

ÖKOBRELLA

A PROTECTIVE ROOF –
FOR PEOPLE AND THE
ENVIRONMENT



FARE

01

The collected plastics are washed, sorted, pressed and processed into a granulate.

02

The secondary raw material produced in this way is crushed and heated up.

03

The molten plastic is pressed into threads in the melt spinning process and then woven into polyester braid.

04

This special material is then used to create the ÖkoBrella roof.

FROM PLASTIC TO UMBRELLA





NEW LIFE FOR USED PLASTIC



When it comes to sustainability, plastic is probably not the first thing you think of. This material can also be used in an ecologically sensible way. Our ÖkoBrella umbrellas are the best example: the yarn for their STANDARD 100 by OEKO-TEX® certified covers is made of recycled plastics. For this purpose, used plastics, so-called post-consumer material from households, institutional facilities and industrial plants, are processed in just a few steps.



WE LOVE GREEN

Covers made of recycled plastics

... which is woven into a fabric to become the roof of our ÖkoBrella!

... and processed into a granulate.

It is heated and melted creating a polyester fibre, ...

Plastic waste is collected, cleaned...

Our world has changed. Children nowadays take to the streets to demand their future. More responsibility, more sustainability. We question, try out, discover new things and develop solutions: With renewable raw materials like wood and with the use of recycled plastics. Always with the aim of reducing CO₂ and saving resources.

SUSTAINABILITY INITIATED



Not only the cover and handle – our ecological concept for the ÖkoBrella family also includes the packaging material: The transparent umbrella cover for protection during transport is made of **compostable film**. ÖkoBrella umbrellas are provided with a hangtag of **recycled paper** and a **jute cord**, entirely supporting the idea of a »green« umbrella.

MAKE YOUR CHOICE





SUSTAINABLE SHOPPING WHATEVER THE WEATHER

Our ÖkoBrella range is consistently growing with slightly different models. Like our mini umbrella ÖkoBrella Shopping with whom we continue to actively protect the environment!

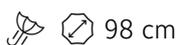


9159 | Mini umbrella ÖkoBrella Shopping

- Sleeve turns into a practical shopping bag
- STANDARD 100 by OEKO-TEX® certified pongee material made of recycled plastics
- Elastic carrying strap and promotional labelling option in the handle and on the bag



Ecological sense



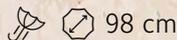


AN ECOLOGICAL LIGHTWEIGHT ACHIEVES ECOLOGICAL BALANCE



5095 | Mini umbrella ÖkoBrella

- Manually opened using a safety runner
- STANDARD 100 by OEKO-TEX® certified cover made of recycled plastics



**A clever alternative for
keeping resources in balance...**

... is offered by recycling plastic materials. The plastics are washed, sorted, pressed and processed into a granulate. The secondary raw material produced in this way is crushed and heated up. The molten plastic is pressed into threads in the melt spinning process and then woven into polyester braid.

This sustainable manufacturing method reduces the ecological footprint by:

- reducing environmental pollution
- saving fossil fuels
- and reducing CO₂ emissions

Ecological sense



A HANDLE FROM NATURE; NOT MEDDLING WITH NATURE



5029 | Mini umbrella ÖkoBrella

- Sustainable manual opener with sliding safety runner
- STANDARD 100 by OEKO-TEX® certified cover made of recycled plastics
- Handle made of real wood
- Sustainable introductory model



  98 cm

Ecological sense



NATURAL ACCENTUATION



Cover made of recycled
plastics

Natural colour
variance



Promotional labelling example

1122 | AC regular umbrella ÖkoBrella

- STANDARD 100 by OEKO-TEX® certified cover made of recycled plastics
- Naturally patterned wood handle
- Additional refinement of the release button possible

Ecological sense



GETTING THE BEST IDEAS BY RETHINKING

1134 | AC regular umbrella ÖkoBrella

- STANDARD 100 by OEKO-TEX® certified cover made of recycled plastics
- Hook handle made of real wood



△ 100 cm

Hook handle made of real wood

Cover made of recycled plastics

Ecological sense





» Our “green”
advertising media
are getting better
and better – for
our manufacturers,
customers, dealers
and in the end
for nature. «

Quite (eco-)logical.

GOOD TO KNOW

Our yarn manufacturer has been inspected and evaluated according to the Global Recycle Standard (GRS) Version 4.0. The yarn meets the requirements of this standard.

This product standard checks the recycled content of the finished or intermediate product and ensures that chemical, ecological and social regulations are met in production. The Global Recycle Standard (GRS) was originally developed in 2008 by Control Union Certifications. Responsibility was transferred to the Textile Exchange on 1 January 2011.

The spinning mill we work with weaves the yarn directly to make our umbrella covers. The chemical safety of the polyester braid is confirmed by an OEKO-TEX test and subsequent certification with the award of a test mark in accordance with Standard 100 by Hohenstein HTTI.



The Global Recycle Standard (GRS) is an international, voluntary product standard that specifies requirements for the independent certification of recycled materials, the product chain, social and environmental practices and chemical restrictions.



The bamboo plant ...



... serves as a sustainable raw material for the handle.

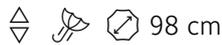


Promotional labelling example



5429 | AOC mini umbrella ÖkoBrella

- STANDARD 100 by OEKO-TEX® certified cover made of recycled plastics
- Comfortable bamboo handle



2017 Winner

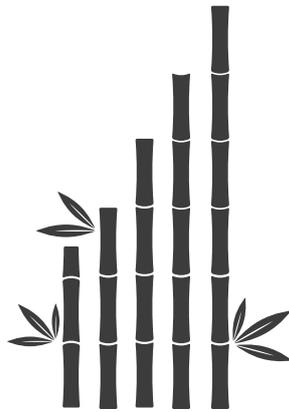
Sustainable Product 2017 - Product -



BAMBOO FACTS

Free of wood

Even though the term “bamboo wood” is often used, bamboo belongs to the genus of sweet grasses and only later becomes woody.

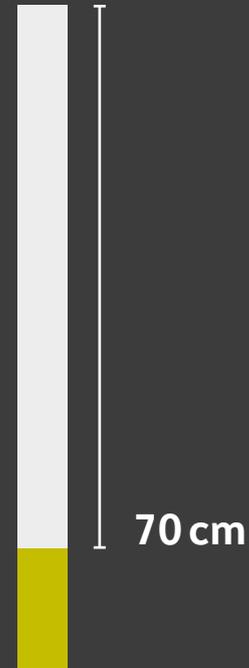


Undemanding

Bamboo is by nature very resistant and requires hardly any fertilisers or pest control. Artificial irrigation methods are not required either. Perfect for environmentally-friendly growing.

Sprinter

After about 4 to 6 weeks most bamboo species have reached their maximum growth height. For some species, such as the giant bamboo, this corresponds to about 50 metres – making it a huge gain for the environment.

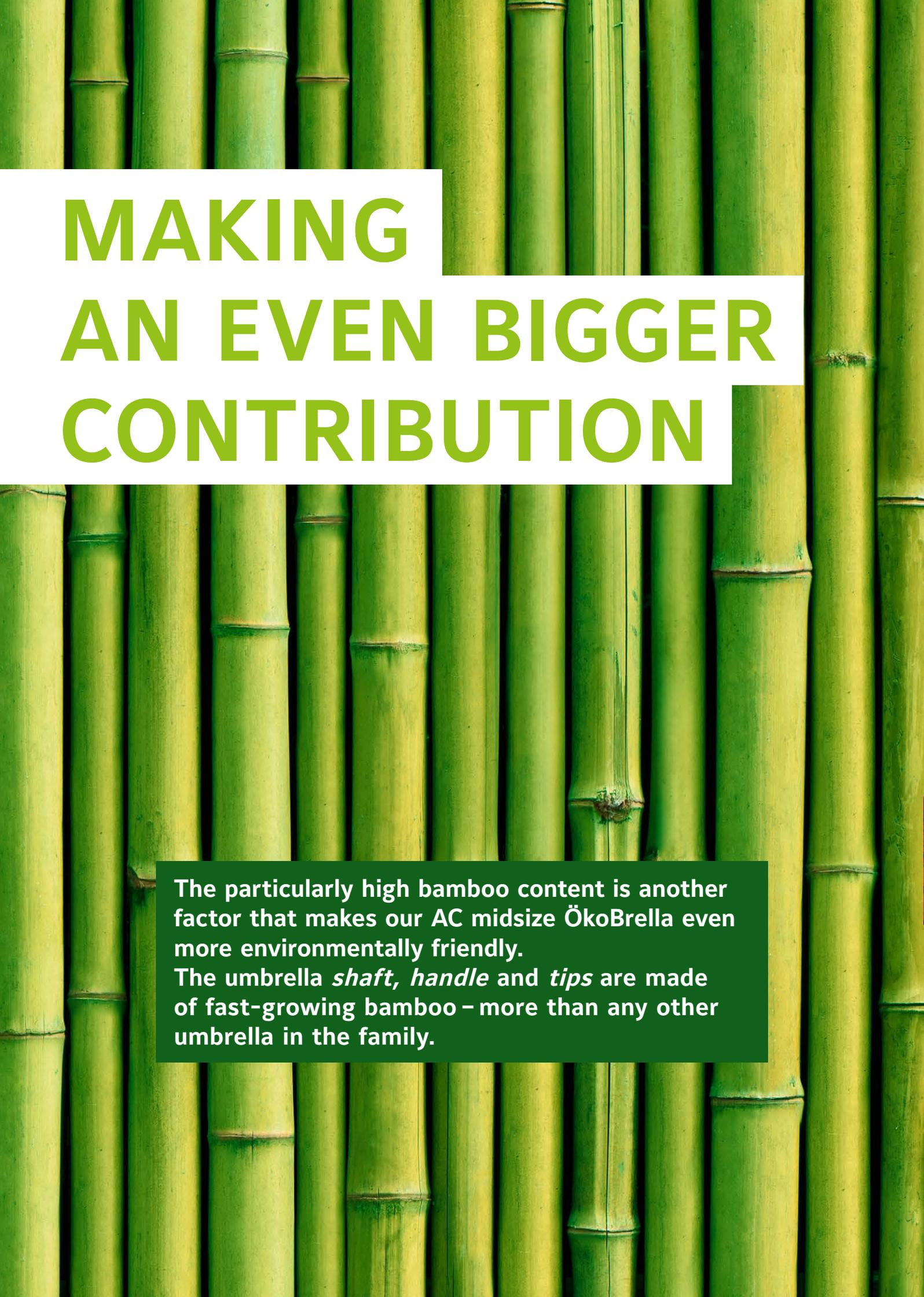


Amazing height

Its rapid growth makes bamboo a particularly sustainable plant. The fastest species achieve 70 cm – every single day!

Species diversity

About 1,500 different types of bamboo are known – the popular “lucky bamboo”, however, is not one of them, but is actually one of the asparagus plants.



MAKING AN EVEN BIGGER CONTRIBUTION

The particularly high bamboo content is another factor that makes our AC midsize ÖkoBrella even more environmentally friendly.

The umbrella *shaft*, *handle* and *tips* are made of fast-growing bamboo – more than any other umbrella in the family.

TRULY SUSTAINABLE



2019

3rd Place

Sustainable Product 2019



Continuous bamboo shaft



Bamboo tips



Straight bamboo handle with promotional labelling option



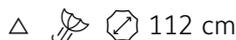
Promotional labelling example

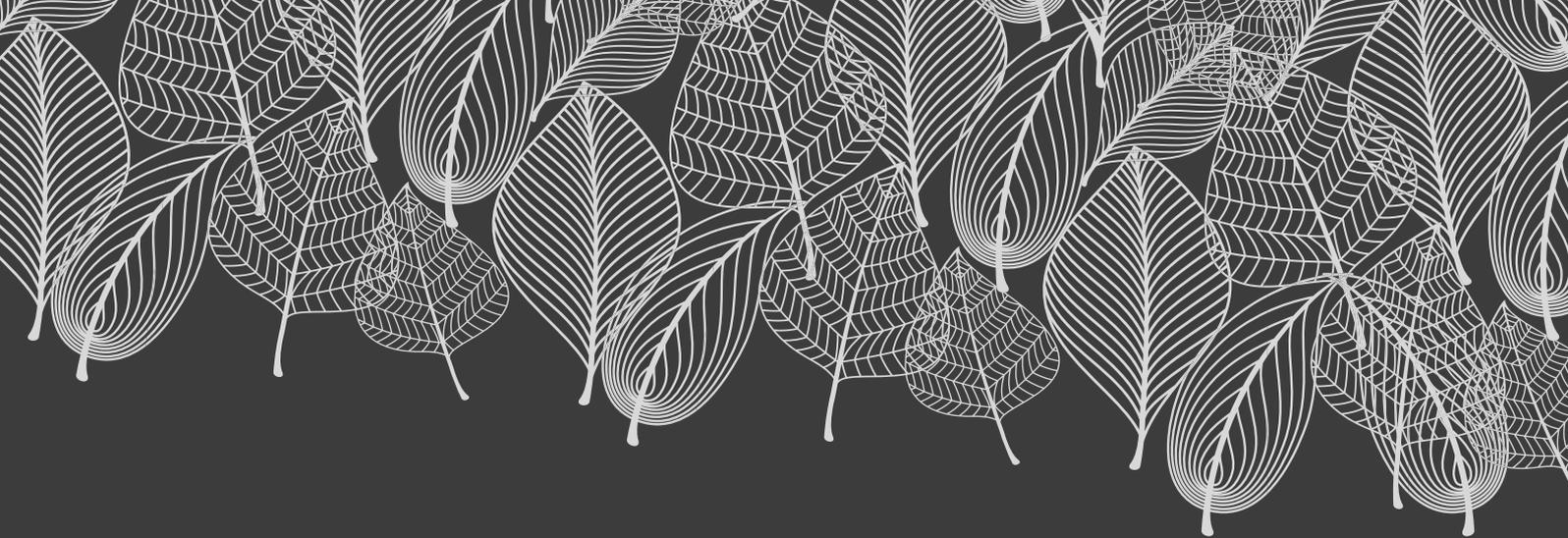
7379 | AC midsize bamboo umbrella ÖkoBrella

- Sustainable design umbrella for the discerning
- STANDARD 100 by OEKO-TEX® certified cover made of recycled plastics
- Shaft, tips and handle made of bamboo
- Conveniently opened at the push of a button
- Can be folded back easily after being turned inside out by the wind

For sustainable advertising campaigns, we now also offer wooden stickers for the handles, which can be finished with precise laser engraving to match the overall concept!

Ecological sense





EASY TO SEE THROUGH – **WE FOCUS ON TRANSPARENCY IN THE SUPPLY CHAIN!**

Due to their complexity and global reach, we cannot have 100% influence over the flows of goods, raw materials, supply parts and resources in our supply chain. In order to maintain the visibility and transparency of our supply chain with regard to social standards, and also to achieve improvements beyond this, we became members of the amfori BSCI (Business Social Compliance Initiative) as early as 2013.

The amfori BSCI initiative supports us in our efforts to improve working conditions and basic human and labour rights in manufacturing countries and to demonstrate our efforts in this regard.

In order to document our responsible business ethics, however, we have gone one step further and have had all our Far Eastern factories audited in accordance with amfori BSCI guidelines and rules. Of course, this also includes the plants in which the umbrellas of our ÖkoBrella family are produced. These have been successfully audited and have a valid amfori BSCI audit result. This gives us a maximum overview of the manufacturing process of our sustainable models.



amfori BSCI is a business-driven initiative for companies committed to improving working conditions in factories around the world.

amfori 
Trade with purpose

NATURALLY: THE FARE® ÖKOBRELLA FAMILY HAS GROWN!



Since 2011, we have been offering a protective roof for people and the environment with the ÖkoBrella. A lot of good things have happened since the development of the first model in our company: Our long-term supplier and business relationships have contributed to the establishment of modern manufacturing facilities where our products are manufactured today.

As a member of the amfori Business Social Compliance Initiative (BSCI), we increasingly commit ourselves to better working conditions and fundamental human and labour rights.





SPEND MORE TO SAVE!

With the ÖkoBrella models, we are investing in a better future - in every respect. The demand for ecologically compatible advertising media with outstanding quality and a reasonable price-performance ratio has been growing for years. A challenge that we are very happy to take up with the ÖkoBrella family.

Due to the special manufacturing process, certifications and recycled and renewable materials, the purchase price of the umbrellas is higher than usual.

But an expense that pays off: The sustainable production of the ÖkoBrella considerably reduces the ecological footprint of the umbrellas by keeping environmental pollution as low as possible, saving fossil fuels and avoiding unnecessary CO₂ emissions.