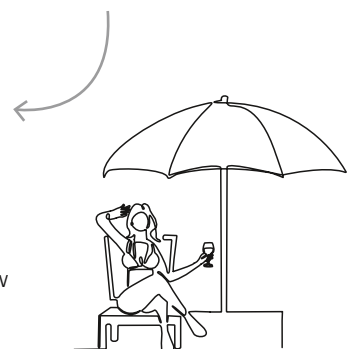


Playing in all positions

Moving from one side of the pitch to the other? No problem! The umbrella with its two-part base can be set up in no time at all and is easy to transport in its carrying case.

The club is now always with you

Club parasols can now be seen everywhere, not only at training matches and tournaments. Even when going swimming in the pool or lake, fans now proudly show that they identify with their club.



FARE[®] SOUND



What real fans want to hear

To sing along and cheer on: The club anthem or the sporting "battle cry" can be integrated as a sound logo into the AC midsize umbrella FARE[®] Sound. This means that members and friends of the club always have the right entertainer with them.



7799

AC midsize umbrella FARE[®] Sound

- Plays the recorded sound when opened at the push of a button
- Individually recordable
- Perfect for sound logos, jingles or claims



We will, we will
rock you!



FARE[®] ALLOVER XPRESS

71104

AC regular umbrella FARE[®] Allover Xpress

- Opens automatically at the push of a button
- Stable fibreglass ribs
- Dull black plastic crook handle

Scoring big

Emotions are created here

Whether it's the club crest or the tournament logo, a photo of the sports facility or the team photo from the promotion: there's room for individual motifs on the FARE[®] Allover Xpress. The cover can be fully printed on the inside or outside from a minimum order of 100 pieces.

Production-related offset between the segments cannot be excluded.
* Shipping by sea freight included (duration approx. 50 days), shipping by air freight at a surcharge (approx. 14 days)



Quickview

- Full digital all-over printing of your chosen motif
- From just 100 units
- Ready for shipment from the Far East within approx. 20 days after approval*
- Further finishing options (at a surcharge)



Business deal

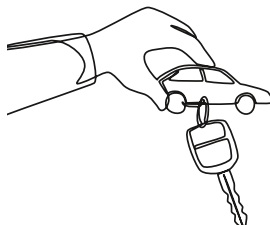
A CAR PURCHASE WITH AN AHA EFFECT





Example from practice

A CAR DEALER IS LOOKING FOR A GIFT FOR THE PURCHASE OF A NEW CAR – AS SOPHISTICATED AS THE VEHICLE ITSELF



Leaving a lasting impression

Anyone who buys a high-quality car decides in favour of superior comfort. That's why a dealer wanted to offer his customers a special extra when closing the sale. The idea was to make everything a little more pleasant and easier.



More comfort is standard

Today's cars are designed with the driver's needs in mind, right down to the last detail. This is exactly what distinguishes the regular umbrella FARE® Contrary. When closing, the top folds inwards and the inside pulls outwards. The decisive advantages: No dripping outside and also space-saving opening and closing, extremely practical when getting in and out of the car.



Parked ready to hand

At the dealership, the umbrella is already placed next to the new vehicle as a surprise. During handover, the salesman presents the umbrella and shows how easy it is to get into the car – and that the FARE® Contrary also prevents scratches on the car paint. So that the customer can enjoy the feeling of a new car for a long time to come.



FARE[®] CARBON STYLE

Timeless and striking

Intelligent solution for more comfort

The high-quality AC golf umbrella FARE[®] Carbon Style is at home in the automotive world and in high-tech. Visually, it is on the fast lane with a cover in a noble tone-on-tone checked pattern and a crook handle in a carbon look. A special technical refinement: Thanks to the shortened mechanism, you only have to reach up to the middle of the shaft to close it and can elegantly enter the car.

7915

AC golf umbrella FARE[®] Carbon Style

- Simple and convenient closing using the additional handle
- Details in carbon look on the handle
- waterSAVE[®] cover material made of recycled plastics and dyed using a water-saving process



FARE® PROFILE

Racy tuning

Sportive co-driver with a profile

The AOC mini pocket umbrella FARE® Profile is intended for the storage space in the driver's door. The exclusive mini pocket umbrella with auto open/close function is equipped with tyre tread design elements on the handle. A gift with details to make the hearts of car enthusiasts beat faster at the end of the deal.



5455

AOC mini pocket umbrella FARE® Profile

- Opens and closes at the push of a button
- Handle and topper in tread design
- Particularly technical look, thanks to light grey joints



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.



Idea



Strategy



Action



Product



Environment



Employees



Responsibility



Future

♥ Social

FARE is a member of the amfori Business Social Compliance Initiative. All our production sites have been successfully audited according to the requirements of the amfori BSCI Code of Conduct. This code supports globally active companies in establishing and monitoring ethical supply chains and social standards and includes the following principles, among others:

- Appropriate remuneration
- No discrimination
- Occupational health and safety
- Reasonable working hours
- No forced labour
- No child labour

♥ Economical

Every year we expand our range of products with new, innovative products. The portion of sustainable umbrellas is constantly being increased. In this way, we want to meet the requirements of our customers and ensure long-term healthy growth for our company.

♥ Ecological

FARE has been ÖKOPROFIT-certified since 2021. As part of the certification process, numerous environmental protection measures were implemented to save water and energy, promote e-mobility and reduce resource consumption. Examples of environmentally friendly work processes at FARE are: carbon neutral parcel shipment; bundling of production orders; avoiding general cargo shipments; reduction of paper consumption by digitisation; switching to green gas and green electricity.

amfori 
Trade with purpose

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

CO₂
reduction
-365.1t

Savings

according to environ-
mental programme

€ 1,394

Energy

5,780 kWh

Water

113.4 m³

 **ÖKOPROFIT**
BERGISCHES STÄDTEDREIECK

CARBON NEUTRALITY THROUGHOUT THE SUPPLY CHAIN

FARE has been carbon neutral as a company since 2021 and also received the ECOPROFIT company award in the same year. In 2022, we consistently continued our sustainability strategy: With the certified carbon neutrality of our successful ÖkoBrella product family, as documented by the "carbon neutral" label from ClimatePartner. The unavoidable emissions are now being offset by climate protection projects.



Advantage for customers with their own climate protection goals

The certified "carbon neutral" label for both FARE as a company and for the umbrellas ensures carbon neutrality for the entire supply chain. 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



Plastic waste is
collected, cleaned ...



... and made into
granules.



Then heated and melted to create
a polyester fibre ...



... that can be woven into material to
cover our waterSAVE® umbrellas!



Less sludge
approx. 98 %

Emission reduction
approx. 70 %

Energy reduction
approx. 60 %

Water saved per umbrella
approx. 6 L



PROMOTIONAL ITEMS ARE EFFECTIVE!

Numerous studies show again and again the advertising effectiveness of promotional items.



61%

of the recipients use the promotional items

**LONGER
THAN ONE
YEAR**

90%

of the recipients of promotional items

USE
them

98%

of all over 14-year-olds

OWN

a promotional item

70%

of the recipients

REMEMBER

the advertised product
and/or the brand or
company name

70%

of the recipients

RECOMMEND

the advertising company

Sources:
Studies "Werbewirkung von Werbeatikeln 2019" and "WA-Monitor 2022" by GWW (Gesamtverband der Werbeatikel-Wirtschaft e. V.) – details at <https://werbeatikel-wirken.gww.de>.
"Emotionsstudie Werbeatikel 2022" of the institute september Strategie & Forschung, Cologne, on behalf of GWW – details at www.1001emotion.de

TEN UNBEATABLE ARGUMENTS

FARE® quality umbrellas are the perfect brand ambassadors – also for your company or product.

1. Effective

Your brand or message is spread publicly many times and repeatedly – by the users themselves and therefore unbeatably credible

2. Useful

Always at hand through real added value – with lasting positive effect on the user

3. Versatile

Whether as a present, as a merchandising article, or for sales promotion

4. Flexible

With plenty of scope for creative ideas and individual design – from classic to playful, from discreet to eye-catching

5. Long-lasting

The advertising effect lasts for many years thanks to high-quality materials

6. Eye-catching

Very few other promotional items offer so much space in which to showcase your brand

7. Targeted

Recipients of umbrellas usually use them themselves – wastage is very low

8. Emotional

Umbrellas are a tactile form of advertising, which appeal to all the senses and therefore promote emotional attachment

9. Inexpensive

Make a great advertising impact, even with a small budget

10. Award-winning

Many FARE® models have won prizes for design, sustainability or originality



FARE – Guenther Fassbender GmbH

Stursberg II 12 | 42899 Remscheid | Germany

Tel. +49 (0)2191 60915-0

info@fare.de | www.fare.de/en