

# YOUR UMBRELLA

STYLEBOOK 2022



**FARE**

YOUR  
UM





# BRELLA YOUR MOMENT

**LIFE HAPPENS  
OUTDOORS.  
IN ANY WEATHER.**

There are some moments you can only experience outdoors. Sometimes there are surprising encounters outside of your own four walls. And those unique impressions that you remember for so long. With a customised FARE® umbrella, your brand or business is part of it.

When people take their favourite umbrella with them, it's about being receptive to all the beautiful and surprising things that come their way in life. It's about enjoying every moment – regardless of the weather. Let yourself be inspired by this Stylebook. And be there with your chosen FARE® umbrella when there is something to experience, enjoy or protect.

THE MOMENT WHEN  
EVERYTHING JUST



# WORKS PERFECTLY



## A FARE® UMBRELLA IS YOUR LONG-LASTING BRAND AMBASSADOR,

as unique as your business or brand. This is what we have been tinkering and experimenting with in our family business for over 65 years, with a great deal of passion and experience. We continue to develop the tried-and-tested and transform new ideas into convincing solutions. We have high expectations in terms of quality and set high standards in manufacturing. You can see that in our umbrellas – in the appearance, in the materials, in the functionality. All of this makes it a special moment every time an initial idea becomes a real FARE® umbrella.



Seal example

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



**waterSAVE**

Our waterSAVE® cover material saves energy, protects water and the environment.



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)

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.

# AWARDED IDEAS

FARE® products have already been awarded many internationally recognised prizes for their trendsetting design and functionality, which heightens our own claim: FARE's innovative strength will continue to produce intelligent and creative solutions in the future.



reddot design award  
honourable mention 2011



**5071**  
Mini umbrella Safebrella®



reddot design award  
honourable mention 2012



**5471**  
AOC mini umbrella Safebrella® LED



reddot winner 2020



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



reddot design award  
winner 2008



**5680**  
AOC mini umbrella Nanobrella Square



reddot design award  
winner 2019



**7399**  
AC alu golf umbrella FARE®-Precious



reddot winner 2021



**7395**  
AC golf umbrella FARE®-DoggyBrella

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

# FARE<sup>®</sup> – SKYLIGHT



SUPER GIFT 2021



## A real highlight

Bad weather is often accompanied by poor visibility.

For more orientation in the dark, the LED lighting turns on automatically when the umbrella is opened.

The illuminated cover is also an eye-catcher from the outside. When closing – or at the touch of a button if required – the lighting switches off again; this saves the batteries.

To see and  
be seen



**7749**

AC midsize umbrella FARE<sup>®</sup>-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



# FARE<sup>®</sup>- SOUND



I'm singing in the rain,  
just singing in the rain ...



7799

AC midsize umbrella FARE<sup>®</sup>-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



## The umbrella for your dream movie – Smart advertising you can see, feel and hear

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.



A man with a beard and short brown hair is shown in profile, smiling and looking to the right. He is wearing a yellow, grey, and white plaid jacket with a white shearling collar. He is holding a bright green umbrella over his head. The background is a blurred city street with large glass windows. The overall mood is warm and nostalgic.

# HEY, WAIT A MINUTE!

## THAT'S SARAH!

I haven't seen her for such a long time, but I've thought about her on so many occasions. And then she almost passes by somewhere in the middle of nowhere. It was just a rainy, sad morning up until that point. And two seconds later it's my day! What a coincidence. And what luck that I have my umbrella with me. It's more than big enough for both of us. So, nothing stops us from turning a hello into a full-blown conversation, and I can finally ask her for her telephone number.



» **SUSTAINABLE COMPANIONS**

- A “zero waste” shop sells the ÖkoBrella Shopping (Art. 9158) with wooden laser sticker and print on the bag
- An energy supplier uses the ÖkoBrella regular umbrella (Art. 1122) with an individual hangtag as a premium when signing up to an eco power contract

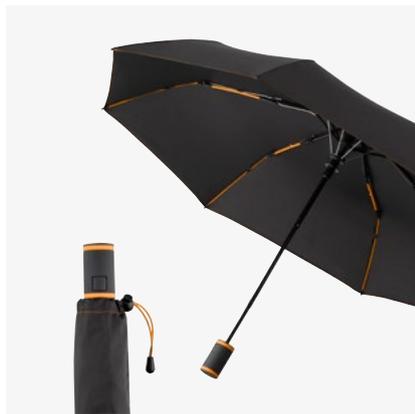


# TRULY SUSTAINABLE

Those who love nature are well advised to use FARE. The yarn made of 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. The umbrellas in the ÖkoBrella family additionally use elements made of renewable raw materials such as wood or bamboo and are provided with a hangtag made of recycled paper with jute cord. In every colour variation, a green umbrella all the way.



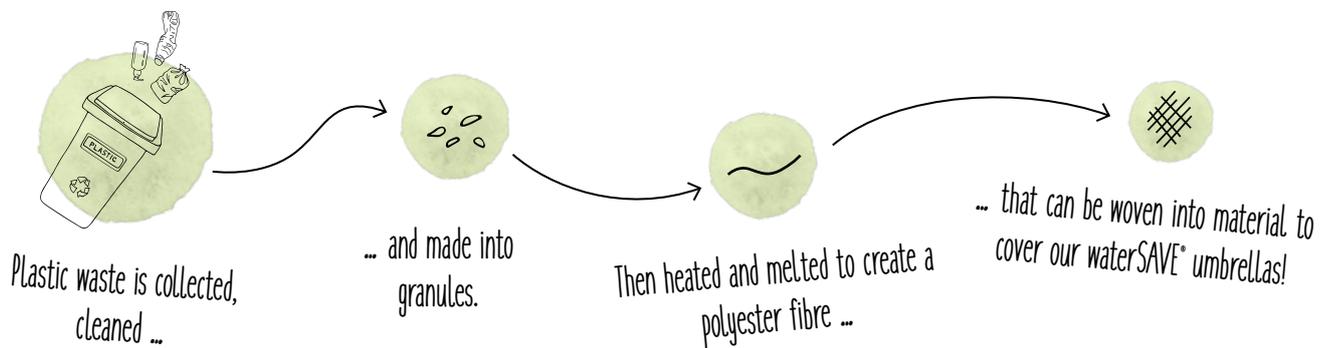
**1084**  
AC regular umbrella Colorline



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



**2384**  
AC golf umbrella FARE®-Style



» REDUCING SLUDGE PRODUCTION BY

**98%**

» REDUCING ENERGY CONSUMPTION BY UP TO

**70%**

» 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.



**5429**  
AOC mini umbrella ÖkoBrella

**1134**  
AC regular umbrella ÖkoBrella



**1122**  
AC regular umbrella ÖkoBrella

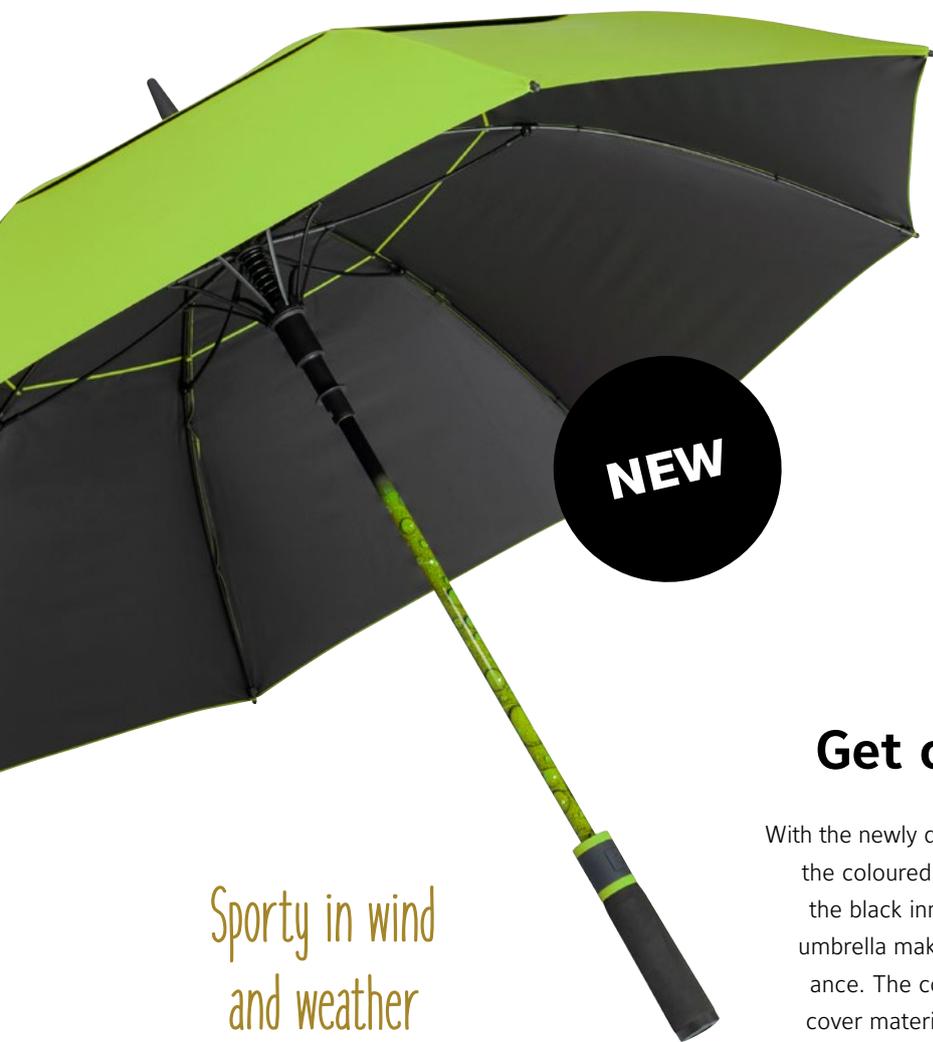


**5029**  
Mini umbrella ÖkoBrella



**7379**  
AC midsize bamboo umbrella ÖkoBrella

# FARE<sup>®</sup> - DOUBLEFACE



*Sporty in wind  
and weather*



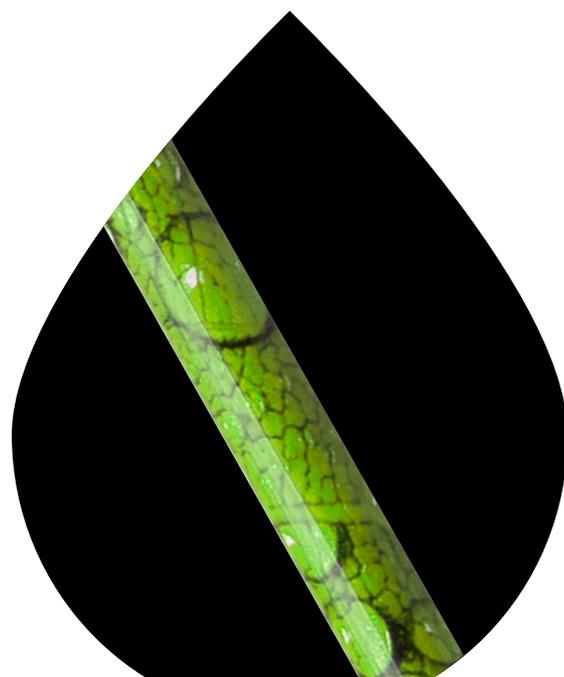
## Get outdoors

With the newly designed soft handle, the coloured contrast seams and the black inner coating, this golf umbrella makes a strong appearance. The coloured waterSAVE<sup>®</sup> cover material and the matching photo motif on the shaft demonstrate its connection to nature.

**2385**

AC golf umbrella  
FARE<sup>®</sup>-Doubleface XL Vent

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



# FARE® - SHOPPING



9158

Mini umbrella ÖkoBrella Shopping

- Sustainable manual opening with genuine wood handle
- The sleeve can be used as a practical shopping bag with storage compartment for the umbrella
- waterSAVE® cover material made of recycled plastics and dyed using a water-saving process



The sleeve turns into  
a practical shopping bag

## Sustainable shopping come wind or rain

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.



WATCH VIDEO



waterSAVE



SW



#### » COLOURFUL PROTECTORS

- A paint manufacturer uses a customised FARE®-AOC (Art. 5460) for a mailing campaign targeted at specialist retailers
- A confectionery manufacturer uses the FARE®-AOC (Art. 5460) with doming sticker as a trade fair give-away
- A theme park sells the children's regular umbrella (Art. 6905) with their mascot as a merchandising product online and on-site at their store



BOTH MY

# EETHEARTS

## SOMETIMES THEY ARE REAL MONSTERS.



They want something and really drive me mad, like before at the carousel. One is crying, the other is whining, and to make matters worse, the clouds are gathering in the sky. Then along comes grandma with the candy floss and their little eyes light up straight away. Nothing matters apart from this huge sweet and brightly coloured cloud. A little moment of childhood happiness – and we all enjoy it together – under my umbrella if the skies start to open up. We won't let rain spoil our fun.

# SHAPES AND COLOURS

An umbrella does not always have to be round – unusual shapes attract special attention. This also applies to eye-catching colour accentuation. Set the tone with fancy colours or metallic shades like copper, gold and silver.



**1182**  
AC regular umbrella  
FARE®-Collection Square



**5649**  
Mini umbrella FARE®-AOC Square



**2989**  
AC golf umbrella Fibermatic XL Square



**5639**  
AOC oversize mini umbrella  
FARE®-Seam



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



**5899**  
AOC golf mini umbrella FARE®-4-Two



**5529**  
AC mini umbrella FARE®-Doubleface



**4111**  
Midsize umbrella ALU light10 Colori



**1115**  
Regular umbrella FARE®-Fashion AC



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



**7704**  
AC midsize umbrella FARE®-Stretch

# COLOUR VARIETY



## At FARE brands and colours come together

A whole 18 colour variations are available from stock for our popular auto open/close function mini umbrella with colour-coordinated handle. Six of these shades are now also available with our sustainable waterSAVE® cover material made of recycled plastics: Without the use of water, the yarn is completely dyed during production – for long-lasting colour fidelity!

Colourful protection against  
a dull, rainy day



5460

Mini umbrella FARE®-AOC

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



# FARE® - STYLE



**4784**

AC midsize umbrella FARE®-Style

- Surprising effect on opening
- Shaft, ribs and handle rings in contrasting colours
- waterSAVE® cover material made of recycled plastics and dyed using a water-saving process



Stopping and staring  
is definitely permitted



## Attention to the tiniest detail

The features of the FARE®-Style series are accentuated with colourful ribs, shafts, handle rings or seams. The deep black waterSAVE® cover material accentuates the contrasting colours and makes every model a trendy accessory.





**» FANTASTIC FRIENDS**

- A sports club offers the golf umbrella (Art. 2359) with club logo for sale to its members and fans
- A garden tool manufacturer uses the FARE®-Style (Art. 2384) as a personalised gift for customers and employees



# HE SHOOTS – SCORES!

## **HE WANTS TO PLAY IN THE NATIONAL SQUAD ONE DAY.**

As a striker. And he trains really hard to achieve it. Three times a week – all year round, in all weathers. As his biggest fans, we are always there to watch: no matter how wet, cold or hot it is on the pitch. With a bottle of water, a pack of plasters and our big umbrella, we are prepared for anything. We cheer him on at every opportunity. And of course, we cheer when he leaves the others standing and confidently sinks the ball in the back of the net.

Yesss, he has really done well!

# SIZE MATTERS

There are some things you can never have enough of. In heavy rain, this certainly also applies to the diameter of an umbrella. Especially if you are out and about in pairs, threes or with even more people. In addition to the classic golf umbrella, many mini umbrellas also demonstrate sufficient size when it counts.



**2359**  
AC golf umbrella



**5222**  
Golf mini umbrella FARE®-Jumbo®



**2333**  
AC golf umbrella FARE®-Pure



**5606**  
AOC golf mini umbrella  
Jumbomagic® Windfighter®



**2985**  
AC golf umbrella Fibermatic XL

113 cm



**2393**  
AC golf umbrella Jumbo® XL  
Square Color

180 cm



**6485**  
3XL fibreglas golf umbrella FARE®-Doorman

133 cm



**2339**  
AC golf umbrella Fibermatic XL Vent

240 cm



**8240**  
Parasol XL

130 cm



**7709**  
AC golf umbrella FARE®-Stretch 360

133 cm



**7355**  
AC golf umbrella FARE®-Profile

# FARE<sup>®</sup> – COLORLINE



**More to offer,  
and not only in  
terms of colour**

At the push of a button, the umbrella opens to a generous 105 centimetres in diameter – revealing special details such as the colourfully painted shaft and the coloured ribs, brightening up the entire look.

The contrasting black waterSAVE<sup>®</sup> cover material completes the look with a clear conscience.



reddot winner 2020

Brand communication  
with a surprise

5644

Oversize mini umbrella FARE<sup>®</sup>-AOC Colorline

- Coloured painted shaft and coloured joints
- Soft-Feel handle with colour trimmed push-button
- waterSAVE<sup>®</sup> cover material made of recycled plastics and dyed using a water-saving process



# FARE® - STEEL



A true  
gentleman



**5659**

AOC oversize mini umbrella FARE®-Steel

- Handle in leather look with metal detail
- Top and joints made of metal
- waterSAVE® cover material made of recycled plastics and dyed using a water-saving process



## Trends come and go, but good style remains



A high-quality FARE® umbrella, made to be discovered and appreciated. Solidly crafted for real men, the metal element in the handle ensures solid weight. In stormy conditions, the oversized umbrella also demonstrates robust strength, while its eco-friendly dyed cover made from recycled plastics makes it a gentleman when it comes to sustainability.



## **ENOUGH WITH SITTING AROUND INSIDE.**

Today I needed some fresh air, light and open space around me. A little bit of tranquility and nature. But then the skies started to change. Sun, clouds, dark clouds, sun and so on. At least as many twists and turns as in my book, which completely captivates me after the first few chapters. I have never read a story like this before, page after page you immediately want more. Even though it's probably about to start drizzling, it will pass quickly, and my book and I are sitting in the dry. I have my umbrella with me after all.

OPEN AIR

# EXCITEMENT



## » PRACTICAL SAVIOURS

- A chain of book stores offers the printed FARE<sup>®</sup>-Tube (Art. 5792) as a prize in a competition
- An optician gives customers a clear view with the FARE<sup>®</sup>-Pure (Art. 7112)



# MOTIFS AND SAMPLES

When design can lift the mood! We can't change the weather – but we can make it more beautiful! For example, with a bright blue summer sky, an almost magical colour change when it gets wet, or the latest trend patterns. Printed razor-sharp on the umbrellas, the motifs on the inside or outside lift your spirits as soon as they are opened.



Step 1

Step 2

Step 3

## Quickview

- Full digital all-over printing of your chosen motif
- From just 100 units
- Ready for shipment within 15 to 20 days after approval\*
- Further finishing options (at a surcharge)

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

**75002 | 75460 | 71104 | 71144 | 72382**  
FARE® Allover-Xpress



**1142C**  
AC regular umbrella Colormagic®



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



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



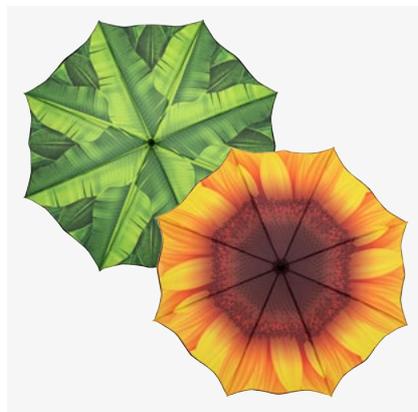
**5468**  
AOC mini umbrella FARE®-Camouflage



**5042C**  
Mini umbrella Colormagic®



**7719**  
Regular umbrella FARE®-Contrary



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



**3330A**  
AC woodshaft regular umbrella

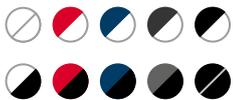
# FARE<sup>®</sup>-TUBE



5792

Mini umbrella FARE<sup>®</sup>-Tube

- Plastic tube printable in full-surface four-colour print
- Colour-coordinated carrying strap made of cover material
- Special handle with silicone ring ensures tight closure of the tube



Stored safe  
and dry



## Modern, sportive and simply different

With this practical manual opener, a sturdy plastic tube replaces the sleeve. The special feature: After a shower, the wet umbrella can be quickly rolled up and stowed waterproof in the tube, and the excess water simply drained off later. The umbrella is conveniently packed and can be carried anywhere, in a bag, backpack or jacket – and everything around it stays dry!

# FARE<sup>®</sup>-CARBON-STYLE

Sustainability and functionality  
go hand-in-hand

## An elegant classic with high-tech flair

A classic golf umbrella with attention to detail. Not only the design element in carbon look in the handle or the black waterSAVE<sup>®</sup> cover material with tone-in-tone check design impresses immediately. The unique comfort experience when closing, which is created by the non-slip handle piece in the middle of the shaft, also makes the umbrella something special.



### 7915

AC golf umbrella FARE<sup>®</sup>-Carbon-Style

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



# TRAVEL MEANS COLLECTING IMPRESSIONS



## » HANDY HELPERS

- A tour operator says thank you for booking a city trip with a FiligRain Only95 (Art. 5062) in matching packaging
- A spa hotel lends the Travelmate Camper (Art. 6139) to guests for day packages





GNS

## MY LONG-PLANNED WEEKEND TRIP.

I'm so looking forward to it, and there's so much on the itinerary. The cathedral is an absolute must, the historic piazza is something I want to see, and the beautiful arcades of course. The way the light falls from above is unique, even if there are a few drops from the sky. Why else would I have my umbrella with me? Usually that's the best way of guaranteeing dry conditions. Unfortunately, it didn't work this time. But why would it bother me when there is so much to be amazed by?

# ANYTHING BUT STANDARD

FARE® umbrellas are surprisingly different. If you are looking for brand representation with a true wow factor, you cannot go wrong with a FARE umbrella. Our range offers innovative models, which stand out due to their cleverness and user-friendliness. Unique finishing options also offer creative potential to spread particularly attention-grabbing campaigns and concise messages.



**7112**  
AC regular umbrella FARE®-Pure



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



**7715**  
Regular umbrella FARE®-Contrary



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



**5675**  
AOC midsize mini umbrella  
RainLite Classic



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



**4704**  
Midsize umbrella  
FARE®-Exklusiv 60th Edition



**5052**  
Mini umbrella FARE®-Fillit



**5069**  
Mini umbrella SlimLite Adventure



**5480**  
AOC mini umbrella  
Trimagic Safety



**6139**  
Beach parasol  
Travelmate Camper



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

# FARE®-VIEW



1119

AC regular umbrella FARE®-View

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



For the best view,  
whatever the weather



## Umbrellas for people with a vision

Transparency is a trend – and for many industries a matter of course. With the transparent viewing window in the direction of movement, you not only keep an eye on everything important in wind and weather, but also don't miss what's going on.

# FARE<sup>®</sup> - ONLY95



Fits in almost  
every handbag



## Achieving the goal with ease

Whether for private use or on a business trip – this ultra-compact mini umbrella is always with you and, at only 95 g, hardly weighs a thing. The umbrella can even withstand a stiff breeze without any problems, so you are prepared for any weather emergency.



reddot design award  
winner 2019



### 5062

Mini umbrella FiligRain Only95

- Extra light polyester pongee cover material
- Only weighs 95 g
- Less than 21 cm long when closed



A woman with long red hair, wearing a blue and white plaid jacket, grey pants, and black boots, is walking away from the camera on a wet cobblestone street at night. She is holding a black umbrella over herself and a small brown dog on a red leash. The street is wet and reflects the lights from buildings and cars. The scene is framed by a large, semi-transparent blue circle that contains text.

## THAT WAS OBVIOUS. IT'S RAINING.

As always when it's my turn to take the dog for the last walk. And it was so cosy on the sofa. Lovely and warm with a blanket, hot tea and a good book. I even started to doze off a little. Until Zottel nudged me with his nose that was, as a little reminder that he still had something to do. So, I quickly slip my boots on, put on a warm jacket and I don't forget my umbrella.

Then I'll make it to the next tree dry and can fall straight into bed when I get home.

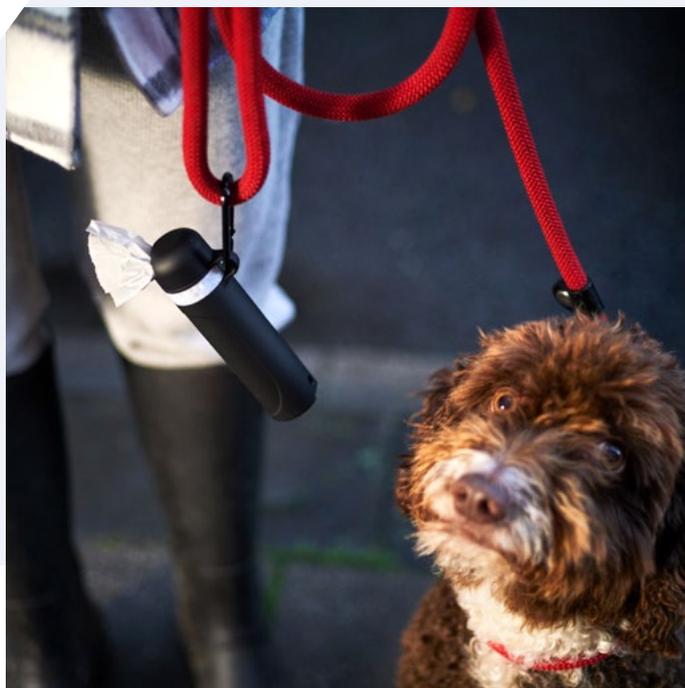
# A QUICK WALK BEFORE

# BED-TIME



## » RELIABLE FRIENDS

- A pet food manufacturer offers the FARE®-DoggyBrella with poop bags in the handle (Art. 7395) as a premium in its customer club
- A car rental company places a FARE®-AC Plus (Art. 5547) inside every hire car



# LIGHT AND REFLECTION

These umbrellas attract more attention with luminous extras! Radiant moments are guaranteed with built-in LED elements or fashionable reflective details. All models are perfect companions for a wide range of applications.



**5571**  
AC mini umbrella Safebrella® LED



**7571**  
AC regular umbrella Safebrella® LED



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



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



**5477**  
AOC mini umbrella FARE®-ColorReflex



**5699**  
AOC oversize mini umbrella  
Magic Windfighter Carbon



**4875**  
AC alu midsize umbrella  
Windmatic Black Edition



**7905**  
AC midsize umbrella FARE®-Switch

