

# BLUNT

Retail Brand Book



Intelligently designed products  
to equip you for a well-considered life.

# Engineering Joy

For a better future, we believe humans should have healthy, sustainable and long-lasting relationships with their products.

We are a human centred product design company with a vision to create products which are better than those that came before, longer-lasting, modular and repairable. Products that maximise materials with a healthier life cycle. Products that humans will trust, respect, care for and love. Products that will provide confidence, reliability and joy during life's vulnerable moments.

At BLUNT, we engineer joy and **Engineering Joy** must underpin everything we do.

# Our Founder

When I arrived on the rainy streets of London in 1999, I found myself adrift amongst a sea of umbrellas, dangerous to navigate through and a source of frustration for many. The umbrella had been around for over 150 years and hadn't fundamentally evolved since its inception.

I had a vision of a far better umbrella that people would love to use and be seen with. An umbrella that would make people's lives better and something that would stand the test of time.

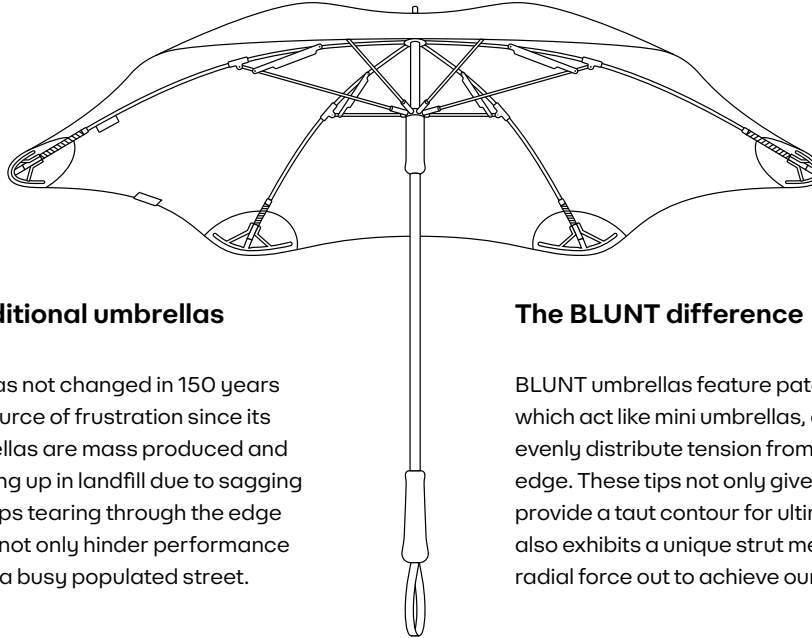
I also believe that we have to take responsibility for the lifecycle of our products, by building modularity into the design and by caring for, and repairing products long after they are out in the world.

All this comes together to deliver what makes BLUNT truly unique in the world today.

**Greig Brebner**  
Founder







## The problem with traditional umbrellas

The core umbrella design has not changed in 150 years and has been a constant source of frustration since its inception. Traditional umbrellas are mass produced and disposable, frequently ending up in landfill due to sagging canopies, broken ribs and tips tearing through the edge of the canopy fabric, which not only hinder performance but can be a real hazard on a busy populated street.

## The BLUNT difference

BLUNT umbrellas feature patented technology in the tips which act like mini umbrellas, opening under full force to evenly distribute tension from the frame to the canopy edge. These tips not only give us our iconic shape but also provide a taut contour for ultimate performance. The frame also exhibits a unique strut mechanism, pushing maximum radial force out to achieve our highly tensioned canopy.



# The BLUNT difference

We believe there's strength in simplicity. Using materials smarter and making components work harder means your BLUNT is meticulously designed and refined to withstand whatever life throws at you.

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01.



Built to last

02.



Repair not replace

03.



High tensioned canopy

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04.



Patented innovation

05.



Wind tunnel tested

06.



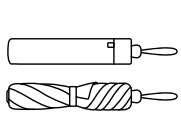
2 year warranty





# The BLUNT Range

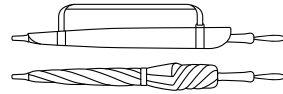
## BLUNT Metro



Compact, collapsible & convenient.  
Comes with a carry sleeve.

Diameter	100cm	39.3in
Closed Length	37.5cm	14.7in
Weight	385g	0.85lb

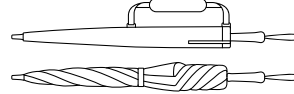
## BLUNT Classic



The original full-length umbrella.  
Comes with a carry sleeve.

Diameter	120cm	47.2in
Closed Length	84cm	33in
Weight	660g	1.5lb

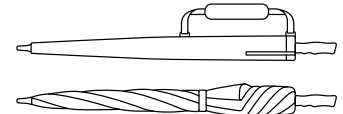
## BLUNT Exec



In the business of keeping you dry.  
Comes with a carry sleeve.

Diameter	138cm	54.3in
Closed Length	95.5cm	37.6in
Weight	910g	2lb

## BLUNT Sport



Never let the rain stop play.  
Comes with a carry sleeve.

Diameter	146cm	57.5in
Closed Length	99cm	38.9in
Weight	948g	2.1lb

# Core Range Colours



Pink



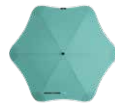
Red



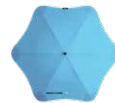
Orange



Yellow



Mint



Blue



Green



Navy



Charcoal



Black

# BLUNT Metro

WS \$58.20 RRP \$129.00

## Your trusted sidekick

Compact, collapsible and convenient, the BLUNT Metro is always at hand while you are on the go. Designed for those who love life in the fast lane, live lightly and refuse to be held back by the elements.



# BLUNT Classic

WS \$67.40 RRP \$149.00

## A new tradition

Inspired by tradition, designed for the future. The original full-length BLUNT Classic is ideal for those who need impromptu protection in a serious downpour – whether en route to work, school or walking the dog.



  
**Diameter**  
120cm  
47.2in

  
**Length**  
84cm  
33in

  
**Weight**  
660g  
1.5lb



# BLUNT Exec

WS \$83.60 RRP \$189.00

## A star performer

Elegantly generous, the BLUNT Exec is in the business of keeping you dry with relentless performance and reliability. Confidently navigate the everyday with this stylish piece of equipment.



  
**Diameter**  
138cm  
54.3in

  
**Length**  
95.5cm  
37.6in

  
**Weight**  
910g  
2lb



# BLUNT Sport

WS \$101.20 RRP \$229.00

## Tackle the elements

Never let the rain stop play. Strong and athletic, the BLUNT Sport is made for those truly committed to the golf course or enduring the elements on the sidelines. You're fully covered, no matter what.

 Coming soon 2023:



  
**Diameter**  
146cm  
57.5in

  
**Length**  
99cm  
38.9in

  
**Weight**  
948g  
2.1lb



# Core Range UV Ratings

## Rain or shine

The BLUNT umbrella is your year-round defence against the elements, keeping you protected from both the sun and the rain. Our core range umbrellas vary in their UPF ratings, generally darker colours have better UV performance. The UPF rating system measures the effectiveness of textiles for blocking UV rays. BLUNT also produce a range of seasonal UV umbrellas which feature an additional coating to block 99% of UV and provide temperature reducing shade, meaning we have you covered, rain or shine.

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



# Care Tips

Looking after your BLUNT is key to increasing its lifespan. Here are a few simple tips and tricks for keeping your umbrella looking and performing at its best.



## Your new BLUNT

Leave your new BLUNT open overnight. Just like stretching your muscles, expanding the opening mechanism will result in a quick and easy opening every time.



## Drying your BLUNT

Allow your BLUNT to completely dry after being in the rain to reduce the chance of mildew and stains forming. Leave your umbrella fully open in a dry area until no moisture remains. If space is limited, your BLUNT can be dried standing with the handle facing up and the canopy tie released.



## Storing your BLUNT

Store your BLUNT in its sleeve to avoid any nicks, holes or scuffs. This will also protect the canopy from sun fade and general wear and tear when not in use.



## The BLUNT Tips

If one of your tips looks pointy instead of curved when the umbrella is open, a tip may have become detached. This can simply be pushed back into place – see our tip replacement tutorial for guidance.



## Cleaning your BLUNT

Use warm water and a clean cloth to wipe any marks off your canopy. Avoid the use of chemical detergents and bristle brushes as these can cause damage to the fabric. BLUNT canopies are not machine washable, we recommend washing by hand.



## Opening your BLUNT

Dirt and debris can build up over time, creating friction as the umbrella is opened. Wipe the umbrella shaft with a damp cloth regularly to keep it clean.

# Sustainable by Design

We stand for a different kind of consumption. One that values strong relationships between people and products, built on durability and repairability. When you love, keep, and repair your BLUNT products they will reward you with reliability, confidence and protection for years to come.

## Built to last

In opposition to the weaknesses and wastefulness of traditionally mass-produced products, BLUNT umbrellas are built to last, tested to extremes and are modular for repairability – meaning if cared for and loved, they will provide a lifetime of protection and confidence from the elements.

## Repair, not replace

BLUNT currently has multiple workshops across the globe to repair BLUNT umbrellas. We aim to scale and decentralise repairs by expanding our in-house workshops and supporting customers to do their own repairs at home. Our vision is to save waste from going to landfill whilst saving you money.

## Our packaging

Our packaging ethos is no different to the rest of the products – constant innovation and iteration to find better ways of doing things over time. Plastic-free, certified FSC and package size reductions are next on our list and will start rolling out in 2023.





# B Hub Membership & Repairs

We believe in a world where people buy less and buy better. A world where products are valued, respected and designed to last a lifetime. Where people can repair, rather than replace, when things go wrong. Here's how we're making this world a reality.

Join our global community of the adventurous and design led at **B Hub**, where our 2+ year manufacturer's warranty gives you peace of mind in the short term and our repair centre gives you peace of mind for life.



## Register your BLUNT

Register your purchase in our B Hub to access live tracking, warranty claims and repair services, with all your BLUNT products in one place.



## Extended warranty

Your BLUNT umbrella comes with a 2-year manufacturer's warranty. By joining B Hub you'll access an additional 2 years of manufacturing cover.



## Member-only offers

Join B Hub to receive 10% off your next online order, pre-launch access to new product releases and exclusive member only offers.

[www.bluntumbrellas.com/pages/bhub](http://www.bluntumbrellas.com/pages/bhub)

# Packaging

Our new packaging being introduced in 2023 is elegantly premium, plastic-free, certified FSC, fully recyclable and slightly smaller in size to help reduce our carbon footprint.

This new look will be slowly rolling out in 2023 so as to minimise waste from existing packaging.

The SKU can be identified by the new end cap stickers featuring our new logo, core range colour or limited edition design and sizing.



# In Store Furniture

Our new in store displays are designed to showcase the beauty of the BLUNT umbrella, releasing the product from it's box and arranging in a visually captivating display. These new display units will draw attention and become a visual beacon within the store. We have 4 display units available, their names taking inspiration from cloud formations.



## BLUNT Cirrus

Designed to sit flush against a wall, the Cirrus has the capacity to hold Metro and full-length umbrellas, with internal storage for boxed units.



## BLUNT Cumulus

The Cumulus is destined to hold 9 Metro and stick umbrellas as well as up to 30 boxed units in internal storage.



## BLUNT Nimbus

The Nimbus is a counter top display able to house 5 Metro units. This unit is ideal for smaller retailers with limited space.



## BLUNT Stratus

The Stratus is a floor standing Classic / Exec or Sport line-up and can be used in conjunction with the Nimbus.



## BLUNT Alto

The Alto is a floor standing crate unit able to display Metro and stick umbrellas, housed either in our out of boxes.



# Contact

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