



UK Customer Guidelines



Made for the extraordinary

Creative product solutions that are a breath of fresh air, in a world where mass production has lowered consumer expectations to unacceptable levels.



2 year warranty



patented innovation



repair, not replace



high-tensioned canopy



wind tunnel tested



built to last

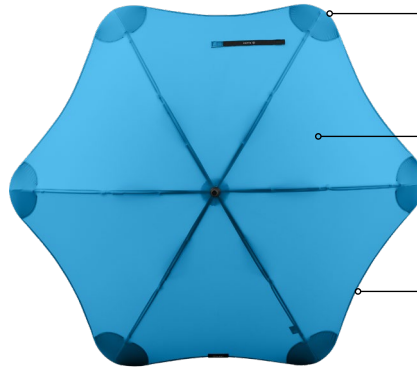


Beautiful Umbrellas. Made to last.

What makes the BLUNT Umbrella?

Blunt™ Tips

The patented **Blunt™ tips** open like miniature umbrellas within custom pockets at the canopy edge, performing multiple purposes to make the BLUNT Umbrella what it is.








Eliminating the sharp points at the canopy edge which can be hazardous to others.

Evenly tensioned canopy to create a superior structure and aerodynamic surface.

Evenly distributing tension right to the edge, where it is most needed.

BLUNT models

			diameter	folded length	weight
compact		BLUNT Metro Compact, convenient and collapsible, the BLUNT Metro is perfect for busy people in busy places.	39.3in 100cm	14.7in 37.5cm	0.85lb 385g
		BLUNT Coupe Dynamic and light, the BLUNT Coupe is perfect for the car, when you need quick cover for speed and ease.	41.3in 105cm	28.9in 73.5cm	0.94lb 428g
full-length		BLUNT Classic The traditional umbrella re-imagined. The BLUNT Classic is perfect full-length umbrella for all occasions.	47.2in 120cm	33.1in 84cm	1.5lb 660g
		BLUNT Exec Broad and elegant, the BLUNT Exec is perfect for business, and those whose business it is to keep others dry	54.3in 138cm	37.6in 95.5cm	2lb 910g
		BLUNT Sport Big and strong, the BLUNT Sport is perfect for golfers, sideline coaches and those who prefer to be out in the wild.	57.4in 146cm	38.9in 99cm	2.1lb 948g



For more technical info on our range, please refer to the tech specs sheet

The problem with traditional umbrellas

Traditional umbrellas have been a frustration for users since their conception. They are meant to serve a vital purpose, to keep us protected from the elements. In real world environments with bustling wind, sideways rain and when passing other users on busy streets, they certainly have their downfalls.

Traditional umbrellas do not tighten the canopy with their frame. The canopy at the outer edge is the most vulnerable to wind and rain - this is where umbrellas are at their weakest due to the spikes at the end of the frame, not to mention providing a potential hazard at eye level on busy streets!

Today they are mass produced, disposable items that fail in strong wind or rain. The fundamental design hasn't changed in 150 years, consisting of a floppy canopy and weak ribs. And worse, adding to our ever-growing landfill problem.



Why the BLUNT Umbrella?

At BLUNT, we discovered that the construction of the traditional umbrella is fundamentally flawed and thought there had to be a better way. The solution was to ensure that the canopy was tight all over, whilst removing the spikes at the outer edge of the canopy to make it safer for passers by.

In simple terms, umbrellas are made up of two distinct components - a fabric canopy and a frame. If the canopy is floppy, it is nothing more than a rag flapping in the breeze. When pulled tight this helps create a solid sound structure.

A tighter canopy creates a stable surface for wind to flow over it. A flatter canopy enhances these aerodynamic properties, much like a wing.

BLUNT has solved these fundamental problems in the form of patented technology; the **Radial Tensioning System**. The key component of this system is the BLUNT tip, spreading the tension at the canopy edge and giving us our distinctive and unique shape.

The BLUNT Umbrella creates synergy between components resulting in the perfect blend of form and function.

What exactly is the Radial Tensioning System?

Like traditional umbrellas, a BLUNT is opened by pushing up on a runner handle that extends up the umbrella shaft to fold out the frame.

During this folding out of the frame, a BLUNT works differently by converting this opening force into a unique radial (outwards) movement in the ribs. This radial movement is used to open the BLUNT tips from a collapsed state into their open 'T' shape (much like a miniature umbrella).

Once open, the BLUNT tips then push against the edge of the canopy and tighten the canopy in a completely new way, focusing force at the canopy edge where it is needed most.



BLUNT Tech Specs

What makes a Blunt™ different from traditional umbrellas?

The patented BLUNT tips open like miniature umbrellas within custom pockets at the canopy edge, performing multiple purposes to make the BLUNT Umbrella what it is.



Engineered Components

- Our unique BLUNT frame components are made from materials specifically selected to tolerate the full range of forces applied during use, and to sustainably endure a lifetime of wear and tear.
- All moulded parts use engineering grade plastics that have specific properties to maximise performance while minimising weight in the umbrella.

Ribs

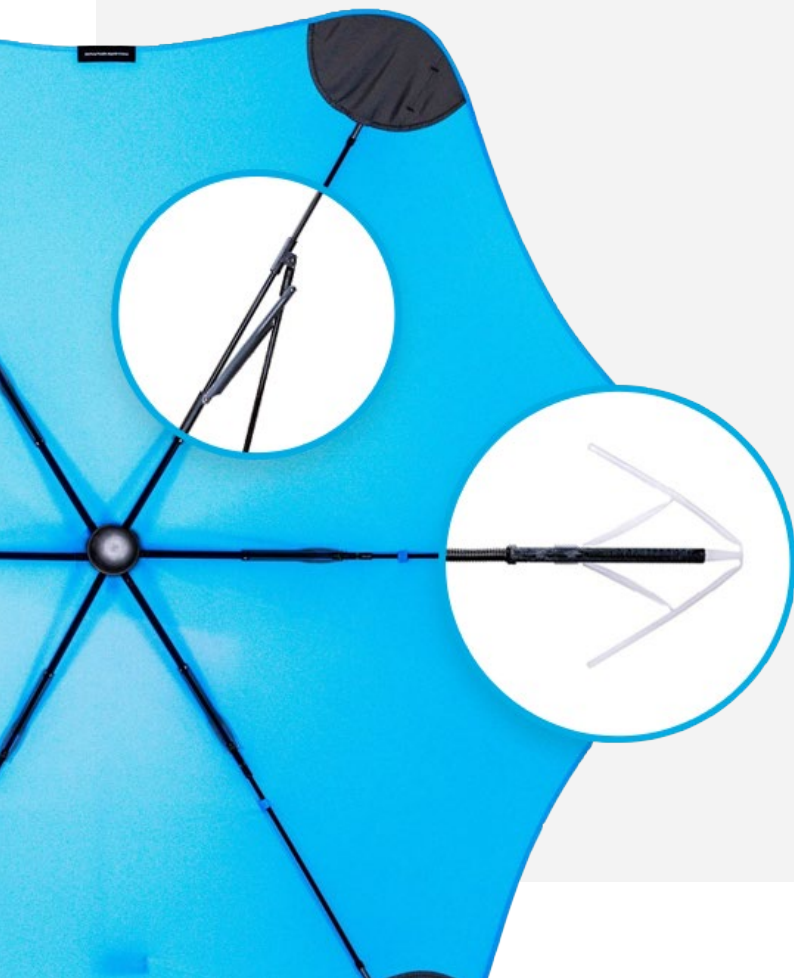
- Tension gained in the canopy must come from the compressive forces elsewhere – being the ribs.
- BLUNT frames are built to provide this force into the canopy and to weather the additional stress they bear to do so.

BLUNT Tips

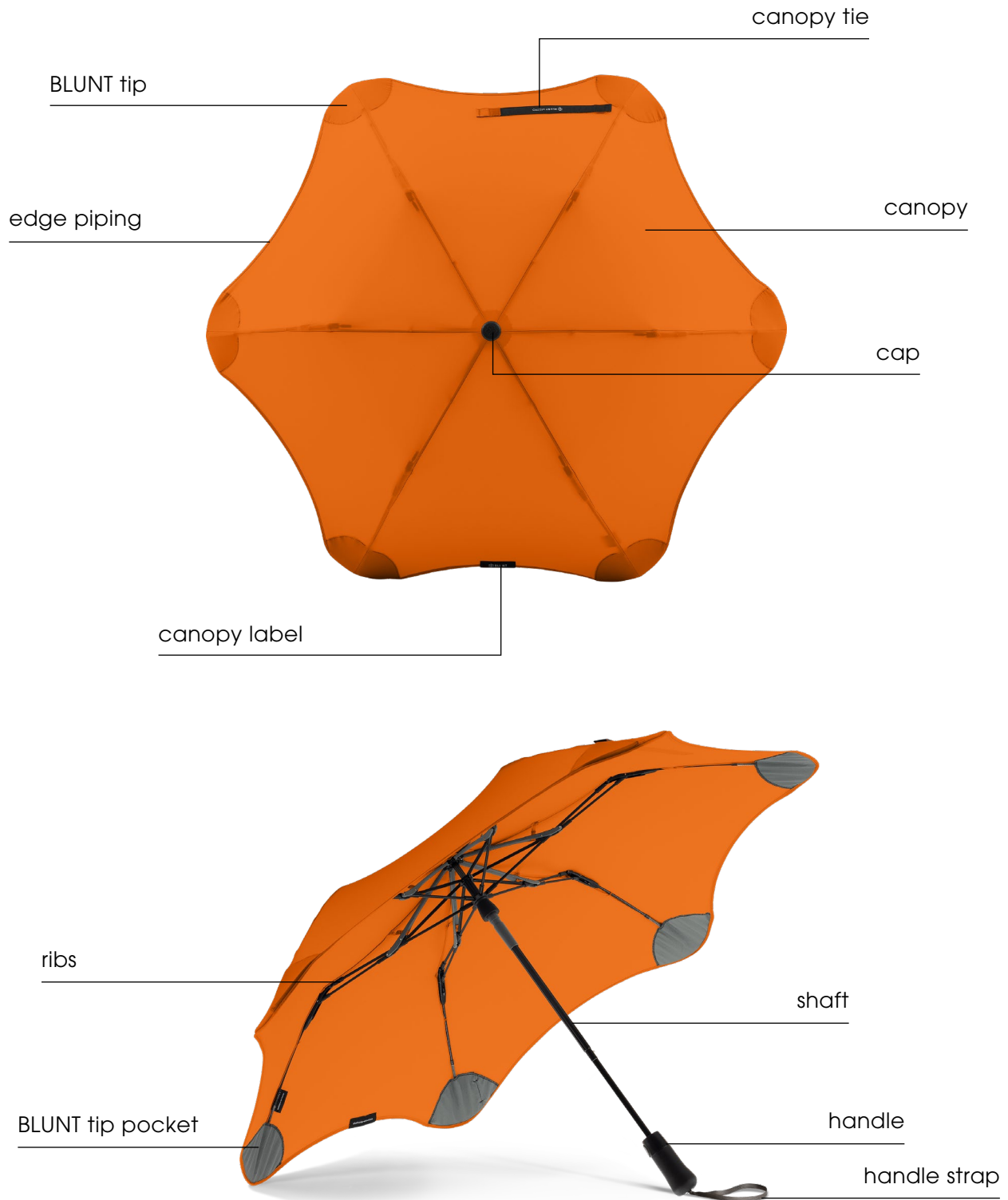
- Evenly transferring the radial force into the canopy edge to distribute tension where it is most needed - creating a superior structure and aerodynamic surface.
- Eliminating the sharp points at the canopy edge which can be hazardous to others.
- Removing the high stress loading point of a traditional sharp spike by spreading the load along a larger edge giving maximum durability.

Canopy

- Fully tensioned high thread polyester fabric.
- Given the unique wind adaptive design, BLUNT canopies are designed to flip inside out in very strong winds. It doesn't mean its broken – just pop it back into place.

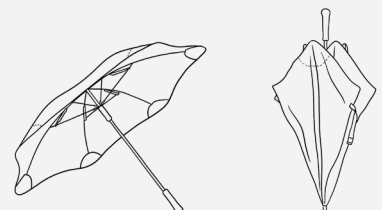


Anatomy of a Blunt™



Drying mode

The best way to dry a Blunt™ is to leave it fully open. Alternatively, you can leave it standing up with the canopy tie released.



BLUNT Metro

Unique spinning canopy so if you bump into others in busy places, you won't catch your canopy on anything.



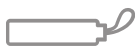
Upper shaft - lightweight aluminium
Lower shaft - strong steel

2 stage auto-open frame

auto-open button

Compact, convenient and collapsible, the BLUNT Metro is perfect for busy people in busy places.

With 39.3in coverage, the Metro is perfectly sized to give you coverage while not taking up too much street space. The Metro's auto-open canopy easily opens with the push of a button, and collapses and slides neatly into the carry sleeve. At 14.7in in length, you can whip your BLUNT out of your handbag or briefcase whenever the weather acts up.



closed length

14.7in
37.5cm



open diameter

39.3in
100cm



weight

0.85lb
385g



wind-tested to

71mp/h
115km/h



BLUNT Coupe



Dynamic and light, the BLUNT Coupe is perfect for the car, when you need quick cover for speed and ease.

The Coupe is our lightest full-length umbrella with an easy-grip handle, meaning you won't need to compromise full coverage for convenience. Slim, stylish and as sturdy as our umbrellas come, the Coupe is made for weekends, wandering and your daily commute. Ideal for single use.



closed length

28.9in
73.5cm



open diameter

41.3in
105cm



weight

0.94lb
428g



wind-tested to

71mp/h
115km/h



BLUNT Classic



The traditional umbrella re-imagined. The BLUNT Classic is perfect full-length umbrella for all occasions.

Our original full-sized, full-length and fully tensioned high-performance umbrella. Featuring the patented Blunt™ tips and easy-grip handle, the coverage you get from the BLUNT Classic makes it the must-have companion for day-long downpours.



closed length

33.1in
84cm



open diameter

47.2in
120cm



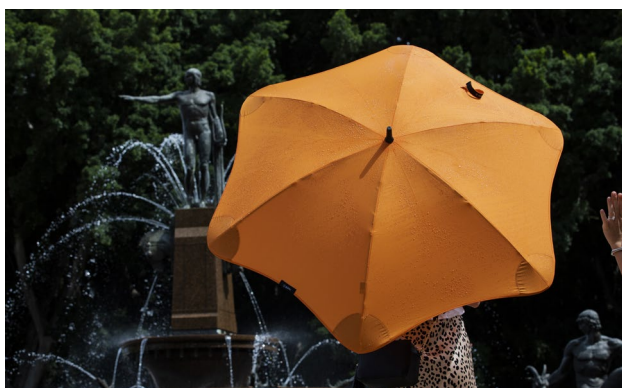
weight

1.5lb
660g



wind-tested to

71mp/h
115km/h



BLUNT Exec



Broad and elegant, the BLUNT Exec is perfect for business, and those whose business it is to keep others dry.

The largest full-length street umbrella in the Blunt™ range. With a stylish handle strap, the Exec is big enough for at least two people making it perfect for rainy morning coffee runs or lunchtime meetings out of the office. The Exec also comes with a matching carry sleeve.



closed length

37.6in
95.5cm



open diameter

54.3in
138cm



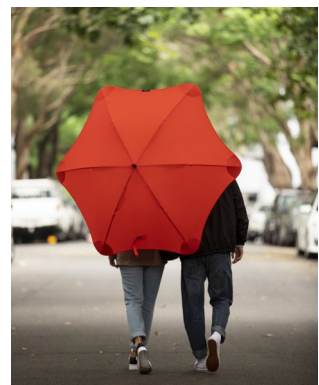
weight

2lb
910g



wind-tested to

71mp/h
115km/h



BLUNT Sport



Big and strong, the BLUNT Sport is perfect for golfers, sideline coaches and those who prefer to be out in the wild.

With a fibreglass shaft for extra strength in tougher conditions, the Sport is built for the great outdoors. Rain or shine, the BLUNT Sport will have you prepared for whatever the weather so you can focus on the game. The Sport comes with a matching carry sleeve.



closed length

38.9in
99cm



open diameter

57.4in
146cm



weight

2.1lb
948g



wind-tested to

71mp/h
115km/h

UV Ratings

Sun (UV) protection

SPF vs UPF

The **SPF** rating system measures the effectiveness of products applied directly to skin for protection from UV rays (e.g. cosmetics and sun screen). This works by measuring the amount of protection a product gives over the level the skin naturally will endure. An SPF 15 rating offers 15 x natural protection or burn time.






The **UPF** rating system measures the effectiveness of textiles for blocking UV rays. The UPF rating is relevant to umbrellas as it states the amount of UV rays passing through the canopy fabric to the user – e.g. UPF40 will let 1/40 of UV pass through whilst blocking the other 39/40 (97.5%) of rays. UPF is a good gauge of the UV protection an umbrella will protect from, however in practice the cover offered by a canopy is only a portion of the potentially harmful UV rays that a person is exposed to.

This is due to the fact that UV rays reflect off surfaces, and this level of reflection can be significant. Concrete footpaths can reflect up to 12% of the UV rays that strike it. Umbrellas should be used along with adequate clothing and sunscreen to protect against harmful UV rays.

BLUNT's standard canopy fabrics vary in their UV performance due to the dyes used in the colouring process. Generally, darker colours have better UV performance (charcoal, dark green @ UPF 50+ or 98%+ block) while lighter colours (mint, yellow @ UPF10 or 92% block) have a reduced effect.

colour	% UV block	UPF rating
Green	99.44	50+
Charcoal	98.07	50+
Black	97.75	40
Navy	94.99	20
Orange	94.42	15
Red	94.22	15
Pink	94.03	15
Yellow	92.70	10
Mint	91.97	10
Blue	91.32	10

Model Comparison

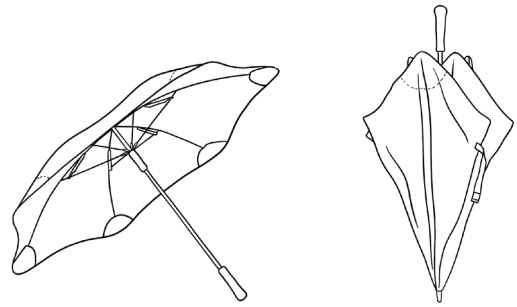
model	open diameter	closed Length	weight	colours
Metro	100 cm	37 cm	385 g	
Coupe	105 cm	73 cm	430 g	
Classic	120 cm	84 cm	660 g	
Exec	138 cm	95 cm	910 g	
Sport	146 cm	99 cm	950 g	

All models are fully serviceable

BLUNT Care Guide

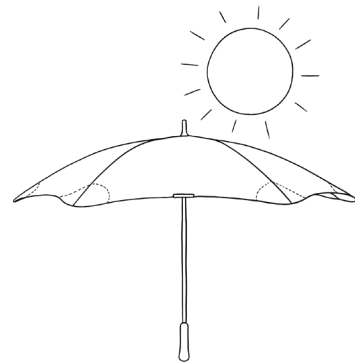
Drying your Blunt™

Make sure to dry your Blunt™ completely to avoid any mildew or water stains forming. The best way to dry your umbrella is to leave it fully open, otherwise you can leave this standing up with the canopy tie released.



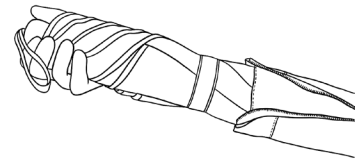
BLUNT + UV

All BLUNT umbrellas offer UV protection (this varies per colour). Please keep in mind that UV rays can be reflected off surfaces in different environments. If you require more details, please get in touch with us at info@bluntumbrellas.com.



Storing your Blunt™

To maximise the life of your Blunt™, make sure to store your umbrella in it's sleeve. This helps to protect it from any sun damage or wear and tear.



Cleaning your Blunt™

When cleaning your canopy, make sure to use a clean cloth and warm water to clear any marks. Avoid using any chemical detergents and bristle brushes. BLUNT Umbrellas are not machine washable.

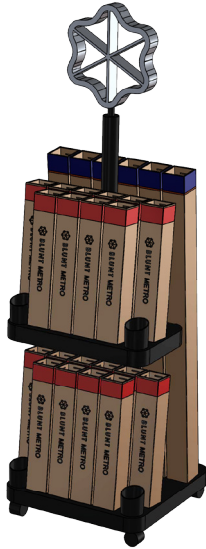


Opening your Blunt™

To avoid any injuries, protect your surroundings and increase the longevity of your Blunt™, make sure to always open it upwards.



Visual Merchandising Guidelines with Point of Sale



Display Stand

- 360° facing stand with capacity for 20x Metro and 12x full length umbrellas.
- Inserts for out-of-box umbrellas so shoppers can experience and explore.
- On wheels so can be moved easily around store for impulse purchase.
- Interchangeable slot for BLUNT logo/header card on top for in store communications.



Crate Stand

- Capacity for 18x umbrellas, with shelf insert available for Metros to lift off ground.
- Inserts for out-of-box umbrellas so shoppers can experience and explore.
- On wheels so can be moved easily around store for impulse purchase.
- Interchangeable slot for BLUNT logo/header card on side for in store communications.



Line-up Display

- Available in both Metro (4x display) and full-length (6x display).
- Out-of-box umbrellas so shoppers can experience and explore.
- Light and easy to move around store.

Visual Merchandising Guidelines

without BLUNT Point of Sale

This guide is created to help retailers present and display BLUNT Umbrellas using existing store fittings to best showcase BLUNT's signature iconic shape and maximise conversation and sales.

Window Display



- Showcase signature shape – top facing
- Use bright colours and seasonals to drive point of difference and catch shoppers attention outside of store
- Display with complementary fashion brands to drive sale as accessory

Signature Canopy Shape (in-store)



- Catch shopper's attention in store bright colours and seasonals
- Display with complementary fashion brands to drive sale as accessory
- Opportunity for unique displays such as hanging from ceiling, displayed with mannequins, with complementary brands and displays
- Opportunity to demonstrate the different sizing between each model

Out of Box Experience



- Provides opportunity for shoppers to experience and explore
- Effectively showcases BLUNT core colour range
- Allows shoppers to find the right size for them
- Use handle straps to display on walls or tables

Packaging Displays



- Colour collar stickers for easy to navigate colour shopping
- Box makes it easy to stack and display on existing shelves and tables
- Display in conjunction with an open umbrella to attract attention

Warranty and Servicing

BLUNT Umbrellas are made to last.

At BLUNT we are focused on leading change when it comes to the environment. Our mission is to promote the adoption of everyday use of reusable products. We aim to service and repair our products before we replace them.

Every Blunt™ comes with a 2 year global manufacturer's warranty. If you think your Blunt™ is in need a repair, please contact us at info@bluntumbrellas.com.

If it's any easy fix and you're keen to roll up your sleeves, we can send you new parts to fix your Blunt™ using our how-to videos on our website.

