



YOUR UMBRELLA

your MOMENT

Being in the outdoors, enjoying fresh air and open spaces, feeling the wind and the weather – it's good for us. Even when it's raining or during an unexpected shower. Just grab your favourite umbrella and off you go. These are moments we experience that are special and remain in our fondest memories. With an individual FARE® umbrella, brands and companies become part of this moment.

Being outdoors is closely linked to another theme: being sustainable. That is why we have reduced the

size of the new FARE® FACTBOOK by half. This way, we are saving more than 8.5 tons of paper. At the same time, we want to make it even easier for you to compare products and select suitable umbrellas for your customers. This is what the condensed product view is for. Further details and finishing options are available online, always with our very latest offerings.

In our webshop, you can generate matching data sheets for each article variant at the touch of a button, even with your logo if you wish.

Your FARE team wishes you much 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.



Innovations for 2022



Well-planned designs and selected details: the new umbrellas from our ideas factory

06

waterSAVE®

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Umbrellas with the sustainable waterSAVE® cover material now also available in a wide range of other colours

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Customisations



Unrestricted freedom with the special production of a customised advertising umbrella

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Innovations

Highlights 2022

With the FARE® product innovations 2022 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 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 for these models turns over when hit by stronger gusts of wind before the ribs break or the cover is 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.







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

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

PSI Sustainability Award

• ÖkoBrella models prevailed in the "Sustainable Product" category in 2017 and 2019 and received awards. In 2021, FARE received the "Innovator of the Year 2021" award in the newly launched PSI Sustainability Awards category. The resource-saving production of the waterSAVE® cover material and the fact that all companies along the value chain from the manufacturer to the end customer - play an exemplary role in sustainability were convincing factors for the jury.



reddot winner 2021







Sustainability

A protective cover – for people and the environment

Everybody talks about sustainability and yet for many this is only an abstract concept. Nevertheless, this principle, which originated in forest management, is as simple as it is sensible: Anyone who only cuts down as many trees as can regrow will ensure consistent continuation of the entire forest – and with this – a good, long-term basis of life for future generations.



At FARE we understand sustainability as a combination of social, economic and ecological fields of activity for our company, which are integrated into our core business.

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.

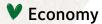
All amfori BSCI participants agree to the Code of Conduct (CoC) and undertake to comply with it. The amfori BSCI Code of Conduct comprises of the following principles as just some examples:

- 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.



Employees

Environment



At FARE, we pay attention to environmentally friendly work processes through measures such as ${\rm CO_2}$ -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.



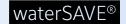
FARE has been ÖKOPROFIT-certified since 2021. Within the framework of this project, numerous outstanding environmental protection measures were implemented, which serve to reduce the consumption of resources by raising awareness among employees and by establishing purchasing criteria, to save water and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











waterSAVE® – Every drop counts

Water-saving dyed cover material made from 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 from 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%

consumption of

» Reducing sludge production by

98%

» Savings in terms of water

90%

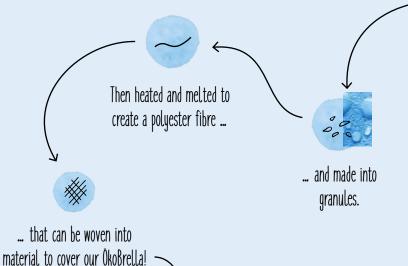
art. 7915, p. 75

» Efficiency of dye uptake increases up to

98%



The yarn made from recycled plastic is already completely dyed in the production process for our waterSAVE® cover material. 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. This also completely eliminates the need for energy-intensive cleaning and treatment of the water.



Plastic waste is collected, cleaned ...



2021 INNOVATOR OF THE YEAR > PSI WINNER

With the use of our waterSAVE® cover material, we became the first winner of the new "Innovator of the Year" category of the PSI Sustainability Awards in 2021.

waterSAVE® becomes colourful!

While only black umbrellas could be equipped with this sustainable cover in 2021, additional colours and models were added this year. For example, we switched our popular ÖkoBrella family to waterSAVE® cover material. In addition, we have four models (art. 5460, art. 1112, art. 7810, art. 7860) where the cover is optionally available in waterSAVE® material.



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.











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.



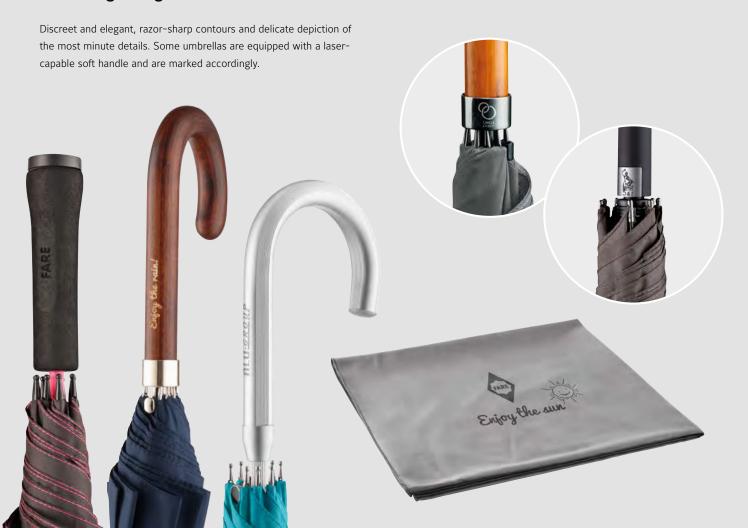




Laser sticker

Finishing with a laser sticker made of wood or plastic is uncomplicated, flexible and inexpensive. The sticker features excellent adhesive properties and is also ideal for individual personalization.

Laser engraving





to four colours is possible on our AC regular umbrella FARE®-Pure (art. 7112), the AC golf umbrella FARE®-Pure (art. 2333) and the new 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 FARE®-Tube mini umbrella (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.

Variable filling

With the mini 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!

Individual sound brand

The AC midsize umbrella FARE®-Sound (art. 7799) is simply amazing with its ability to play audio logos, jingles or other beautiful sounds. The standard version is supplied with a clip of the classic song "Singin' in the rain". But it can also be customised with a sound of your choice, which sounds when the umbrella is opened.

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

(min. 90 × 90 cm at 300 dpi).



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.



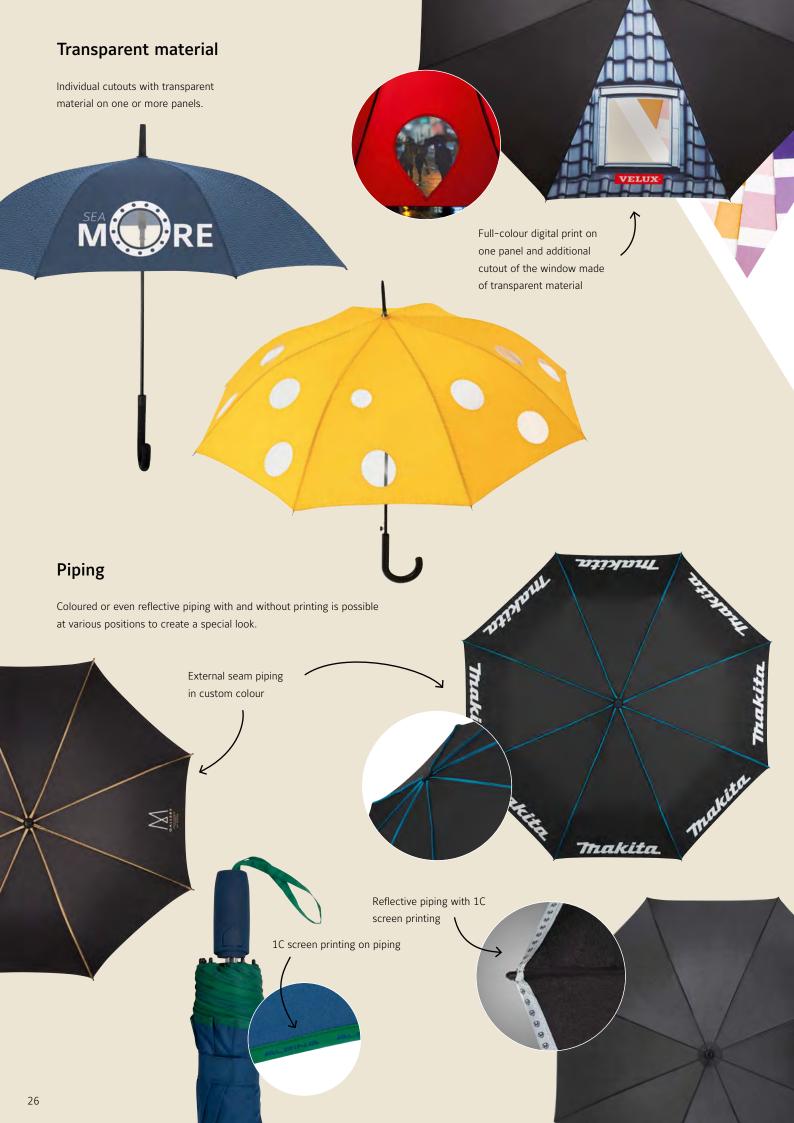














Marketing materials

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 umbrellas art. 5460 (art. 12804)

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



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



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





Umbrella display small for up to 12 mini umbrellas (unfilled, art. 12801)



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



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



Cushion packaging for art. 5062,

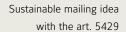


FARE

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



Brochure ÖkoBrella family, 16 pages, German (art. 14378) or English (art. 14379)





Flyer FARE® style series with waterSAVE® cover material



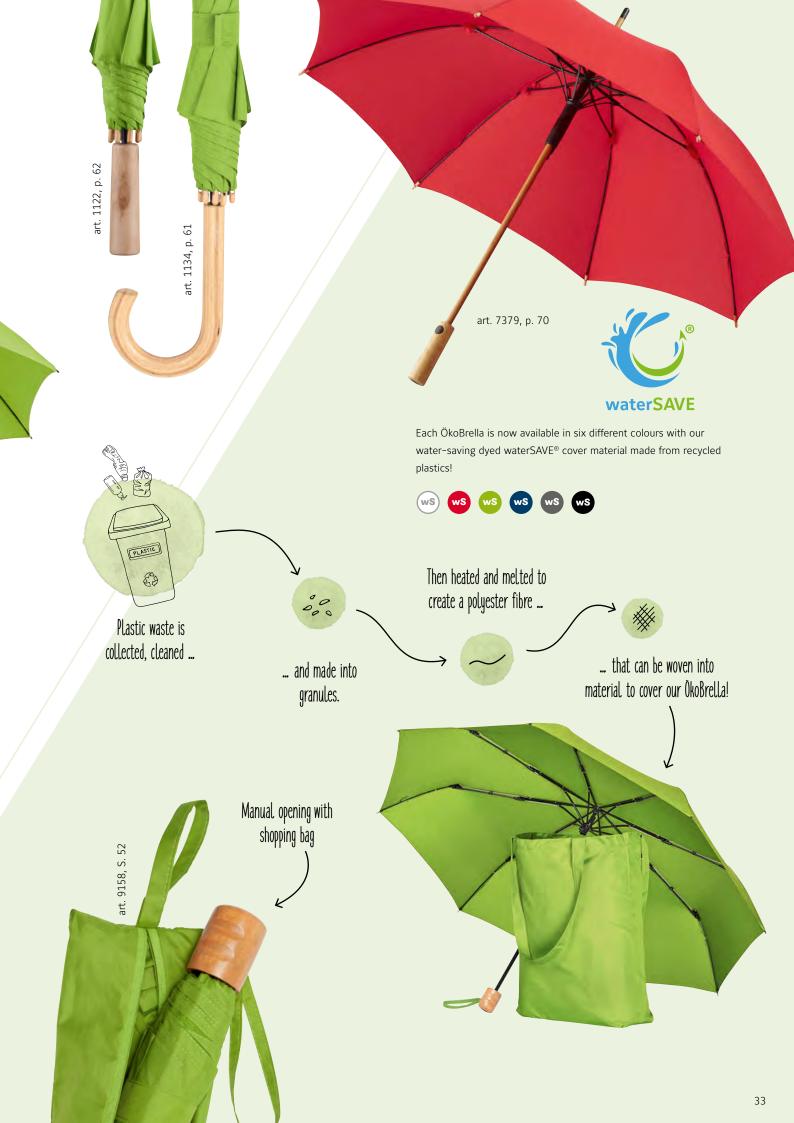
Neutral gift packaging for mini umbrellas (art. 13606)







ÖkoBrella family Opt for naturalness ÖkoBrella products are suitable for sustainable communications in all sectors and for every budget. Each ÖkoBrella model is supplied in a package made of compostable film, provided with a hangtag made of recycled paper and jute cord. art. 5429, p. 58 Automatic open / close Manual opening art. 5029, p. 48 art. 5095, p. 51



Basics family

Storm-proof advertising

Reliable quality never goes out of style. These umbrellas available in many different colours feature the Windproof system at an appealing price. The new **mini umbrella FARE®-Jumbo®** (art. 5222) with 10 panels and stylish reflective piping is a special highlight.









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.





Selected for success

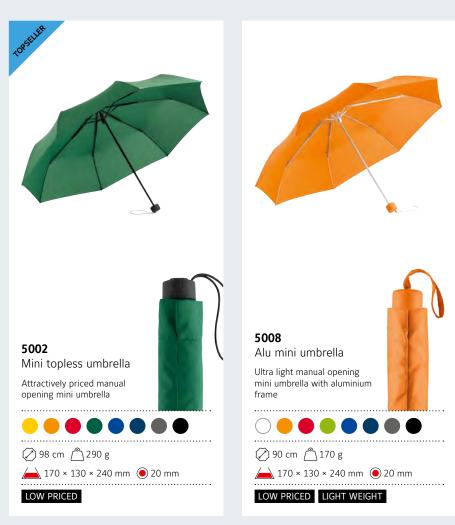






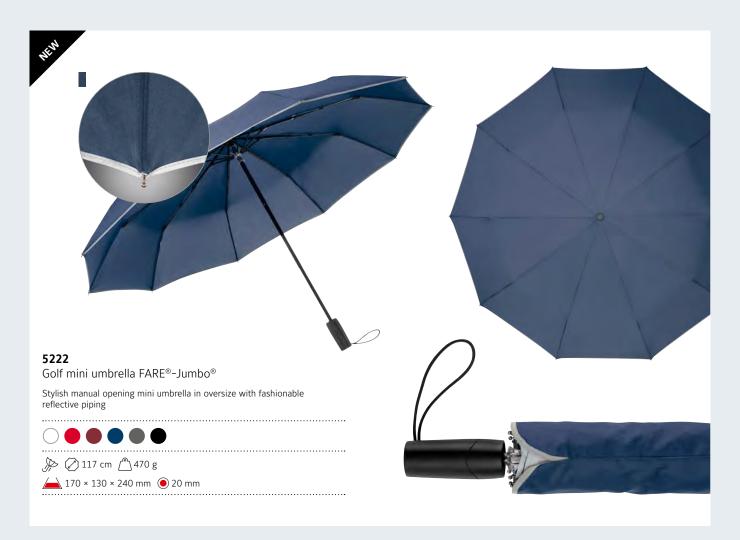








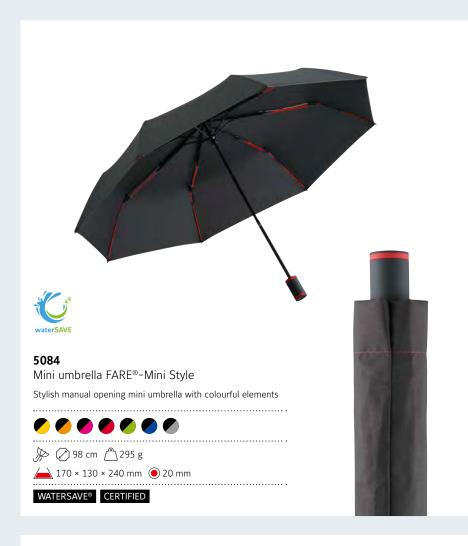












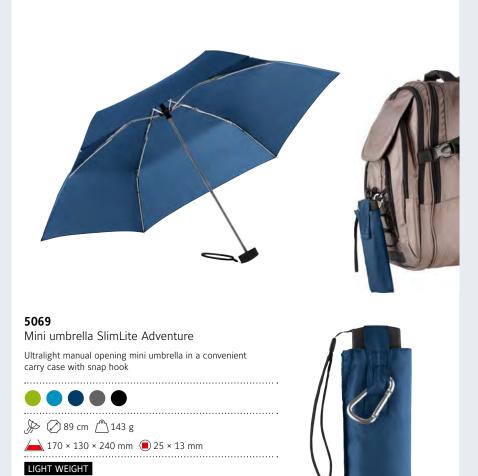




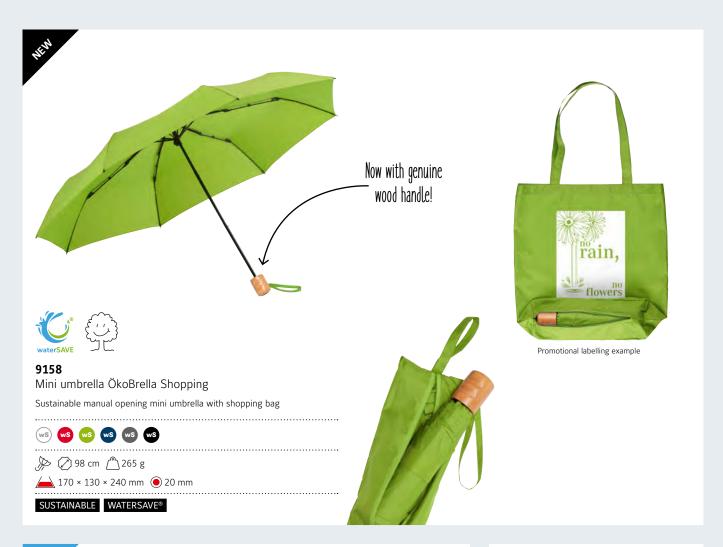






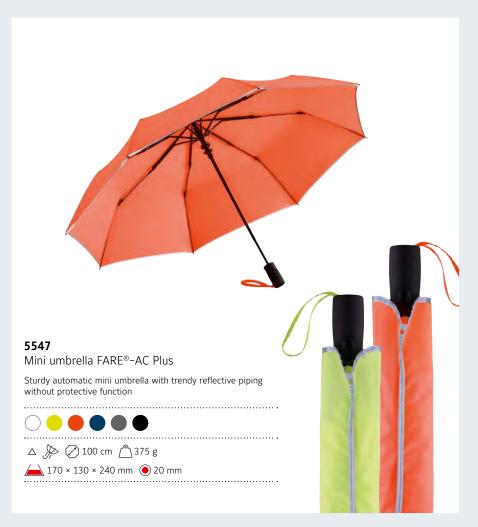




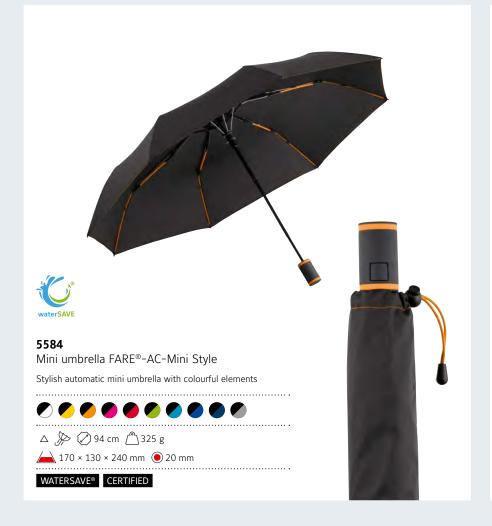






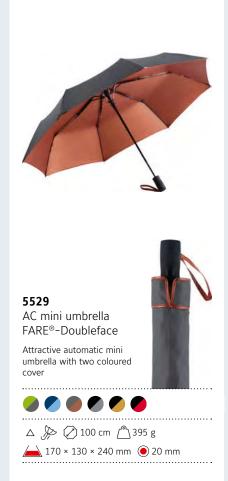




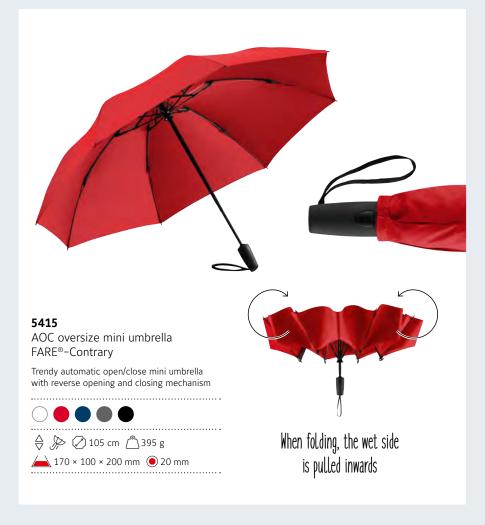




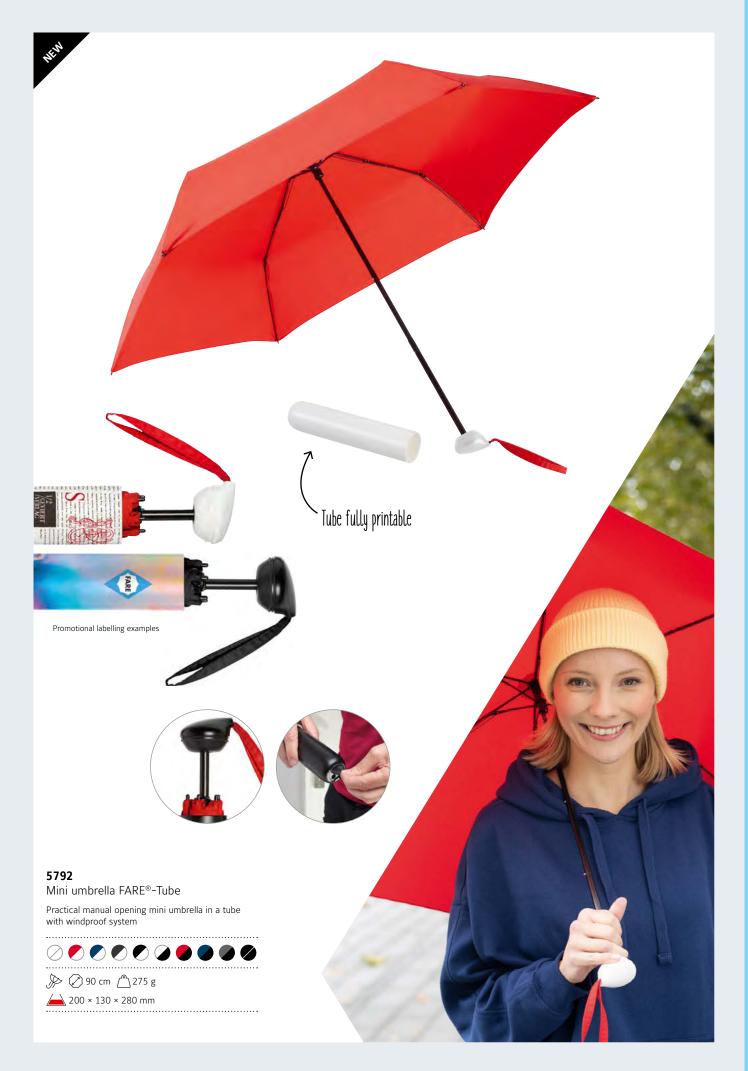


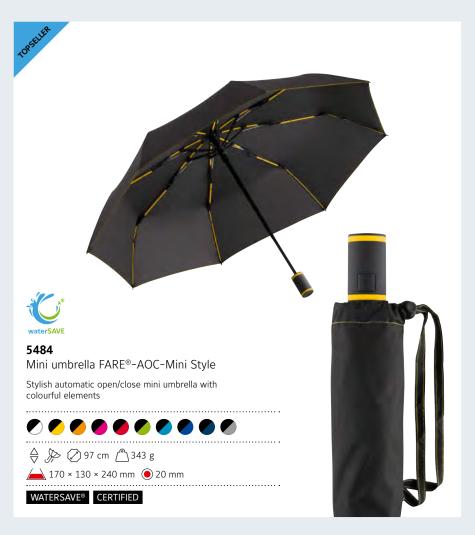






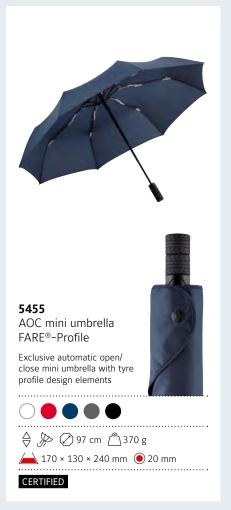












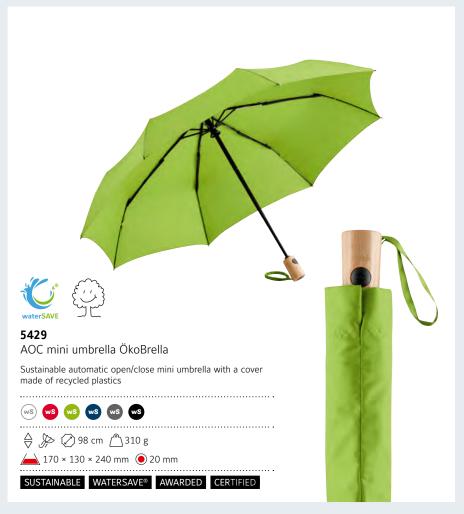














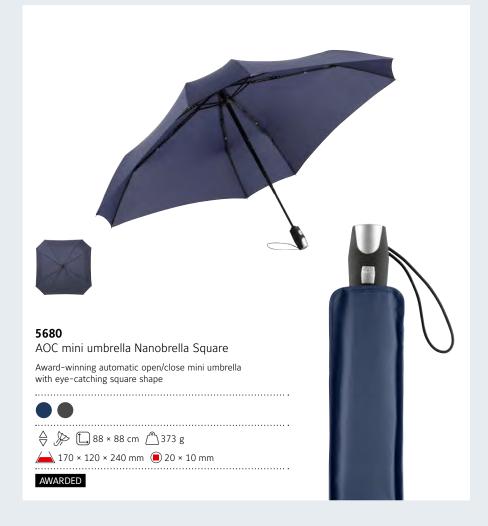




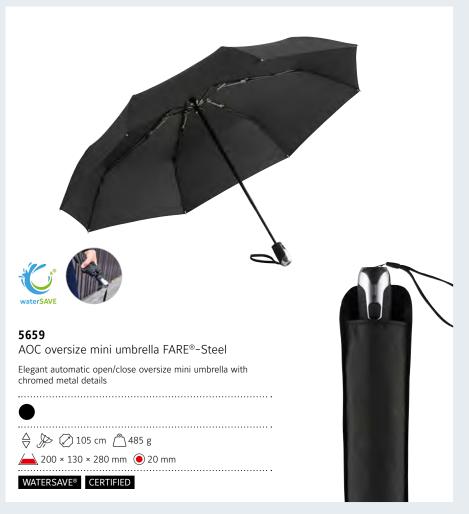






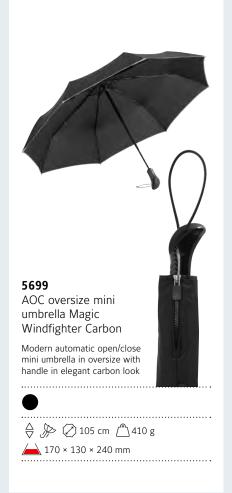








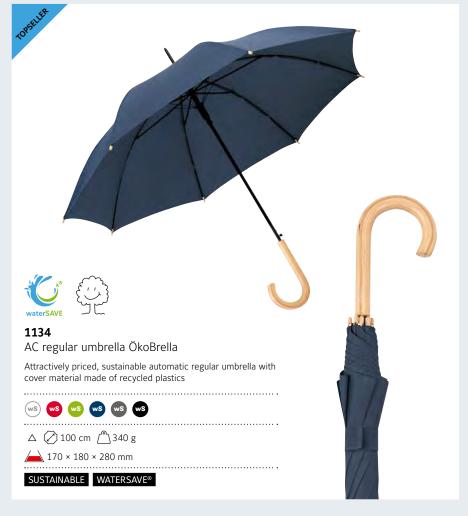




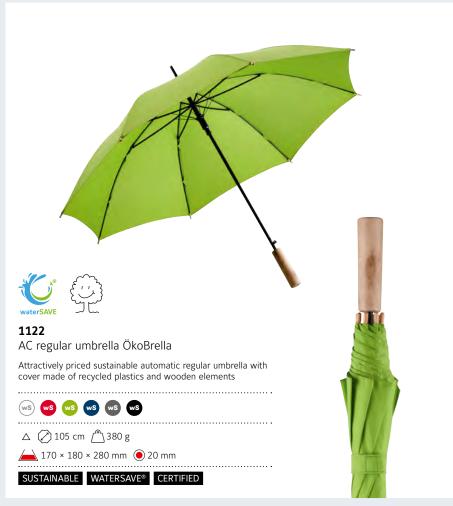


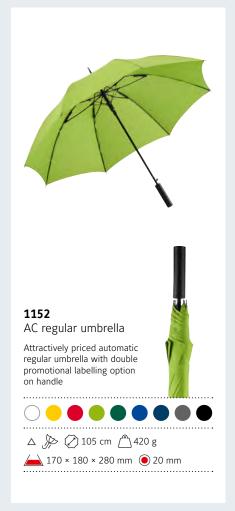








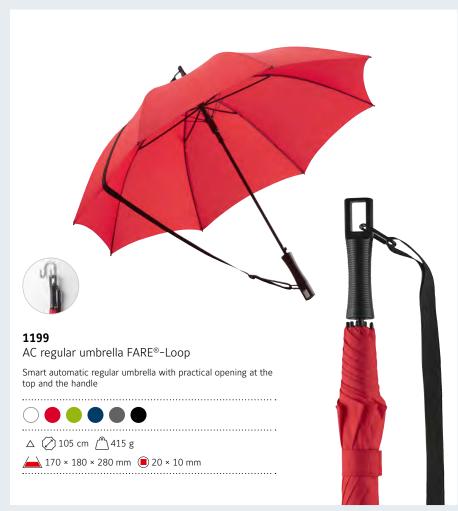














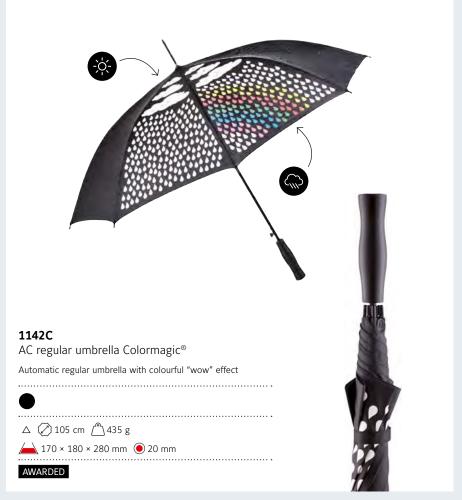


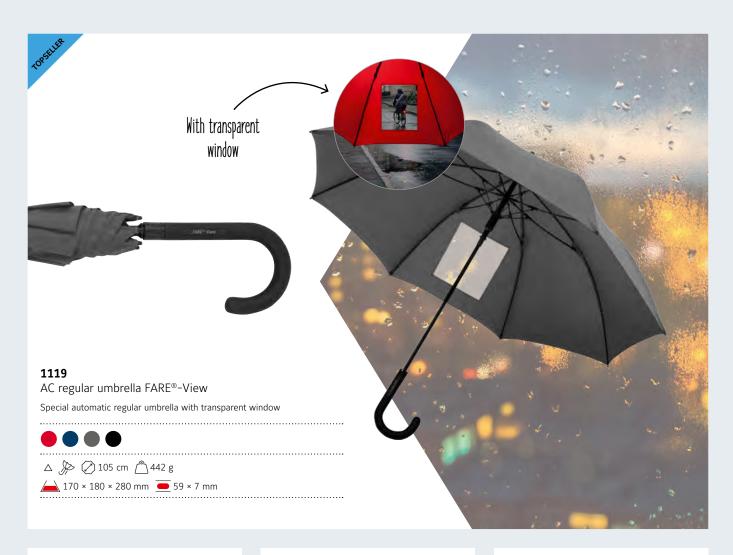
















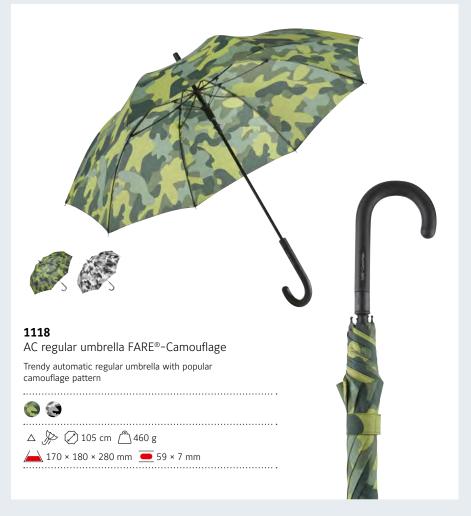














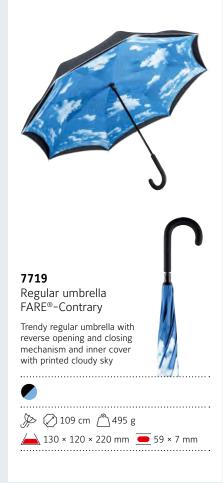




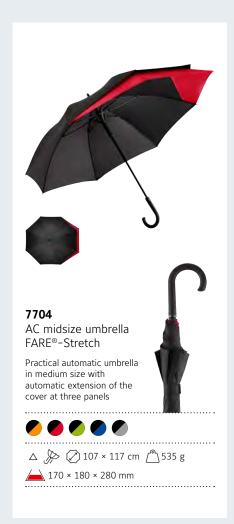


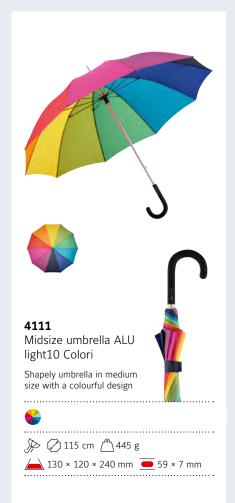








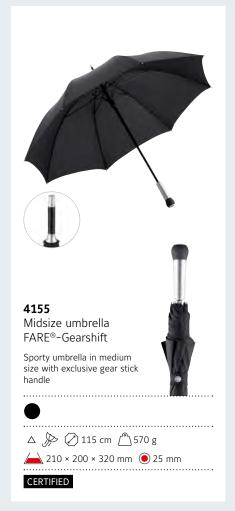




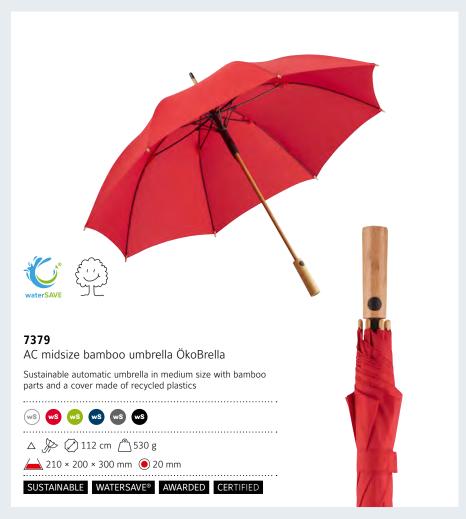




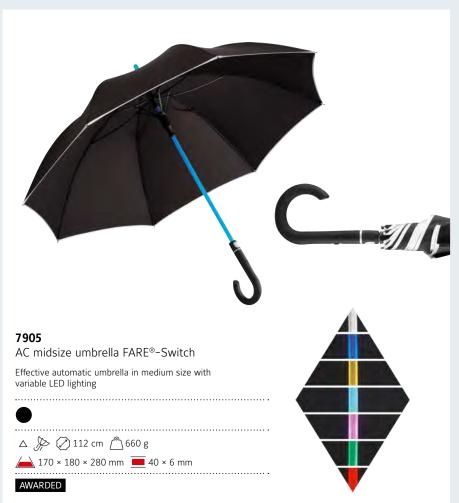








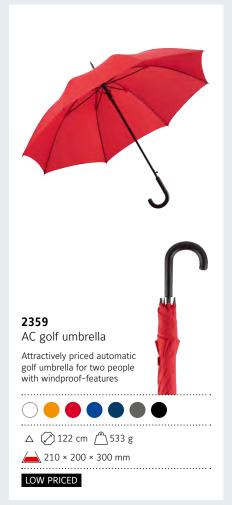








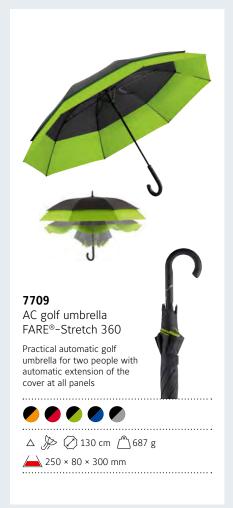


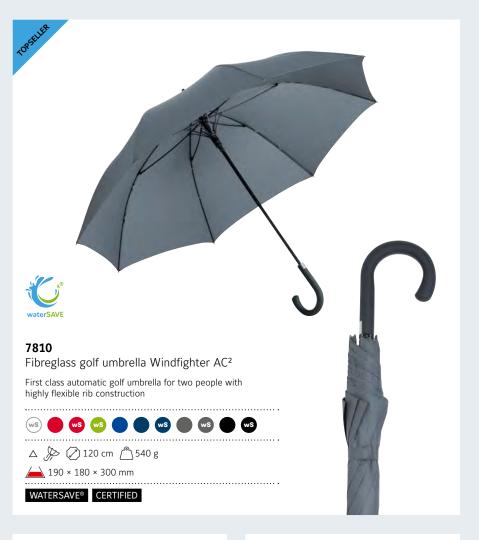












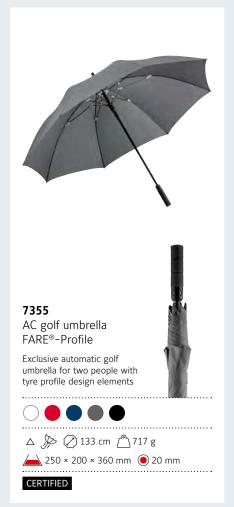




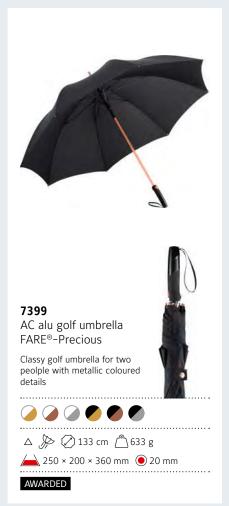


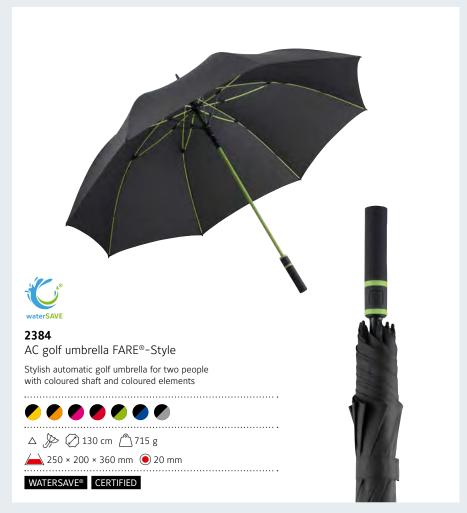


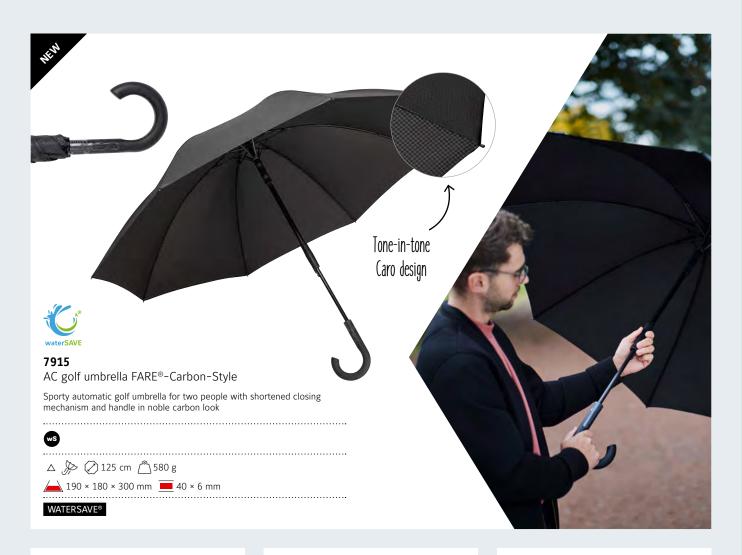








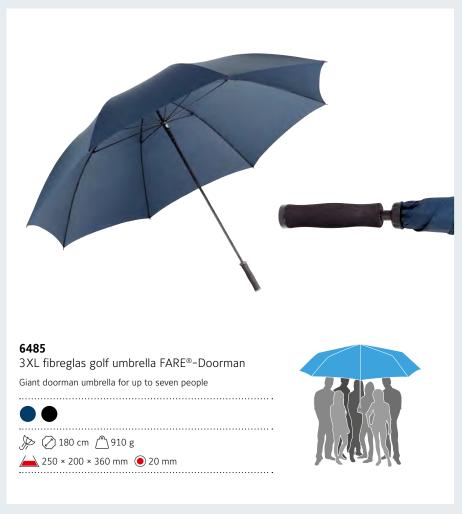


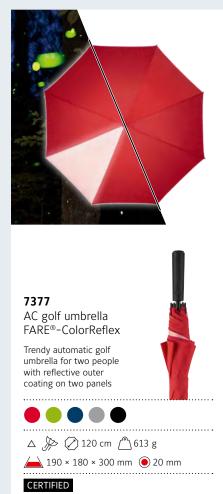


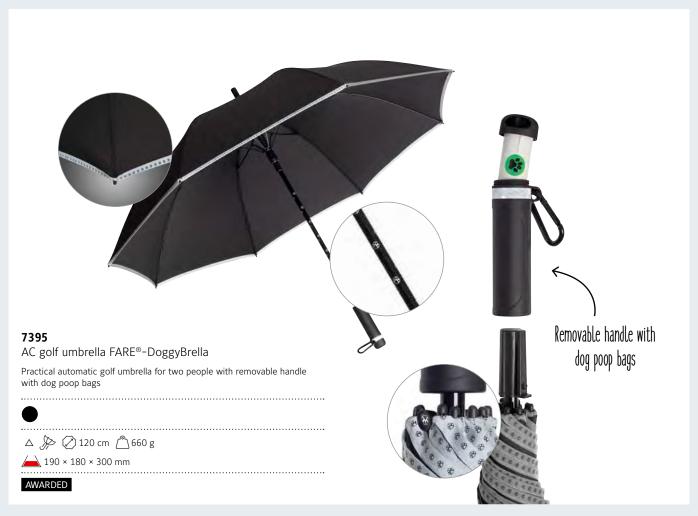


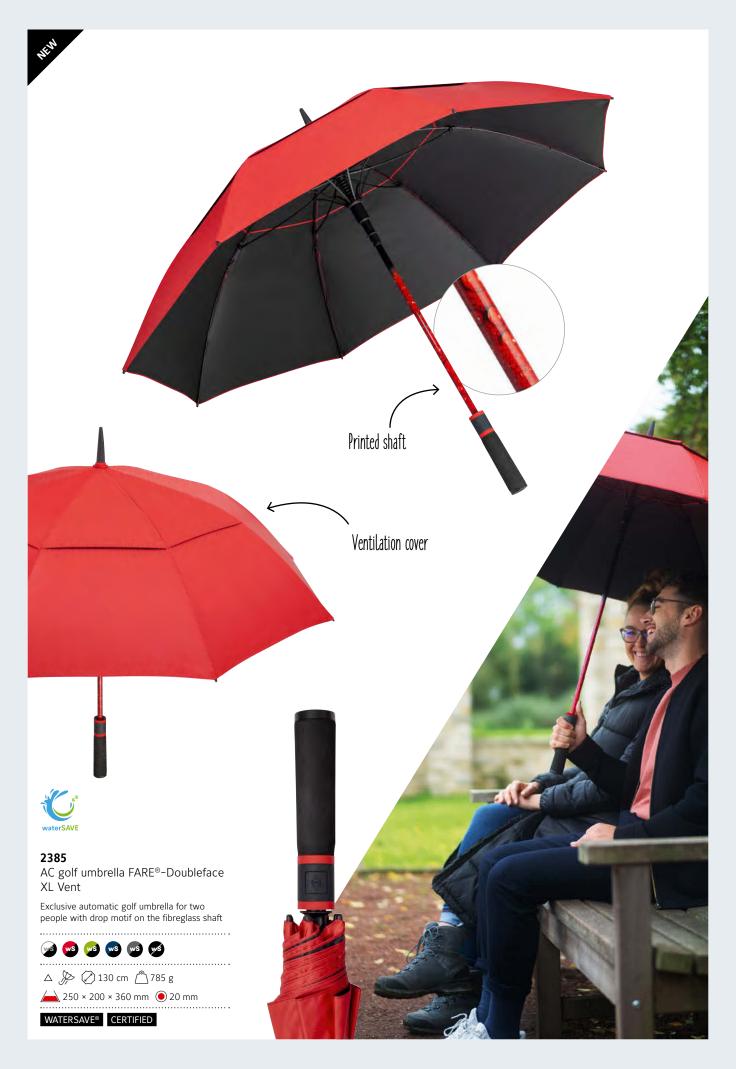






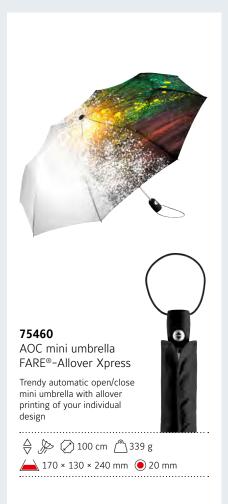






















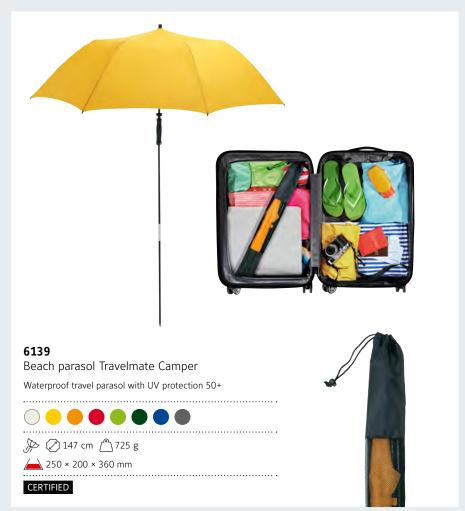
9115 Travelmate beach shopper

Large beach/shopping bag with conventient main compartment



<u></u>490 g

250 × 250 mm





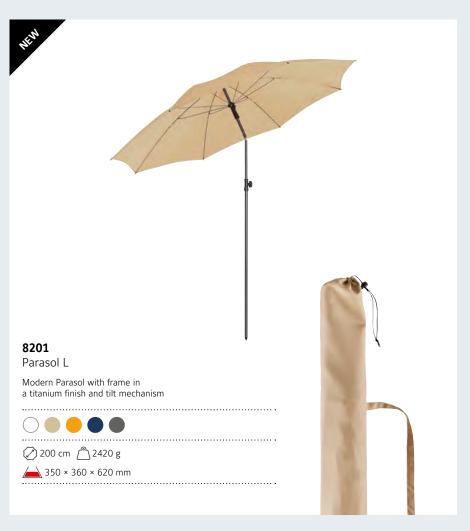


Extra light and extremely fast drying bath towel

300 × 350 mm

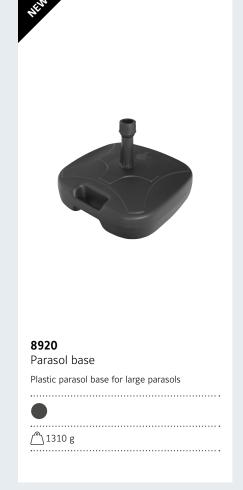
LIGHT WEIGHT











Summary of article numbers

MINI UMBRELLAS	REGULAR UMBRELLAS	MIDSIZE UMBRELLAS			GOLF BRELLAS	ALLOVER XPRESS	SUMMER	
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	ella FARE®-Doubleface			5640		nbrella FARE®-AOC		
	ella			5644		nbrella FARE®-AOC Colorline		
	ella FARE®-Collection Square					RE®-AOC Square		
· ·	ella FARE®-Natureella FARE®-Notiv			■ 5655 ■ 5659		ni umbrella FARE®-Gearshif ni umbrella FARE®-Steel		
	ella FARE®-Loop			5663		ni umbrella Stormmaster		
	ella			5675		ii umbrella RainLite Classic .		
	FARE®-AC			5680		lla Nanobrella Square		
-	FARE®-Fibertec-AC			5690		ni umbrella Magic Windfigh		
o	mbrella					ni umbrella Magic Windfigh		
2285 Fibreglass golf ur	mbrella		73	5699	AOC oversize mi	ni umbrella Magic Windfigh	ter Carbon	60
2333 AC golf umbrella	FARE®-Pure		72	5792	Mini umbrella FA	RE®-Tube	» NEW!	55
2339 AC golf umbrella	Fibermatic XL Vent		74		-	nbrella FARE®-4-Two		
■ 2359 AC golf umbrella			72			avelmate Camper		
· ·				6485		f umbrella FARE®-Doorman		
				6905	ū	r umbrella FARE®-4-Kids		
_	FARE®-Style				-	ella FARE®-Pure		
_	FARE®-Doubleface XL Vent			= 7119 = 7201	-	ella FARE®-Collection		
	Jumbo® XL Square Color					ella Rainmatic® XL Black		
	Fibermatic XLFibermatic XL Square					olf umbrella FARE®-Collection FARE®-Profile		
	gular umbrella			7377		FARE®-ColorReflex		
	gular umbrella			7377	-	ooo umbrella ÖkoBrella		
	ALU light10 Colori			7395		FARE®-DoggyBrella		
	ella FARE®-Collection				-	ella FARE®-Precious		
4155 Midsize umbrella	FARE®-Gearshift		69			ella FARE®-AC		
4399 AC midsize umbr	ella FARE®-Seam		69	7571	AC regular umbre	ella Safebrella® LED		67
4704 Midsize umbrella	FARE®-Exklusiv 60th Edition		71	7580	Alu golf umbrella	FARE®-AC		73
	ella FARE®-Style		70	7704	AC midsize umbr	ella FARE®-Stretch		69
	mbrella Windmatic Black Editi			7709	-	FARE®-Stretch 360		
·	rella			7715	-	FARE®-Contrary		
	3			= 7719 = 7710	o .	FARE®-Contrary		
	- Prolla			7749		ella FARE®-Skylight		
	oBrellalormagic®			■ 7799 ■ 7810		ella FARE®-Sound mbrella Windfighter AC²		
	RE®-Fillit			= 7810 = 7850		nbrella Lightmatic®		
	igRain Only95			= 7860	-	nbrella Windmatic		
	mLite Adventure			7869	-	nbrella Windmatic		
	igRain			7870	-	mbrella Windmatic Color		
	febrella®			7905	-	ella FARE®-Switch		
■ 5084 Mini umbrella FA	RE®-Mini Style		50	7915	AC golf umbrella	FARE®-Carbon-Style	» NEW!	75
■ 5095 Mini umbrella Ök	oBrella		51	7940	Golf umbrella FA	RE®-MFP		75
■ 5171 Mini umbrella Sa	febrella® LED light		52	8160	Parasol XS		» NEW!	80
	la FARE®-Jumbo®			8201	Parasol L		» NEW!	81
	lla			8240				
	lla			8900				
	ni umbrella FARE®-Contrary			8920		b -b		
	lla ÖkoBrella			9115		h shopper		
	lla FARE®-Profile			9158		oBrella Shopping		
	RE®-AOC lla FARE®-Camouflage				-	ella FARE®-Allover Xpress ella FARE®-Allover Xpress		
	lla RainLite Trimagic				-	FARE®-Allover Xpress		
	lla Safebrella® LED				-	rella FARE®-Allover Xpress		
	lla FARE®-ColorReflex					lla FARE®-Allover Xpress		
	lla Trimagic Safety					owel XL		
	RE®-AOC-Mini Style							







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