

## Press Release

### **Special umbrellas for outdoor activities, golf and industry**

The Eberhard Goebel GmbH+Co.KG develops special umbrellas for demanding applications. The special outdoor and golf umbrellas are unique worldwide. The assortment includes different models of different sizes and features. All umbrellas are made of modern high-tech materials and offer the best functionality possible according to the current state of the art and are suitable for the respective use. The special know-how of the internationally active and very successful company from Ulm, especially in the USA, in Asia and in Europe, is based on the wealth of experience of a family that has been developing and producing high-quality umbrellas for over 100 years.

In the golf sector, the special umbrellas from Goebel are well known under the birdiepal® brand. They have an excellent international reputation, especially in the USA, but also in the European golf clubs. The company is also an official outfitter of the German Golf Association. Since there are fewer and fewer specialised shops for umbrellas in Germany, the high-quality umbrellas are also sold in retail, at well-managed golf outfitters and in well-managed sports retailers as well as directly via the website [www.euroschirm.com](http://www.euroschirm.com).

In the B-to-B sector, Eberhard Goebel GmbH + Co.KG cooperates with numerous companies, for which it develops and produces special models. The partners are well-known companies in the German automotive industry, the golf industry and well-known fashion designers in Europe. In cooperation with the trekking stick specialist Komperdell, a trekking umbrella with integrated Komperdell trekking pole has been realised.

The umbrellas are always developed and designed at the company's headquarters in Ulm and produced with specialised partners in China. Distribution takes place via the company headquarters in Germany.

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