

YOUR **UMBRELLA**

STYLEBOOK 2020



FARE

YOUR UMBRELLA

...

**A FARE® UMBRELLA IS AT YOUR SIDE
FOR MONTHS, INDEED YEARS**

As an owner-managed family business, we've been keen on umbrellas for over 60 years! Today, thanks to innovative ideas and the highest quality requirements, we are one of the world's leading umbrella specialists.

» WHAT SETS FARE® UMBRELLAS APART?

FARE® umbrellas are not off-the-shelf! Our designers, technicians, and sales staff passionately work on innovations, which are produced right down to the last specification from specially selected, long-established partners. Many models are therefore exclusive to us and our trading partners.

FARE® umbrellas are resilient!

Our standards are high, and this is the only way we can ensure – even with lower-priced models, that your brand can be constantly and reliably borne outside regardless of wind and weather.

FARE® umbrellas – worth every

penny! The details make the difference, so we largely use quality polyester pongee material with a close-meshed weave and a pleasant feel instead of using plain polyester. The partially rounded tips that are attached can be attached again and again

to the ribs of the umbrellas, or are permanently riveted to AOC umbrellas. In many cases, the ribs are either partially or wholly made of fibreglass instead of plain metal ribs with a U-shaped profile – ensuring flexibility and strength in the wind.

This, and so much more, makes an umbrella a genuine FARE® quality umbrella, demonstrating values such as reliability, quality, and social responsibility.





» WE TAKE RESPONSIBILITY:

All production sites for manufacturing umbrellas have been audited in line with amfori BSCI requirements and have a valid audit certificate.



» The FARE® Stylebook shows a hand-picked range of our most exciting models. Whether they are new to the range or have been around for longer, the umbrellas in this catalogue have the wow factor with unusual shapes, well-designed features, or refined details.



amfori 
Trade with purpose

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



ICON EXPLANATIONS

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

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.



STATE





...YOUR

MENT

**THOSE WHO WANT TO BE HEARD
MUST NOT WHISPER ...**

» Very few other advertising media offer as much space as an umbrella! Use this space to spread your message – with creativity, individuality, and ideas that are fun just by looking at them.

As something that's gladly seen in public, our umbrellas offer the ideal platform for small, but brilliant ideas as well as major brands. Put your stamp on it with individual touches, refined details, and a dash of personality – and set yourself apart from the competition.

Is your company unique? Then your umbrella should be too! Create something unique that perfectly characterises your company, and leave a lasting impression on your clients, staff and business partners.

Let the myriad examples on the following pages inspire you!



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



NEW!

2333 | AC golf umbrella FARE®-Pure

- Transparent cover and coloured details
- More light and sight in any weather
- High-quality polyethylene material



△ 120 cm



» This custom design with a full-surface digital print on a panel and an additional section made of transparent polyethylene material is just ONE example of creative solutions from FARE®. Many other transparent sections can also be put in.





i Example: Custom filling of transparent handle at customer's request



i Example: Screen print on one panel

NEW!

5052 | Mini umbrella FARE®-Fillit

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



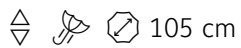
98 cm





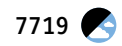
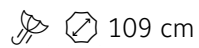
5415 | AOC oversize mini umbrella FARE®-Contrary

- Inverted opening and folding mechanism

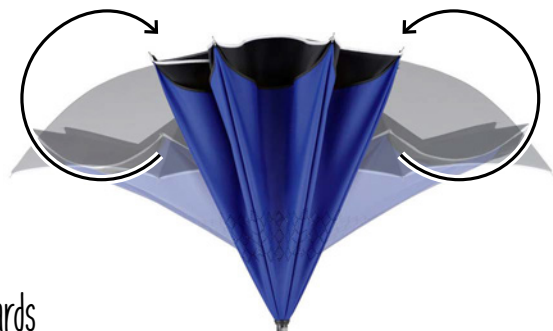
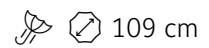


7715 | Regular umbrella FARE®-Contrary

- Inverted opening and folding mechanism
- Can be dried standing on the tips, to save space



7719



When folding, the wet side is pulled inwards





i Example: Side laser sticker with individual name/personalisation, front laser sticker with customer logo



5649 | Mini umbrella FARE®-AOC Square

- Double doming option – ideal for personalisation
- Practical sleeve with square design



△ 88 × 88 cm

1182 | AC regular umbrella FARE®-Collection Square

- Cover with original Teflon™ fabric protector
- Also available in royal blue



△ 88 × 88 cm



NEW!

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

i Example: Screen print on sleeve



Only weighs 95g!

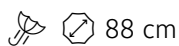


Fits in almost every
handbag



5062 | Mini umbrella FiligRain Only95

- Only weighs 95g!
- Less than 21 cm long when closed



reddot design award
winner 2019

i Example: Doming sticker on handle

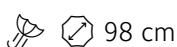


Sustainable shopping
come wind or rain

NEW!

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



i Example: Screen print on bag



BEAUTY

& THE BEAST

**FARE® UMBRELLAS ARE TRULY EYE-
CATCHING: WITH ELEGANT DETAILS,
REFINED CONTRASTS, AND PERSONALITY**



» Style is no longer the preserve of iconic Hollywood stars, but also of extraordinary people who can visibly show their personal message to everyone. Social media has laid the foundations for a new understanding of style: Individuality and creativity count more than ever right now.



i Example: Custom design, wet-look all-over straw motif across all panels



NEW!

5659 | AOC oversized 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



For fans of the classic
art of umbrella making

4704 | Midsize umbrella FARE®-Exklusiv 60th Edition

- Cover with woven design and Teflon™ fabric protector
- End-to-end real wood shaft with a mottled look
- Chrome plated detailing



115 cm

5663 | AOC oversized mini umbrella Stormmaster

- Nano coating with lotus effect
- Handle with luxurious wooden detailing
- Delivered in high quality gift box



105 cm



Since 2012, PANTONE® elects its own “Colour of the Year” and sustainably influences subsequent fashion trends.



» Since its introduction in 1963, the Pantone Matching System® has been setting standards with regard to colours – even with us. The typical colour guides are leaders in the area of custom colours.

Depending on the model, our quality polyester pongee is available in 18 standard colours – now available in cyan. The cover can also be dyed as per your specifications if required. It's just a small step from the colour guide to a custom-made umbrella!



PERFECT

MATCH

**AT FARE® BRANDS AND COLOURS COME TOGETHER –
EITHER IN-HOUSE OR WHOLLY CUSTOMISED!**



Top seller with an extensive range of colours

5460 | Mini umbrella FARE®-AOC

- Colour co-ordinated cover and handle
- 18 colours currently available



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



NEW!

5412 | AOC mini umbrella

- Our lowest priced mini umbrella with auto open/close function
- In twelve attractive colours





4399 | AC midsize umbrella FARE®-Seam

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



△ 115 cm

5639 | AOC oversized mini umbrella FARE®-Seam

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



△ 104 cm



Coloured panel seam piping ensures
a very special look

Example: Doming sticker on handle



Example: Digital transfer on one panel



waterSAVE

**THINKING PROGRESSIVELY IS GOOD –
BUT ACTING PROGRESSIVELY MAKES
THE DIFFERENCE**

» We do not just consider existing production processes as part of our sustainability strategy, but also look at new, progressive technologies.

When on the search for new, more sustainable production options, we discovered a revolutionary dyeing process which dramatically reduces both consumption of valuable raw materials as well as energy consumption and environmental impact with hazardous matter. We also use this process for our new waterSAVE cover material, which is now used for the popular STYLE range, the Colorline umbrellas, and the new FARE®-Steel for the first time.

The yarn made from recycled plastic for our waterSAVE cover material is already fully dyed during the production process. In this case, no water is required whatsoever. Far fewer chemicals are used and the drying time in energy-consuming machines is a thing of the past.



» REDUCING CO₂ EMISSIONS BY
MORE THAN

60%



The typical dyeing process for woven fabrics requires large quantities of fresh water, chemicals, and energy. As the new process is a "dry" process, there is no purification and treatment of the water beforehand at all, saving a lot of energy.



**DUE TO WATERSAVE
COVER MATERIAL:
TOTAL WATER SAVED PER
UMBRELLA IS ALMOST 6 L ***

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

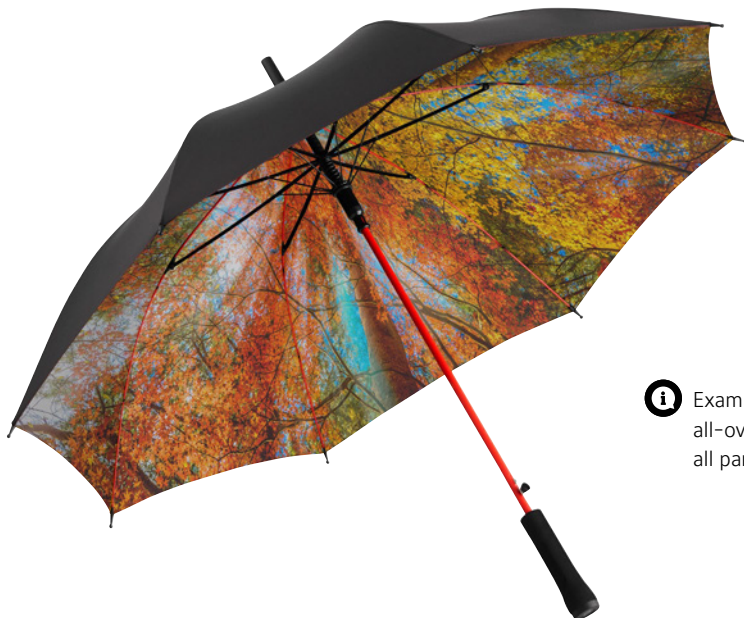
» REDUCING SLUDGE PRODUCTION BY

98%

» REDUCING ENERGY
CONSUMPTION BY UP TO

70%





i Example: Custom design,
all-over motif on inside across
all panels, outside coated black



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



NEW!

5644 | Oversize mini umbrella FARE®-AOC Colorline

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



△ 105 cm





5484 | Mini umbrella FARE®-AOC-Mini Style

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



△ 97 cm



2384 | AC golf umbrella FARE®-Style

- Shaft, ribs and handle rings in contrasting colours
- Spike with colour ring
- Double doming option – ideal for personalisation



△ 130 cm



4784 | AC midsize umbrella FARE®-Style

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



△ 112 cm



ENJOY THE SUN

FROM THE RAIN IN REMSCHEID TO ITALIAN SUN –
FARE® UMBRELLAS ARE (ALWAYS) WITH YOU



» 1955 was characterised by hope, an economic upswing, and a newly discovered taste for travel. Those who weren't enjoying Adriatic beaches were working on the German economic miracle – as was Guenther Fassbender, who laid the foundation for developing the quality umbrellas made by FARE® today. Our umbrellas offer a great deal of space for powerful messages and are ideal for the dream German summer or the Italian coast.



i Example: Screen print on valance (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



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





**EXPERIENCE, ENDURANCE, AND COURAGE TO INNOVATE –
OUR VERSION OF THE OLYMPIC PRINCIPLE**



» Higher, faster, stronger – the Olympic motto becomes the focus of attention once more in 2020. Our team competes every day with regard to the visibility of your brand. It's not for nothing that many FARE® umbrellas have won prizes and awards.



7399 | AC alu golf umbrella FARE®-Precious

- Stylish Design with golden or copper colour stem and spike
- Matt/shiny straight Soft-Feel handle with matching push-button
- High-class details



△ 133 cm



reddot design award
winner 2019



i Example: Screen print copper on one panel and sleeve



1159 | AC regular umbrella FARE®-Doubleface

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



△ 105 cm



5529 | AC mini umbrella FARE®-Doubleface

- Attractive appearance with two colour cover
- Coated on the inside



△ 100 cm



The Earth's forests are a major factor in determining weather and climate.



RAIN FOREST

WHEN LARGE DROPS FALL ONTO FOLIAGE,
THAT'S TIME TO DELVE INTO NATURE



» Enjoying the forest with all senses is very much in trend: the rustling of leaves, the cracking of twigs. The Japanese call it “shinrin yoku”, which roughly means “forest bathing”. Staying beneath a leaf canopy is considered to be a form of therapy and an important counterbalance to stressful city life.

Taking only the bare essentials in your rucksack, to reduce and to focus, to leave day-to-day worries behind you, feels liberating. With the correct umbrellas, the world can be rediscovered even in poor weather.





NEW!

5468 | AOC mini umbrella

FARE®-Camouflage

- Trendy camouflage pattern in two colour variations
- Soft-Feel handle with elastic carrying strap



△ ◊ 97 cm



i Example: Screen print on one panel



NEW!

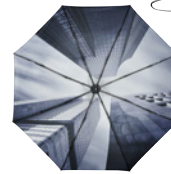
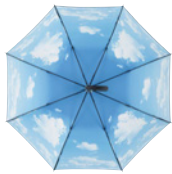
1118 | AC regular umbrella

FARE®-Camouflage

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



△ ◊ 105 cm



NEW!

1193 | AC regular umbrella FARE®-Nature

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



△ 105 cm

5593 | AC mini umbrella FARE®-Nature

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



△ 100 cm



i Example: Daming sticker on handle



5069 | Mini umbrella SlimLite Adventure

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



89 cm





Eco-friendly packaging

5095 | Mini umbrella ÖkoBrella

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



98 cm



5429 | AOC mini umbrella ÖkoBrella

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



98 cm



» Careful handling of raw materials has been important for a long time at FARE®. The idea behind the ÖkoBrella arose early on. Umbrellas from the sustainable ÖkoBrella range have a cover material certified by STANDARD 100 by OEKO-TEX® that is made from recycled plastics. Some models have a bamboo handle and tips, whilst the medium-sized bamboo regular umbrella even has a continuous shaft.

The ecological concept behind ÖkoBrella umbrellas is also true of packaging: Made of biodegradable film and provided with a hangtag of recycled paper and a jute cord, it entirely supports the idea of a "green" umbrella. ÖkoBrella umbrellas demonstrate that quality and sustainability are readily combined in a product – and at a fair price.



Example: Customised hangtag made of recycled paper



Example: Wood laser sticker with engraving





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

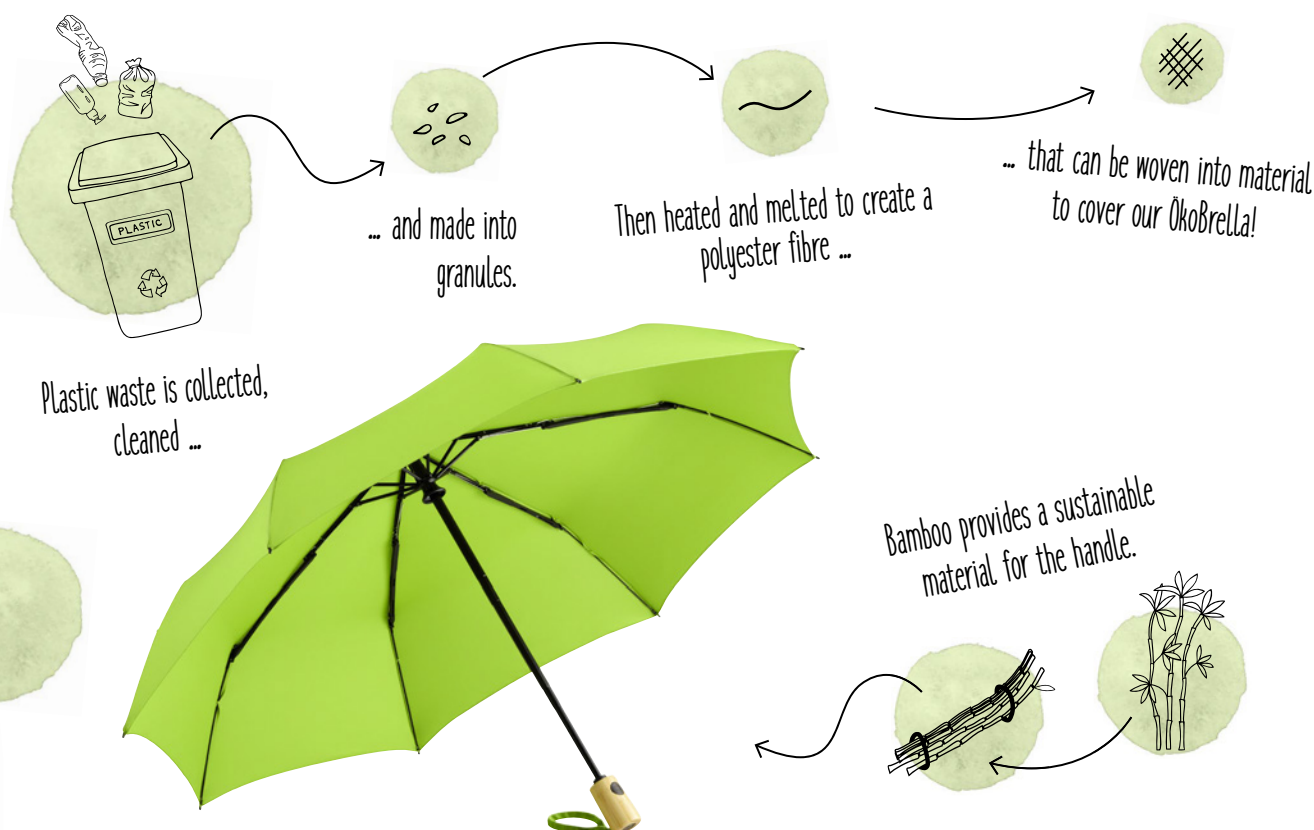


7379 | AC midsize bamboo umbrella ÖkoBrella

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



△ 112 cm





Some fireflies
synchronise their
signals so that
they flash in sync.



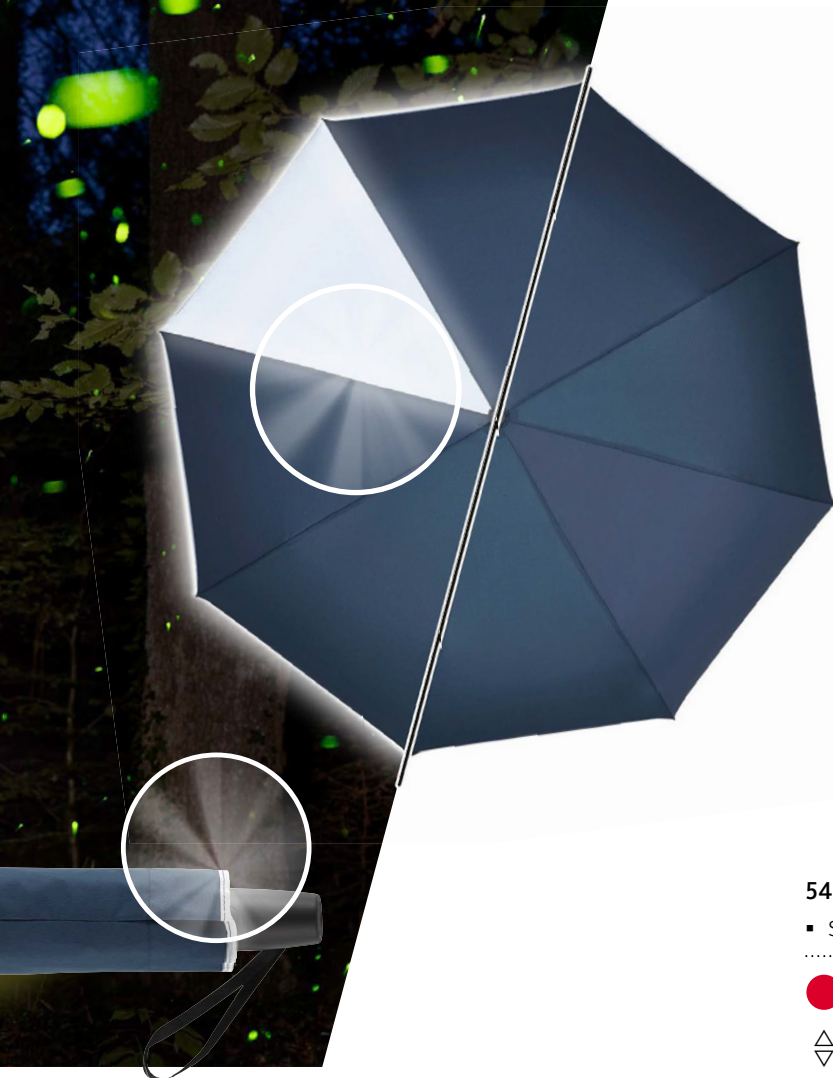
» Glow worms, fungi, algae:
Fluorescent species simply cannot be
overlooked in nature. Bioluminescence
ensures that potential partners
are attracted or possible enemies are
scared away. Octopuses and other
cephalopods, on the other hand, cast
the light back via protein reflectors
and appear colourful despite not
having any colour at all.

The luminescent shaft on the FARE®-
Switch or our fashionable reflective
details work in the same way as our
role models in nature and provide
shimmering moments.

A dark forest at night, with a large tree trunk in the center. The background is filled with dark foliage and branches. Numerous small, glowing green circles, resembling fireflies or light leaks, are scattered throughout the scene. On the right side, there is a bright, vertical light source that creates a strong glow and lens flare effects, illuminating the surrounding area. The overall mood is mysterious and magical.

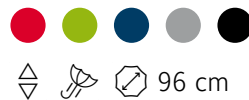
GLOWING IN THE DARK

**NATURE PROVIDES ILLUMINATING EXTRAS TO GRAB
YOUR ATTENTION – GO AND DO THE SAME!**



5477 | AOC mini umbrella FARE®-ColorReflex

- Sleeve with trendy reflective piping



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

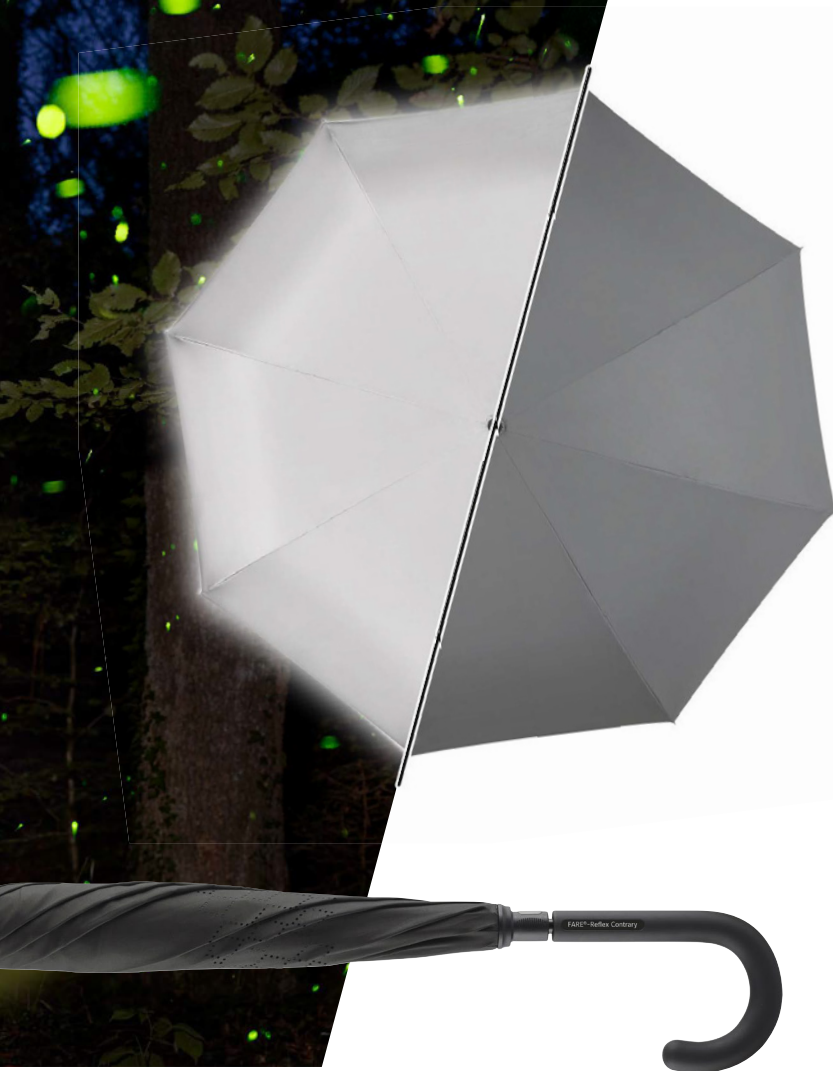


- Example: Screen print on reflective panels

7377 | AC golf umbrella FARE®-ColorReflex

- Coating almost invisible when not reflected





When folding, the wet side
is pulled inwards





NEW!

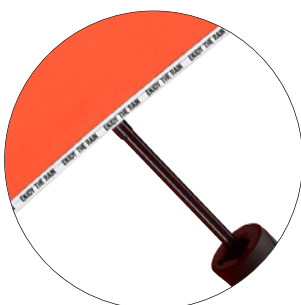
7717 | Regular umbrella FARE®-Reflex Contrary

- Reverse open/close mechanism
- Outer cover with full, fashionable reflective coating
- Space-saving when drying standing upright on the tip



  109 cm

Also available in 2 attractive
neon colours






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

5547 | Mini umbrella FARE®-AC Plus

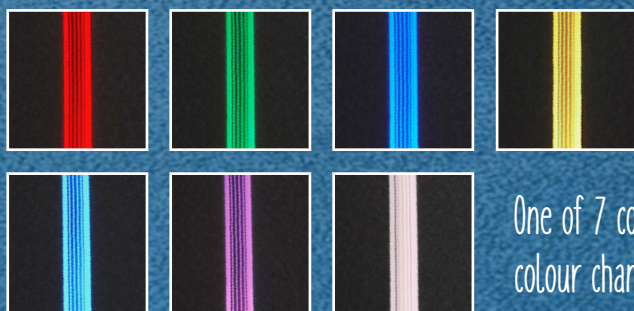
- Cover and sleeve with trendy reflective silver piping
- A striking look, even in dry weather



   100 cm



Shaft with LED Lighting in
modern colours




One of 7 colours, or 2 different
colour change speeds can be selected



7905 | AC midsize umbrella FARE®-Switch

- Automatic regular umbrella with LED technology
- Trendy reflective silver piping
- Li-ion battery with micro USB charge connector in the handle



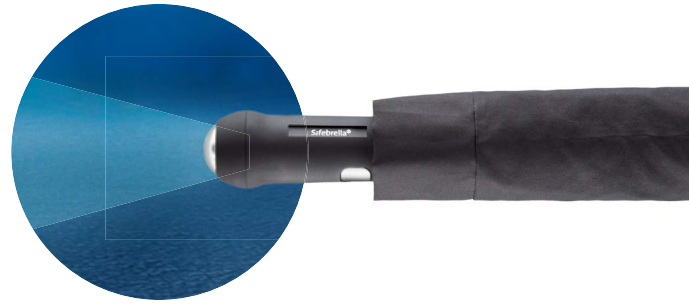
△  112 cm



SUPER GIFT 2018



PROMOTIONAL GIFT
AWARD 2018



5471 | AOC mini umbrella Safebrella® LED

- Opens and closes at the push of a button



97 cm



Wind Resistance
User Friendly
Flexibility of the
Rib-Construction
www.tuv.com
ID: 0000031744



reddot design award
honourable mention 2012



i Example:
Screen print
on four panels



7571 | AC regular umbrella Safebrella® LED

- Opens automatically at the push of a button



△ 105 cm

» 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.





Do note:
FARE® umbrellas are
of the highest quality.



SETTING BENCHMARK

WE GO TO THE LIMITS OF DURABILITY TO PROVIDE
YOU WITH THE PERFECT UMBRELLA



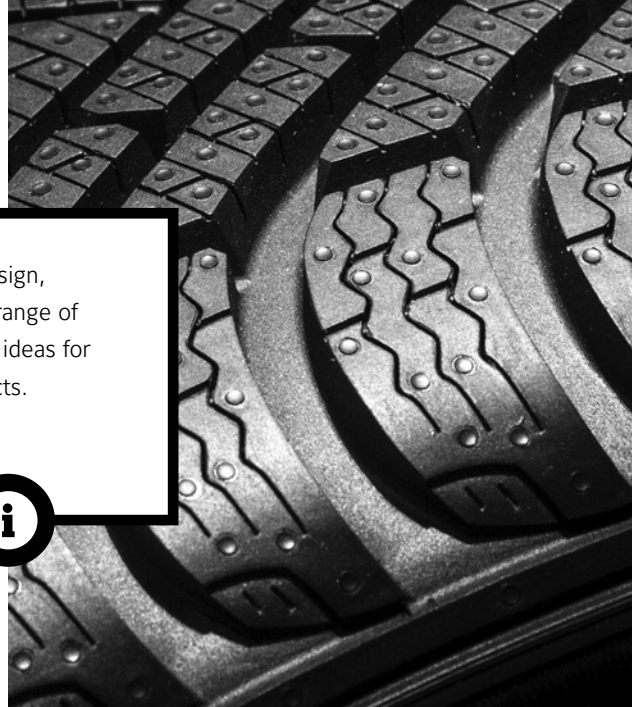
» You expect to be able to rely on your car – at all times! With FARE® you can rely on us to ensure that all relevant guidelines and specifications are taken into account. We set the bar high, define new quality standards and ensure that many products are frequently inspected by accredited institutes.

EXCLUSIVE

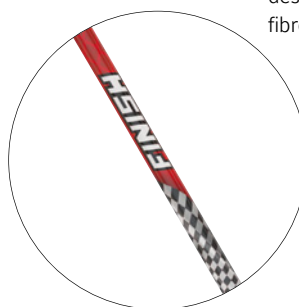
» Whether an exclusive gear knob handle, details in tread design, or models with a technical look – FARE® umbrellas provide a range of exciting design options for the automotive industry. Individual ideas for all car fans can be realised with refined custom-made products.



Example: Doming sticker on handle

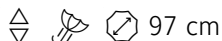


Example: Custom design, printed fiberglass shaft



5455 | AOC mini umbrella FARE®-Profile

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

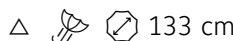


97 cm



7355 | AC golf umbrella FARE®-Profile

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



133 cm



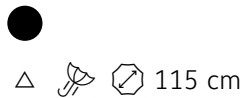


i Example: Fashionable reflective screen print in silver on one panel



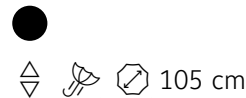
4155 | Midsize umbrella FARE®-Gearshift

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



5699 | AOC oversize mini umbrella Magic Windfighter Carbon

- Stylish soft touch handle with carbon style details
- Cover with original Teflon™ fabric protector
- Trendy reflective silver piping



» 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



6905 | Children's regular umbrella FARE®-4-Kids

- Simple and safe use
- Rounded tips minimize the risk of injuries



i Example: Screen print on one panel



i Example: Doming sticker on handle

I'm singing in the rain
Just singing in the rain ...

i Example: Individual sound



NEW!

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



» Who has never tried, as a child, to discover if they can really hear the sea when putting a shell to their ear? What is known is that familiar noises can immediately evoke memories, images, and emotions. With the FARE®-Sound you can take advantage of this opportunity to create an acoustic link to your brand, product, or philosophy – every time the umbrella is used.





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