

EN

# YOUR UMBRELLA

STYLEBOOK 2021

A person is seen from behind, holding a large umbrella made of tropical leaves. The umbrella is the central focus, with its ribs visible. The person is wearing denim shorts with a frayed hem. The background is a dense jungle with various green leaves and plants. The overall color palette is dominated by greens and blues.

FARE



# YOUR UMBRELLA YOUR STORY

## LET FARE® UMBRELLAS DO THE TALKING

Every company and every brand has a lot to say. About its own values, and the topics and ideas behind them. With an individual FARE® umbrella, you can tell precisely these stories: To suit every customer, employee and business partner.

Which messages can our umbrellas convey and who are they made for? Let the following pages inspire you! Our different models open up the most exciting worlds and fascinating possibilities to you.





MAKE AN

# IMPACT



» The promotional effect could hardly be better: With a FARE® umbrella, you can use generous areas for logos and creative design. You can create an individual eye-catcher that is constantly in the public eye and make people remember you – for years to come. This is the decisive difference compared to other promotional items with a smaller advertising space.



## YOUR ADVANTAGES AT A GLANCE

**Creative:** Around 130 models to choose from, with innovative features and creative options for advertising.

**Versatile:** Whether as a present, as a merchandising article, or for sales promotion.

**Obvious high-quality:** Thanks to decades of experience and the use of high-quality materials, FARE® quality umbrellas are robust and safe in daily use, extremely durable and more than worth their price.

**High standards in production:** Currently all production sites for manufacturing umbrellas have been audited in line with amfori BSCI requirements and have a valid audit certificate.



 <b>LABTECH</b> APPROVED	Wind resistant Non-toxic Easy to use
	<a href="http://www.labtech-gmbh.de/en">www.labtech-gmbh.de/en</a> ID 108694

Seal example

 <b>TÜVRheinland</b> CERTIFIED	Flexibility of the Rib- Construction Wind Resistance
	<a href="http://www.tuv.com">www.tuv.com</a> ID 1111227886

Seal example

Many FARE® products are carefully tested by accredited institutes.

### ICON EXPLANATIONS

- △ Umbrella opens at the push of a button
- ◊ Umbrella opens **and** closes at the push of a button
- ⚡ Windproof system
- ⊙ Diameter

**amfori** @

Trade with purpose

Member of amfori, the leading global business association for open and sustainable trade. We participate in amfori BSCI. [www.amfori.org](http://www.amfori.org)



**waterSAVE**

Our new STANDARD 100 by OEKO-TEX® certified waterSAVE® cover material saves energy, and protects water and the environment.

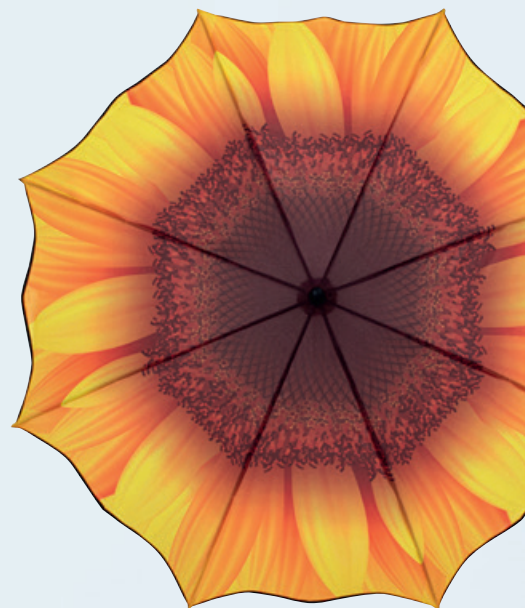
Measure and weight indications are approximate figures only. We reserve the right to change colours, technical details or designs. Embellishments as shown in the promotional labelling examples are subject to a surcharge. Our General Terms and Conditions of Business apply.

» Sunflowers bring a smile to our faces and are a mood booster even on dark days. No wonder: No other plant exudes so much light and energy. The sunflower also gives us its power in the form of oil – for our food and medicine, for agriculture and industry. A real allrounder that enriches our lives in every way: All the more as a colourful umbrella design.

# ON THE SUNNY SIDE

**WHEN DESIGN CAN LIFT THE MOOD**







Palm tree or sunflower to go

NEW!

**1198 | AC regular umbrella FARE®-Motiv**

- Exterior all-over printing in leaf or sunflower design
- Cover with black contour hem



△   103 cm

**i** Example: Doming sticker on handle



# UNIQUE HIGHLIGHTS

TIME TO WONDER – WITH THE FARE®-ALLOVER XPRESS  
FROM JUST 100 UNITS  
READY FOR SHIPMENT WITHIN 15-20 DAYS AFTER APPROVAL\*

» We can experience one of nature's miracles when the northern lights bathe the night sky in colour. Directly above our heads, something very big is produced by particles, acceleration and energy; fascinating in its beauty, unique in its power. You need space to capture such Big Pictures. FARE® umbrellas offer it – with all-round printable covers in order quantities starting at just 100 units, and with the shortest production times. This creates unexpected possibilities – and a completely new view of the umbrellas as an advertising medium.



# 5 BASIS MODELS TO CHOOSE FROM



## STEP 1

Select a basis model.



## STEP 2


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

## STEP 3

You receive an e-mail for approval with an image showing how your motif will be implemented.

## STEP 4

Look forward to your customised umbrella!

 Example: Full digital print



WATCH VIDEO



**i** Example: Laser sticker on handle



 **reddot winner 2020**

**1084 | AC regular umbrella Colorline**

- A great look at an attractive price
- Additional refinement of the release button possible
- Handle suitable for laser engraving



△ ◻ 105 cm

**5644 | Oversize mini umbrella FARE®-AOC Colorline**

- Coloured painted shaft and coloured joints
- Soft-Feel handle with colour trimmed push-button



△ ◻ 105 cm



» When on the search for advanced new technologies, we discovered a **revolutionary dyeing process** which dramatically reduces both consumption of energy and valuable raw materials, as well as the environmental impact with hazardous materials. Just the type of progress we want for FARE production.

This idea gave rise to our new **STANDARD 100 by OEKO-TEX®** certified waterSAVE® cover material, which is now used in the popular Style series, the Colorline umbrellas and the FARE®-Steel.

» **REDUCING SLUDGE PRODUCTION BY**

**98%**

» **REDUCING ENERGY CONSUMPTION BY UP TO**

**70%**



Further mini umbrella models available  
**Art. 5084/5484**



Also available as a golf umbrella  
**Art. 2384**



Example: Screen print on sleeve

**4784 | AC midsize umbrella FARE®-Style**

- Shaft, ribs and handle rings in contrasting colours
- Popular midsize format



△ 112 cm

**5584 | Mini umbrella FARE®-AC-Mini Style**

- Surprising effect on opening
- Coloured grip rings, ribs and seams
- Extremely stable and flexible frame



△ 94 cm



» REDUCING CO<sub>2</sub> EMISSIONS BY MORE THAN

**60%**

» TOTAL WATER SAVED PER UMBRELLA IS ALMOST

**6L\***

\* This is calculated based on water savings of 2 million litres for processing around 300,000 m<sup>2</sup> of fabric, from which around 350,000 umbrellas can be made.



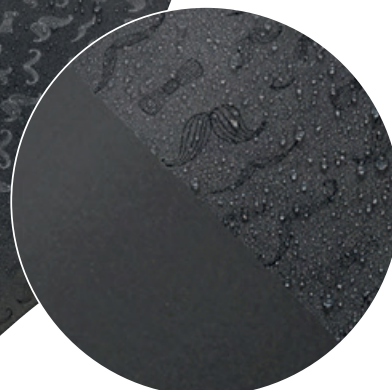
» The time comes at some point: The moment when a man realises exactly who he is. Now it is clear how things should be. Class counts, in life and in looks, and details come into focus. And real values decide – just like the high-quality workmanship of a FARE® umbrella. Made to be discovered and appreciated.

# MODERN MEETS CLASSIC

TRENDS COME AND GO, BUT GOOD STYLE REMAINS



**i** Example: Custom design, shiny doming sticker on handle



**i** Example: Custom design, wetlook all-over straw motif across all panels



### 5659 | AOC oversize mini umbrella FARE®-Steel

- STANDARD 100 by OEKO-TEX® certified cover made of recycled plastics
- waterSAVE®: environmentally-friendly dyed cover material
- Handle in leather look with metal detail
- Top and joints made of metal



105 cm

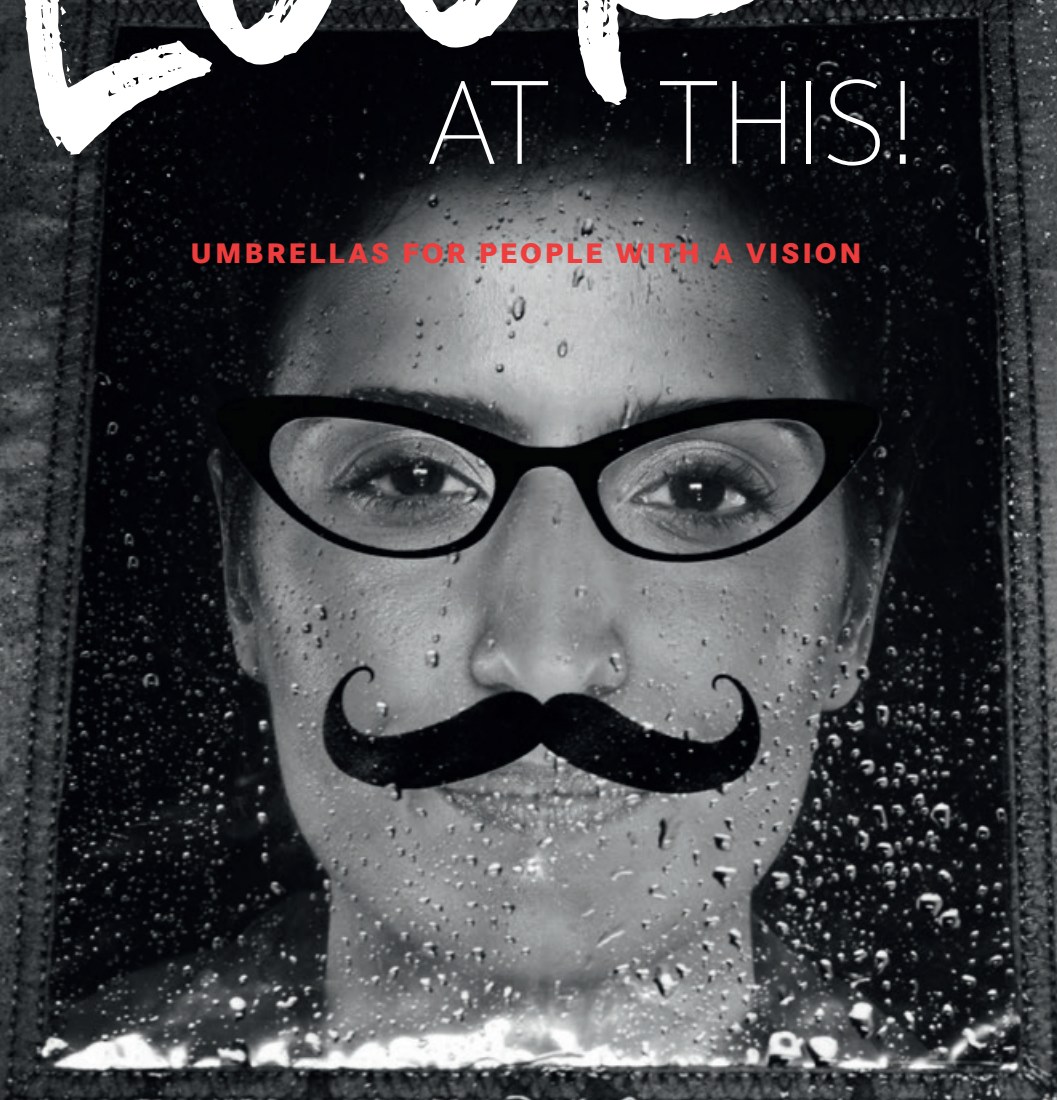


Wind resistant  
Easy to use  
Non-toxic  
[www.jabtech-gmbh.de/en](http://www.jabtech-gmbh.de/en)  
ID 118763



# LOOK AT THIS!

UMBRELLAS FOR PEOPLE WITH A VISION



» Risk a glance more often – that's the order of the day now. Flirt a little bit with the world and draw all eyes towards you. Transparency is on trend – all-over or as sophisticated detailing. The street becomes a catwalk and the FARE® umbrella a playful accessory for bloggers, fashionistas and everyone who likes to put themselves in the limelight. And a view of the world comes with it for free.



For the best view,  
whatever the weather



**i** Example: Screen print  
under the window

NEW!

### 1119 | AC regular umbrella FARE®-View

- Transparent windows for a better view in the rain
- Promotional labelling on a transparent window



△ 105 cm



**i**  
Also available as  
a golf umbrella  
**Art. 2333**



**i** Example: Screen print  
on the closing strap

### 7112 | AC regular umbrella FARE®-Pure

- Transparent cover and colourful elements
- More light and vision in all weather conditions
- High-quality polyethylene material



△ 105 cm



**i**  
» A cut-out of transparent polyethylene material  
is also possible on several panels and in many  
other shapes as part of customisation. Create a  
perspective!

# WE LOVE GREEN

**GETTING THE BEST  
IDEAS BY RETHINKING**

» Our world has changed. Children nowadays take to the streets to demand their future. More responsibility, more sustainability – FARE is also facing this challenge. We question, try out, discover new things and develop solutions: With renewable raw materials like wood and bamboo as well as with the use of recycled plastics. Always with the aim of reducing CO<sub>2</sub> and saving resources.





NEW!

**5029 | Mini umbrella ÖkoBrella**

- STANDARD 100 by OEKO-TEX® certified cover made of recycled plastics
- Handle made of real wood
- Sustainable introductory model



98 cm

**i** Example: Wood laser sticker with engraving



» **COMPLETELY “GREEN” UMBRELLAS**

- Cover material made of recycled plastics
- Certified according to STANDARD 100 by OEKO-TEX®
- Compostable film packaging
- Hangtags made of recycled paper with jute cord



Eco-friendly packaging



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 ÖkoBrella!



Covers made of recycled plastics



**NEW!**

### 1134 | AC regular umbrella ÖkoBrella

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



△ ◻ 100 cm



**i** Example: Customised hangtag made of recycled paper



**i** Example: Doming sticker on handle



### 1122 | AC regular umbrella ÖkoBrella

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



△ ◻ 105 cm





Covers made of recycled plastics



2017

Winner

Sustainable Product 2017  
- Product -



### 5429 | AOC mini umbrella ÖkoBrella

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



98 cm



2019

3<sup>rd</sup> Place

Sustainable Product  
2019



### 7379 | AC midsize bamboo umbrella ÖkoBrella

- STANDARD 100 by OEKO-TEX® certified cover made of recycled plastics
- Shaft, tips and handle made of bamboo



112 cm



**i** Example: Screen print on the inside of the panel

# MAKE YOUR CHOICE

THE NEW PURCHASING ADVISORS:  
RHYME AND REASON





**i** Example: Screen print on bag

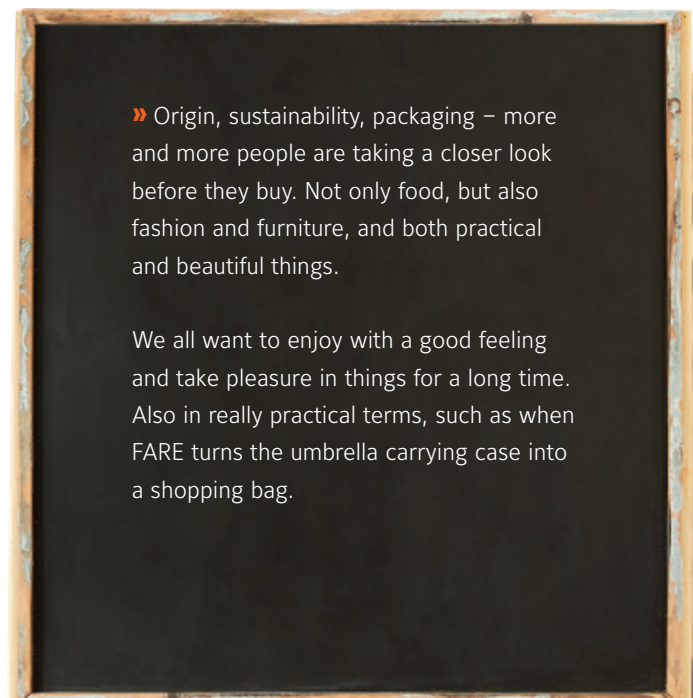
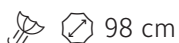


Sustainable shopping  
come wind or rain



### 9159 | Mini umbrella ÖkoBrella Shopping

- STANDARD 100 by OEKO-TEX® certified polyester pongee material made of recycled plastics
- The sleeve can be used as a practical shopping bag with storage compartment for the umbrella



» Origin, sustainability, packaging – more and more people are taking a closer look before they buy. Not only food, but also fashion and furniture, and both practical and beautiful things.

We all want to enjoy with a good feeling and take pleasure in things for a long time. Also in really practical terms, such as when FARE turns the umbrella carrying case into a shopping bag.



# PASSION

## FOR INNOVATION

SHAPING THE FUTURE




To see and  
be seen

NEW!

### 7749 | AC regular umbrella FARE®-Skylight

- With LED interior lighting for better orientation in the dark
- The lighting switches on automatically when the umbrella is opened
- The lighting is switched off using the push-button



△   111 cm





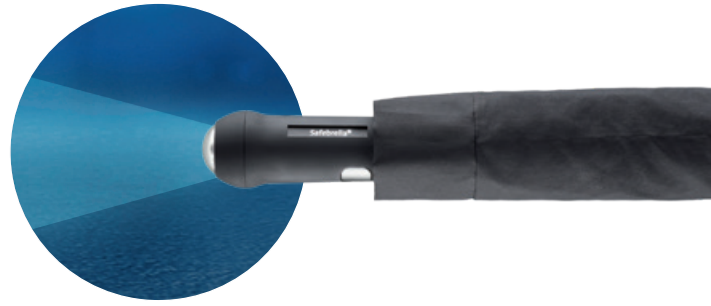
» We can't reinvent everything. But we can do plenty of things better. This begins with asking questions, trying things out and with bold visions. Some things fail, but sometimes great things are achieved. It might be practical LEDs in the umbrella or sophisticated finishing options. Every innovation is an incentive for FARE to always be one step ahead in development and design.



**i** Example: Screen print on one panel



Finishes like those shown in the examples are available at an additional cost.



### 5471 | AOC mini umbrella Safebrella® LED

- Opens and closes at the push of a button



reddot design award  
honourable mention 2012

**i**  
Further mini  
umbrella models  
available  
**Art. 5171/5571**



**i** Example:  
Screen print  
on four panels



### 7571 | AC regular umbrella Safebrella® LED

- Opens automatically at the push of a button



» The umbrellas in the Safebrella® range are genuine highlights: All models have fashionable reflective corners with 3M™ Scotchlite™ reflective material, and some even have a LED light integrated in the handle.







» It is easier to remember the things we hear and see! Use familiar sounds to create an emotional connection to your brand, product or story every time the umbrella is used.

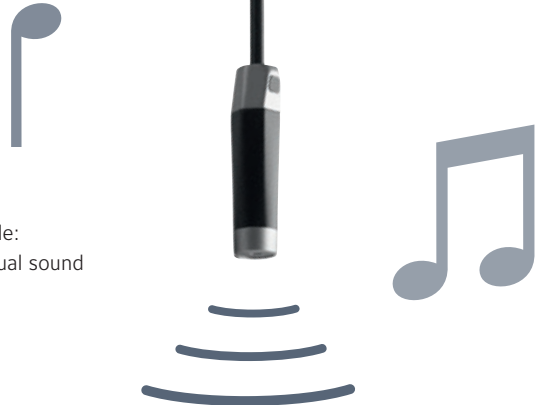
Example: Screen print on one panel



Example: Doming sticker on handle



Example: Individual sound



He shoots, he scores ... Goal, goooool, GOOOOOL!



**7799 | AC midsize umbrella FARE®-Sound**

- Plays the recorded sound when opened at the push of a button
- Individual customisation with your distinctive sound!
- Perfect for sound logos, jingles or claims



112 cm



Finishes like those shown in the examples are available at an additional cost.



Also available as a mini umbrella  
**Art. 5639**

**i** Example: Digital transfer on one panel

**4399 | AC midsize umbrella FARE®-Seam**

- Opens automatically at the push of a button
- Matt/shiny divided soft-touch handle



△ 115 cm

Coloured panel seam piping ensures a very special look



**i** » Whether completely in bright colours or more discreet with strong applications, with our colour palette you set the tone! Even in the standard assortment, a wide range of colours leaves almost no customer wish unfulfilled. If your desired colour is missing, it can be produced individually.



**i** Example: Custom design, full digital/transfer print on one panel



Top seller with an extensive range of colours

**5460 | Mini umbrella FARE®-AOC**

- Opens and closes at the push of a button
- Colour co-ordinated cover and handle
- 18 colours currently available



	Wind resistant
	Waterproof
	Non-toxic
	Easy to use
	www.labtech-gmbh.de/en
	ID 122798

Our lowest priced mini umbrella with auto open / close function



**5412 | AOC mini umbrella**

- Opens and closes at the push of a button
- In twelve attractive colours



# STYLE UP

WITH  
INDUSTRIAL DESIGN

COPPER, GOLD AND SILVER SET THE TONE



**i** Example: Copper coloured screen print on one panel



» Elegance and a touch of luxury: In the modern styled home, metallic colours create shiny accentuation. Whether warm copper, glamorous gold or cool silver – furniture, accessories and decoration are sure to sparkle.

The shimmering surfaces can display their radiance best when they are combined with subtle tones. The trendy FARE® umbrellas with a coated interior also show how it works.



**i** Example: Doming and laser sticker with individual name on the handle



**1159 | AC regular umbrella FARE®-Doubleface**

- Attractive appearance with two colour cover
- Coated on the inside
- Double doming option – ideal for personalisation



△ 105 cm

Finishes like those shown in the examples are available at an additional cost.

» Offices were yesterday, today we do Remote Work. In the countryside, in the middle of the city or when travelling, we open our laptops, work and do conferences digitally. To broaden our horizons, we simply let our eyes wander. And see: All types of weather can be really inspiring; not just for us at FARE.

# FREE YOUR MIND

HERE'S TO NEW WORKPLACES





**i** Example: Screen print on flounce (various motifs)



### 8180 | Parasol S

- Classic design with frame with titanium finish
- Valance with space for promotional labelling
- With turning lock and carrying case



165 cm



### 8200 | Parasol M

- Modern design with frame with titanium finish
- Large diameter without valance
- With turning lock and carrying case



177 cm



**i** Example: Screen print on one panel



### 6139 | Beach parasol Travelmate Camper

- Suitable for suitcases, thanks to two-part lower shaft
- Sun protection factor UPF 50+
- Can also be used as an umbrella



147 cm



Wind resistant  
Waterproof  
Non-toxic  
Flexible rib construction  
www.labtech-gmbh.de/en  
ID 122800



ORIGINAL SIZE

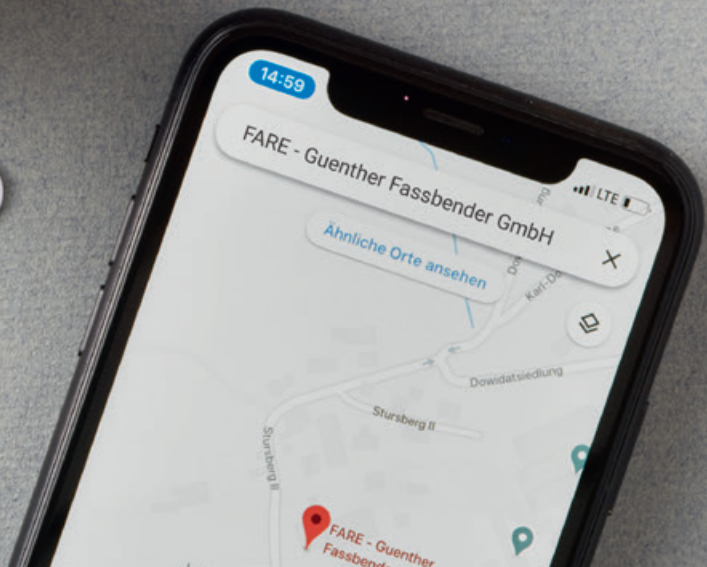


TRAVEL

# HERO

## ACHIEVING THE GOAL WITH EASE

» Whether at the railway station, terminal or taxi rank: You can recognise true professionals by their luggage. Only the most important things are taken along – as light and compact as possible. Size and weight are reduced with high-tech – like the feather-light mini umbrellas from FARE. They fit in any bag and achieve relaxed mobility.







WATCH VIDEO



Only weighs 95g!



**i** Example: Doming sticker on handle



### 5062 | Mini umbrella FiligRain Only95

- STANDARD 100 by OEKO-TEX® certified polyester pongee cover material
- Less than 21 cm long when closed



88 cm



reddot design award  
winner 2019

WALK THE

DOG

GET OUT AND ABOUT, AND ENJOY





Must-have for every dog owner:  
Removable handle with carabiner hook





» Anyone who has a dog is outside a lot – fun for four- and two-legged friends. Enjoying the fresh air can mean rain then sun, then rain again. What will be your faithful companion? A FARE® umbrella that shows its greatness, offers robust qualities and thinks practically. Whether it's a carabiner hook to hang it up or a clever compartment in the handle so you always have bags at hand.

NEW!

### 7395 | AC golf umbrella FARE®-DoggyBrella

- Handle filled with 15 dog waste bags (refillable)
- Removable handle with carabiner hook for attachment to clothing or the dog leash
- Uniform look through paw prints on the shaft, top and fashionable reflective piping



△   120 cm



**i** Example: Screen print on one panel

Also available  
as a mini umbrella  
**Art. 5468**



**1118 | AC regular umbrella  
FARE®-Camouflage**

- Trendy camouflage pattern in two colour variations
- Soft-Feel crook handle



△ 105 cm



**1193 | AC regular umbrella FARE®-Nature**

- Inside cover with coloured transfer-printed motif
- Outside coated black



△ 105 cm





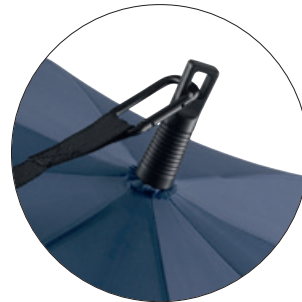
**5069 | Mini umbrella SlimLite Adventure**

- Extremely light weight
- Extra flat execution
- Carrying case with snap hook

**i** Example: Doming sticker on handle



89 cm



**1199 | AC regular umbrella FARE®-Loop**

- Smart look with carrying strap made from fabric tape
- Also suitable for hanging up in the cloakroom thanks to the opening on the handle and top!
- The carrying strap can be removed easily thanks to the carabiner hook



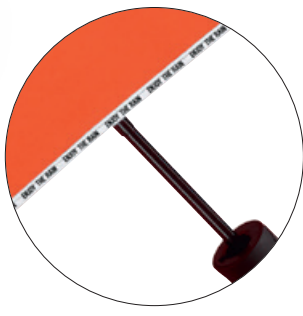
105 cm



**i** Example: Doming sticker on handle



Also available in 2 attractive neon colours



**i** Example: Custom design, screen print repeated on fashionable reflective piping

**5547 | Mini umbrella FARE®-AC Plus**

- Cover and sleeve with trendy reflective silver piping
- A striking look, even in dry weather



△ ☂ ⬡ 100 cm

Fashionable reflective coating matching the sleeve colour on 2 panels and the piping on the other 6 panels



**i** Example: Doming sticker on handle

**7377 | AC golf umbrella FARE®-ColorReflex**

- Coating almost invisible when not reflected



△ ⬡ 120 cm

	Wind resistant
	Easy to use
	Non-toxic
<a href="http://www.labtech-gmbh.de/en">www.labtech-gmbh.de/en</a> ID 113374	



» Use an individually designed inlay in the handle as a voucher or admission ticket for an event! The umbrella ensures that your guests reach their destination dry.



**i** Example: Customised filling of handle



**i** Example: Screen print on one panel



**i** Example: Customised filling of handle

### 5052 | Mini umbrella FARE®-Fillit

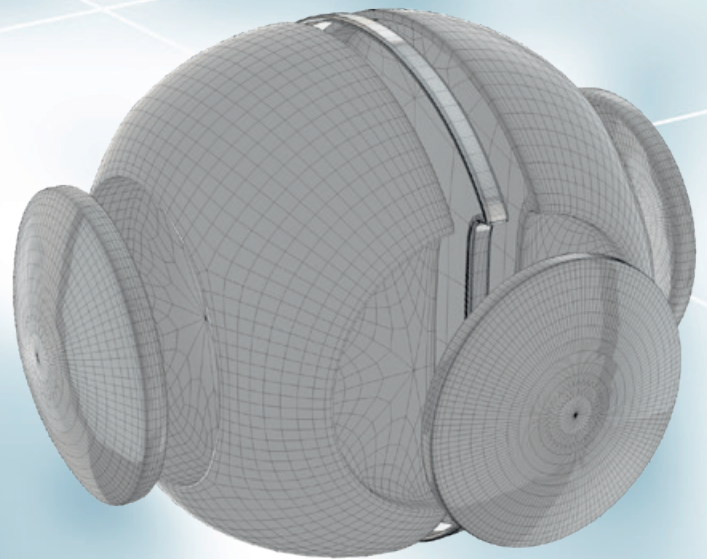
- Transparent handle with twist clasp
- Space for ideas: filled individually to customer requirements



98 cm

# FOCUSSED ON DETAILS

PERFECTION YOU CAN SEE AND FEEL



**i** Example: Custom design



» What separates theory from practice, the first draft from the prototype? Hours and hours of intensive work. The best solution is found for every detail before the function and form harmonise. Now the result is impressive: Striking FARE® umbrellas with a cool look and exciting features, each model unique and perfected for people who expect a maximum of individuality.





### 5455 | AOC mini umbrella FARE®-Profile

- Opens and closes at the push of a button
- Handle and topper in tread design



**i** Example: Custom design, printed fibreglass shaft

### 7355 | AC golf umbrella FARE®-Profile

- Opens automatically at the push of a button
- Particularly technical look, thanks to light grey joints



» We aim to provide umbrellas that are of high quality and are also extremely safe. That's why we ensure that many models are tested by accredited institutions regarding their function when properly used.

TÜV certification and the Labtech seal of approval guarantee optimum suitability for use and therefore a first-class product that sets itself apart from the rest.



Seal example



Seal example



**i** Example: Fashionable reflective screen print in silver on one panel

### 4155 | Midsize umbrella FARE®-Gearshift

- Exclusive gear stick handle
- Cover with original Teflon™ fabric protector





**i** Example: Doming sticker on handle



**5415 | AOC oversize mini umbrella FARE®-Contrary**

- Opens and closes at the push of a button



**7717 | Regular umbrella FARE®-Reflex Contrary**

- Outer cover with full, fashionable reflective coating
- Space-saving when drying standing upright on the tip

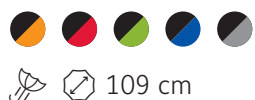


When folding, the wet side is pulled inwards



**7715 | Regular umbrella FARE®-Contrary**

- Can be dried standing on the tips, to save space



PRETTY

# CLEVER

TURN EVERYTHING ON ITS HEAD

» Problems exist only to find solutions to them, no matter how tricky they are – or how commonplace. Getting into the car in the rain, staying dry and avoiding wet umbrellas on the seat are just some of those things. Until FARE came and implemented the reverse opening and closing mechanism in first-class quality. Somehow logical. You just have to come up with it.

