

BLUNT

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

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.

Engineering joy

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 life cycle 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



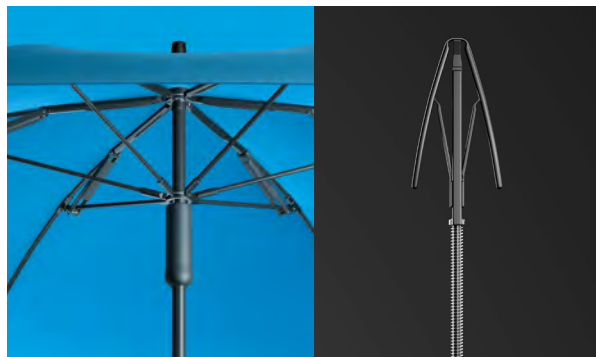


The problem with traditional umbrellas

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. This not only hinders performance but can be a real hazard on a busy, populated street.

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.



The BLUNT umbrella



Built to last



Patented innovation



Repair not replace



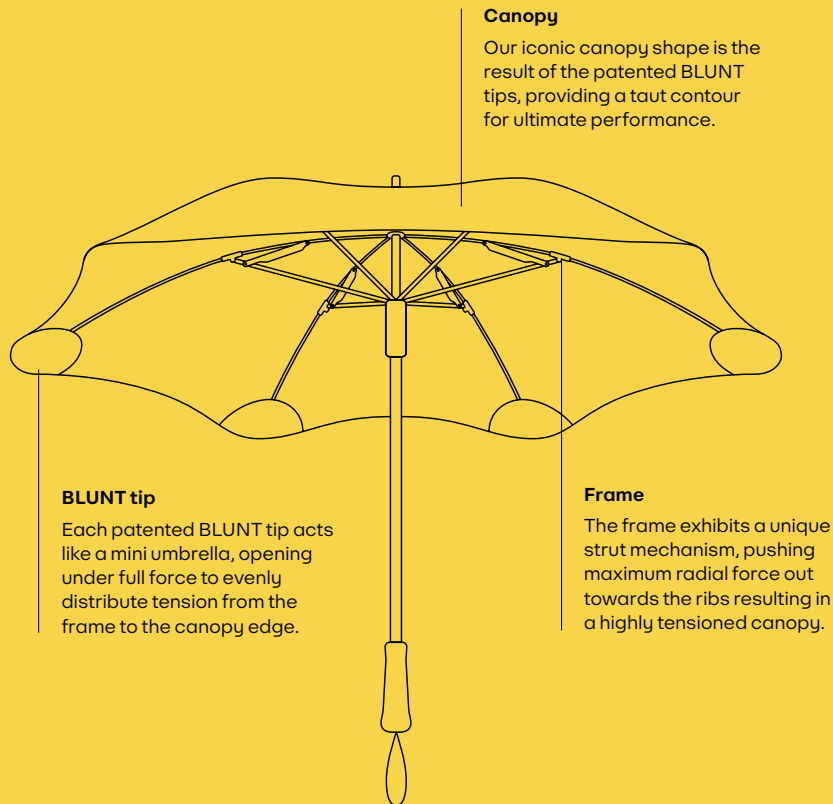
Wind tunnel tested



2 year warranty



High tensioned canopy



Canopy

Our iconic canopy shape is the result of the patented BLUNT tips, providing a taut contour for ultimate performance.





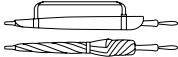



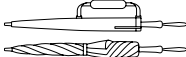



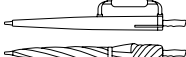



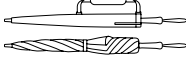







BLUNT tip

Each patented BLUNT tip acts like a mini umbrella, opening under full force to evenly distribute tension from the frame to the canopy edge.

Frame

The frame exhibits a unique strut mechanism, pushing maximum radial force out towards the ribs resulting in a highly tensioned canopy.

The BLUNT Range

BLUNT Metro		Compact, collapsible & convenient. Comes with a carry sleeve.	 Open 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.	 Open Diameter	120cm	47.2in
			 Closed Length	84cm	33in
			 Weight	660g	1.85lb
BLUNT Exec		In the business of keeping you dry. Comes with a carry sleeve.	 Open 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.	 Open Diameter	146cm	57.5in
			 Closed Length	99cm	38.9in
			 Weight	948g	2.1lb
BLUNT Coupe		Perfect for weekends, and your daily commute. Comes with a carry sleeve.	 Open Diameter	105cm	41.3in
			 Closed Length	73.5cm	28.9in
			 Weight	428g	0.94lb
BLUNT Metro UV		Comes with carry sleeve & a blackout canopy with UPF 50+ protection.	 Open Diameter	100cm	39.3in
			 Closed Length	37.5cm	14.8in
			 Weight	385g	0.85lb

Core Range Colours

Pink

Pantone 226 C

**Red**

Pantone 032 C

**Orange**

Pantone 158 C

**Yellow**

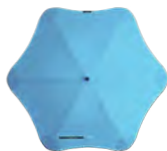
Pantone 122 C

**Mint**

Pantone 7472 C

**Blue**

Pantone 299 C

**Green**

Pantone 553 C

**Navy**

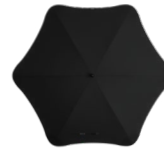
Pantone 540 C

**Charcoal**

Pantone 424 C

**Black**

Pantone Black C




BLUNT Metro 118435

Your trusted sidekick

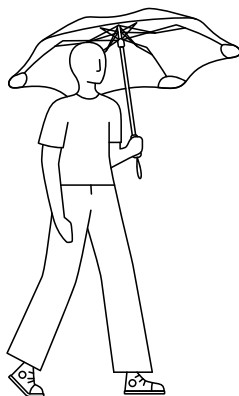
Compact, collapsible, and convenient, the **BLUNT** Metro is always at hand to keep you protected on the go. Designed for those who live lightly, love life in the fast-lane and refuse to be held back by the elements.

 Open Diameter 100cm 39.3in

 Closed Length 37.5cm 14.7in

 Weight 385g 0.85lb

Branding Options: Screen Print




BLUNT Classic


118437

A new tradition

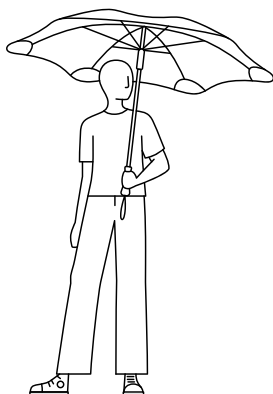
Inspired by tradition, designed for the future.
The original full-length **BLUNT** Classic is ideal for those who need impromptu protection in a serious downpour – whether en route to work, school or walking the dog.

 Open Diameter 120cm 47.2in

 Closed Length 84cm 33in

 Weight 660g 1.5lb

Branding Options: Screen Print




BLUNT Exec

118438

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.

 Open Diameter 138cm 54.3in

 Closed Length 95.5cm 37.6in

 Weight 910g 2lb




Branding Options: Screen Print



BLUNT Sport 121889

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.

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

Branding Options: Screen Print






BLUNT Coupe

118436

The dynamic choice

Discover the ultimate balance of coverage and convenience with the lightest full-length umbrella. Slim, stylish and effortlessly sturdy, the BLUNT Coupe is perfect for keeping in the car, ensuring you are always prepared.

	Open Diameter	105cm	41.3in
	Closed Length	73.5cm	28.9in
	Weight	428g	0.94lb




Branding Options: Screen Print



BLUNT Metro UV 122471

Rain or shine

Stay covered and cool. The BLUNT Metro UV umbrella is your year-round defence against the elements, and protects you from harmful rays.

	Open Diameter	100cm	39.3in
	Closed Length	37.5cm	14.8in
	Weight	385g	0.85lb

Branding Options: Screen Print





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.

We are B Corp certified

B Corp certification solidifies our dedication to fostering positive change and doing business for good. BLUNT now joins a community of over 8,500 B Corps worldwide leading the charge towards a more sustainable future across more than 160 industries and 98 countries.

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

We have 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 the latest improvements made on our journey towards better.



BLUNT has become the world's first and only B Corp certified umbrella brand.

At BLUNT, sustainability is woven into our DNA. Demonstrating that we're not just making umbrellas but also making a difference.

BLUNT has always stood for a different kind of consumerism, one that values a strong relationship between people and their products, and one grounded primarily on

durability and repairability. We support the transition towards a world where products are built to last, designed to be repaired, and circular business models are the norm.

This certification solidifies our dedication to fostering positive change and doing business for good.



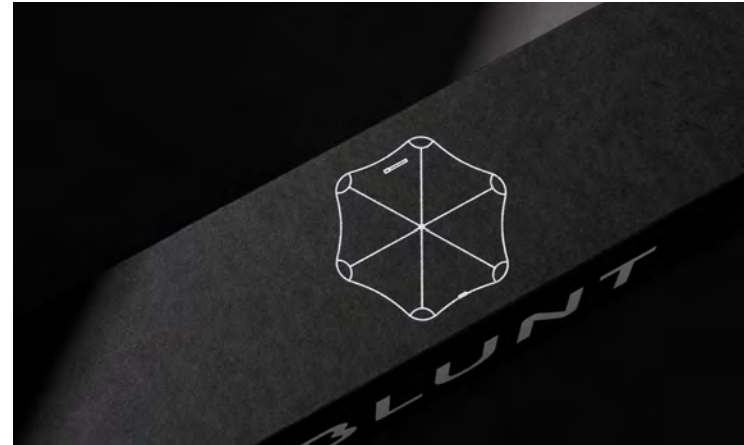
Rainy Days

Made Good

Packaging

Our packaging is elegantly premium, plastic-free, certified FSC and fully recyclable.

The SKU can be identified by the end cap stickers detailing the product name, colour, design and model.





BLUNT