

EN



KLEINENSTERK.NL

# 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](http://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



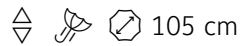
98 cm

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



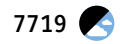
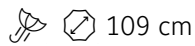
**5415 | AOC oversize mini umbrella FARE®-Contrary**

- Inverted opening and folding mechanism

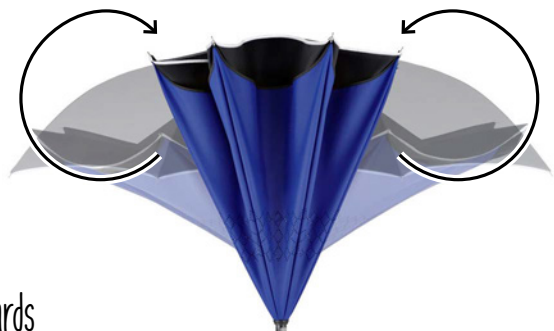
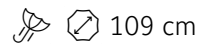


**7715 | Regular umbrella FARE®-Contrary**

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



7719



When folding, the wet side is pulled inwards





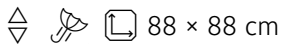


**i** Example: Side laser sticker with individual name/personalisation, front laser sticker with customer logo



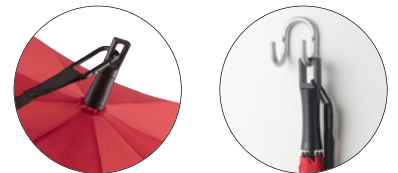
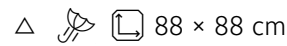
### 5649 | Mini umbrella FARE®-AOC Square

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



### 1182 | AC regular umbrella FARE®-Collection Square

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

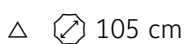


**i** Example: Doming sticker on handle

**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



**i** Example: Screen print on sleeve



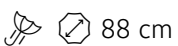
Only weighs 95g!



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





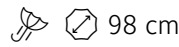


Sustainable shopping  
come wind or rain

**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



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



# 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



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



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

**i** Example: Doming sticker on handle



**i** 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 CO<sub>2</sub> 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 m<sup>2</sup> of fabric, from which around 350,000 umbrellas can be made.

» REDUCING SLUDGE PRODUCTION BY

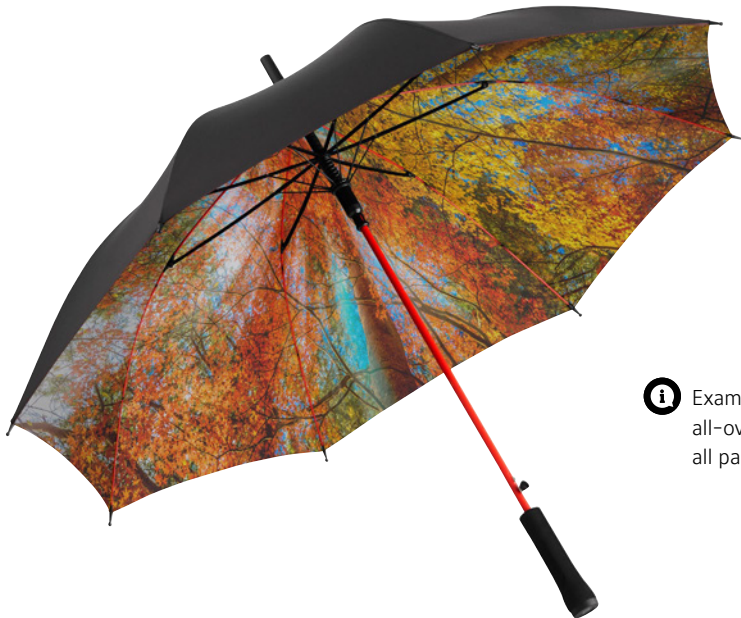
**98%**

» REDUCING ENERGY CONSUMPTION BY UP TO

**70%**







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

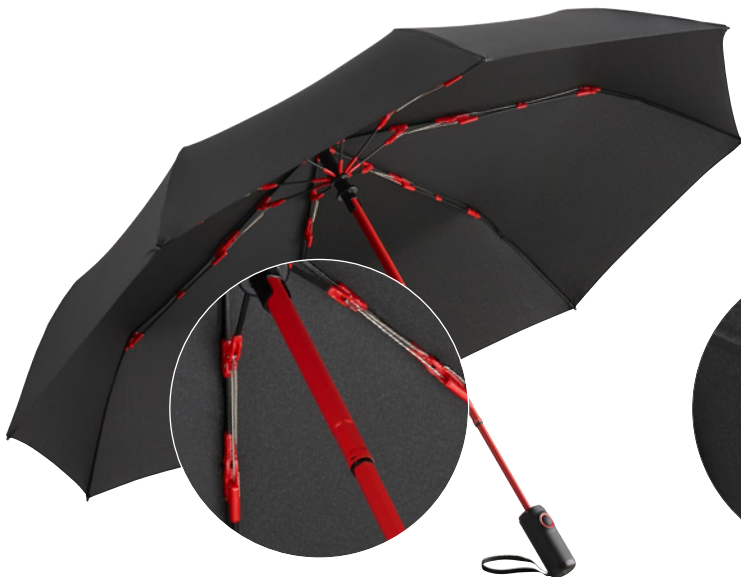


**1084 | AC regular umbrella Colorline**

- 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



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



# 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 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



### 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



UV Protection  
50+  
www.tuv.com  
ID: 0000019863



Wind Resistance  
Waterproof  
Flexibility of the  
Rib-Construction  
www.tuv.com  
ID: 0000031747



**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**

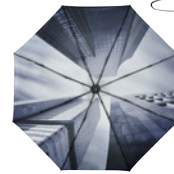
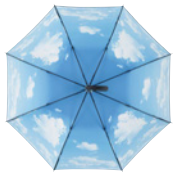
- Trendy camouflage pattern in two colour variations
- Soft-Feel crook handle



△ ◻ 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







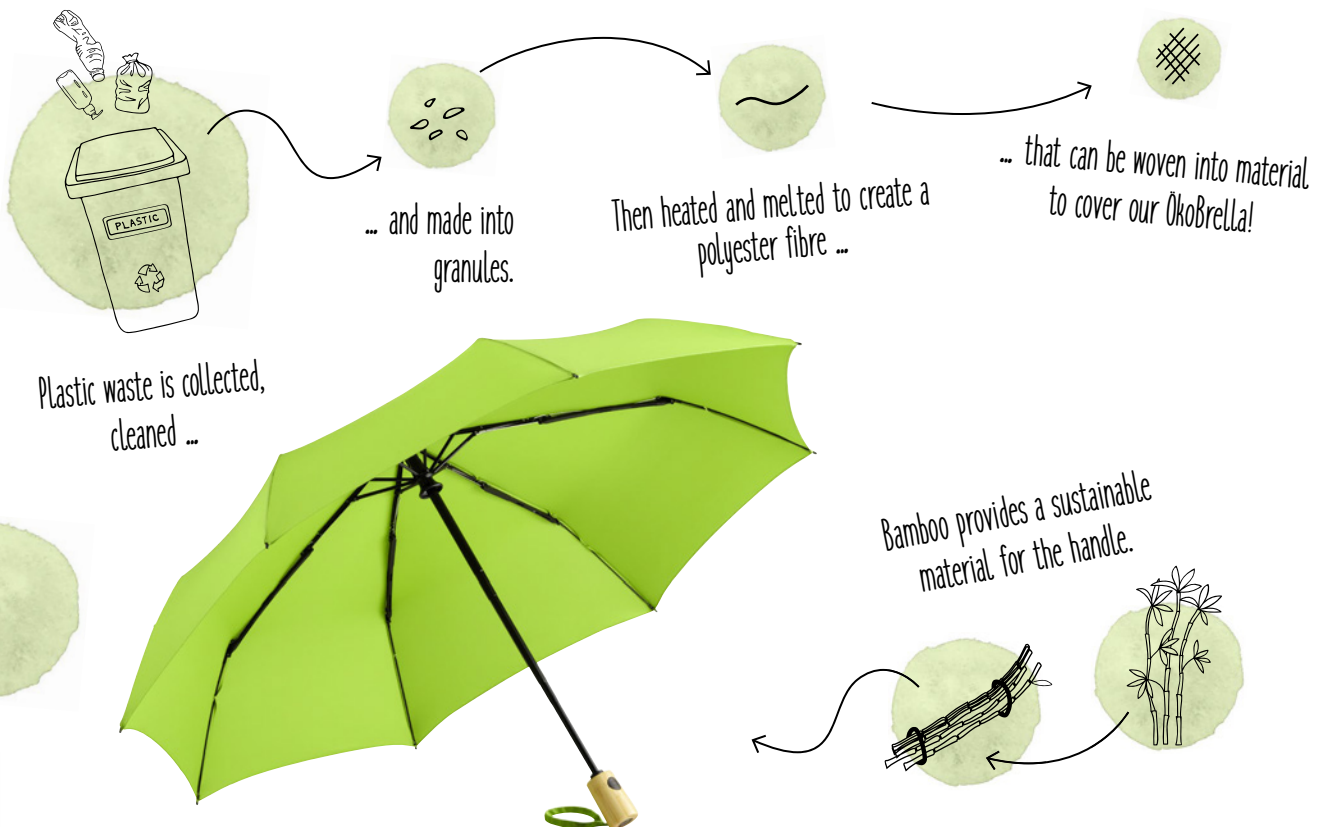
**1122 | AC regular umbrella ÖkoBrella**

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



**7379 | AC midsize bamboo umbrella ÖkoBrella**

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





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.



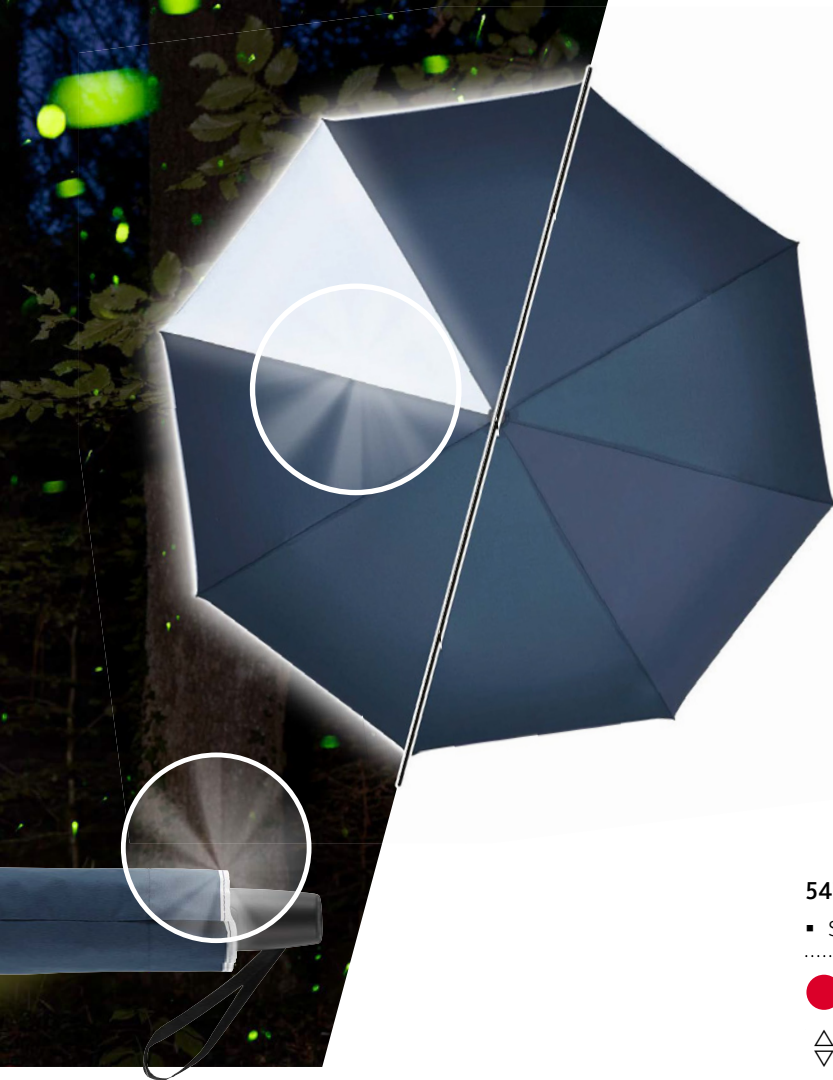
# GLOWING IN THE DARK

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



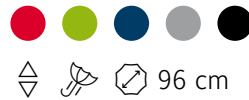
**KLEINENSTERK.NL**





#### 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

**i** 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!

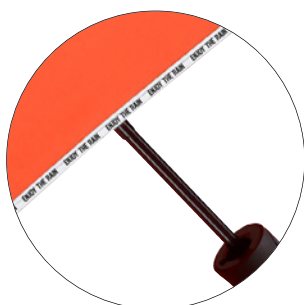
**7717 | Regular umbrella FARE®-Reflex Contrary**

- 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**

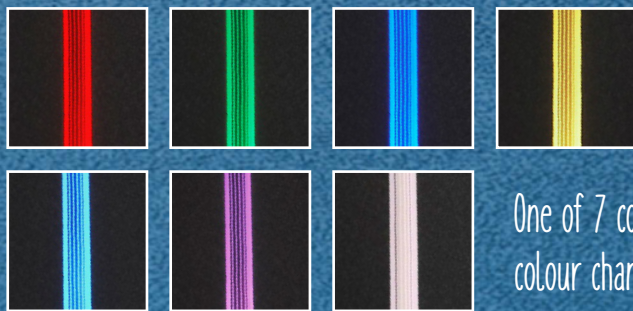
- Cover and sleeve with trendy reflective silver piping
- A striking look, even in dry weather



   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

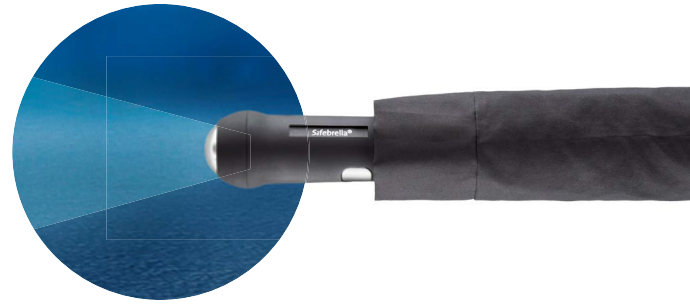
- Automatic regular umbrella with LED technology
- Trendy reflective silver piping
- Li-ion battery with micro USB charge connector in the handle



△   112 cm







### 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





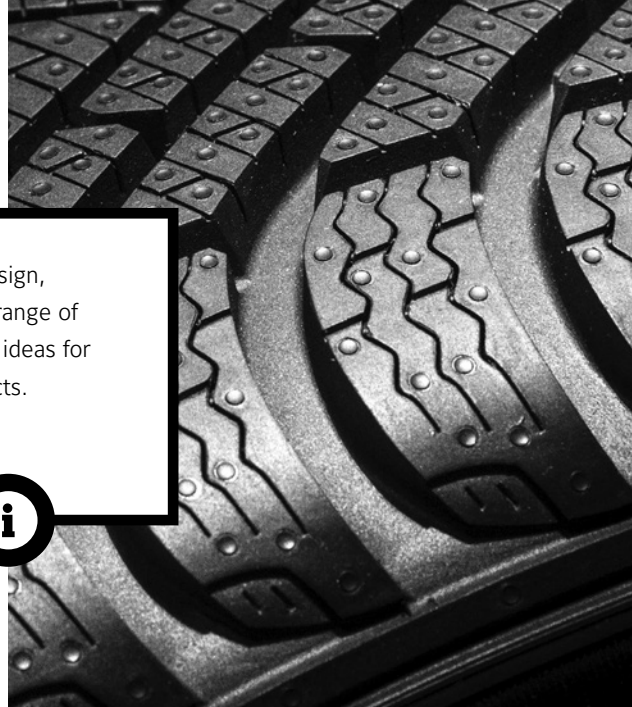
» You expect to be able to rely on your car – at all times! With FARE® you can rely on us to ensure that all relevant guidelines and specifications are taken into account. We set the bar high, define new quality standards and ensure that many products are frequently inspected by accredited institutes.

# 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.



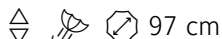
**i** Example: Doming sticker on handle



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

## 5455 | AOC mini umbrella FARE®-Profile

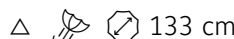
- Opens and closes at the push of a button
- Handle and topper in tread design



www.tuv.com  
ID 1111215741

## 7355 | AC golf umbrella FARE®-Profile

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



www.tuv.com  
ID 1111215726

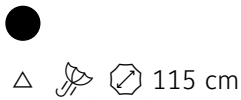




**i** Example: Fashionable reflective screen print in silver on one panel

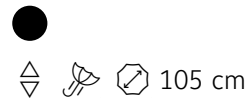
### 4155 | Midsize umbrella FARE®-Gearshift

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



### 5699 | AOC oversized 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.

