

## Press Release

### **Keeping the weather protection under control – trekking umbrellas are a worldwide supplement to weather protection clothing in the outdoor world**

More and more hikers and trekkers are discovering trekking umbrellas as an ideal complement of water-proof rain clothing or together with soft shell jackets. The advantages are obvious: you do not need a hood, your head remains free, you do not get hot, you can see and hear everything around you and there is a handy shelter as well. Sweating, permanent rustling and the restricted view caused by a hood is no longer a problem. Modern trekking umbrellas have nothing in common with normal umbrellas. Due to special designs and the use of functional materials, they are very light, wind-resistant and break-proof and so nearly indestructible. With their special silver metallic coating, they do not only protect from rain and wind but also from heat and UV radiation.

Several years ago, Eberhard Goebel GmbH+Co.KG from Ulm introduced trekking umbrellas to an international public. The family business is still the internationally leading specialist manufacturer of highly functional trekking umbrellas. Not only was the world's most robust trekking umbrella designed by Goebel but also the ultralight-weight glass fibre trekking umbrella "Swing liteflex" which meanwhile is sold all over the world.

“We are continuously improving our products in order to meet all requirements that trekkers may have. Meanwhile our company has had more than 80 different patents registered. Almost every trekker nowadays knows our products or at least has heard of them. Trekkers owning one of our trekking umbrellas appreciate it as an essential item of modern walking and trekking equipment”, says the producer.

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In addition to its own brands “EuroSCHIRM®” and “birdiepal®”, the company also produces trekking umbrellas for internationally renowned outdoor brands and participates in numerous outdoor projects. One of them is “Best of Wandern”, a community of at present ten trekking regions and seven leading European trademarks of walking and trekking equipment. In ten test centres in Germany, Austria and Switzerland, tourists can borrow and test trekking equipment including the Goebel trekking umbrellas.

More information:

Eberhard Goebel GmbH+Co.KG develops special umbrellas for demanding applications. The special trekking and golf umbrellas are unique in Europe. These are made of modern high-tech materials and offer the best functionality possible according to the current state of the art and suitable for the planned area of use. Their workmanship is exceptionally good and they are extremely stable and break-proof.

The special know-how of the internationally active and very successful company from Ulm, especially in the USA, Europe and Asia, is based on the wealth of experience of a family that has been developing and producing high-quality umbrellas for over 100 years.

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