

Presse Release

Umbrellas conquer the outdoor market: high-quality trekking umbrellas are now very popular even with younger people and families

- From niche topic to a lifestyle product: the image of trekking umbrellas is changing. More and more buyers are also using the high-quality, lightweight and stable umbrellas from the outdoor shop in the city.
- Increasing interest, especially among younger target groups aged around 30 and among families.

Hans Kammerlander takes it when he's out in the mountains, and many experienced hikers, alpinists and mountain guides as well: a stable trekking umbrella. As a complement to the rain jacket and softshell, the lightweight, shatterproof and robust special umbrellas have won a firm place in the outdoor shops. Meanwhile, more and more young, quality-conscious target groups are also discovering the high-quality, high-tech umbrellas from the outdoor shop. And are buying them. Also, because they are cool and trendy.

The leading manufacturer in Germany, which develops and produces these umbrellas, is the Ulm umbrella manufacturer Eberhard Goebel, known under the brand EuroSCHIRM®. For years, the company has seen a strong increase in demand for its special hiking and trekking umbrellas. Around the world. The traditional company works with exclusive sales partners in 20 countries.

The modern high-tech umbrellas are particularly popular in Germany and Europe. Here, the light and sturdy umbrellas from the outdoor shop are considered chic and trendy.

They're also carried in the city. In the German-speaking world, the umbrellas from the Ulm manufacturer are sold through 420 trading partners, mainly in outdoor and sports retail. This includes the big players in the industry such as Globetrotter and Sportscheck.

"We have been registering a growing interest for some time now, especially among the younger target groups aged around 30 and among families. Our retail partners also confirm the trend. The trekking umbrella seems to be on the best way to secure a firm place in the outdoor market alongside the outdoor jacket and softshell," explains Felix Goebel, managing director of the traditional family business, "and obviously the trekking umbrella is going through a development similar to that of many outdoor products: It is becoming a lifestyle product, designed for high demands in the area, used in the city. We see great potential for our business here," the Ulm umbrella specialist added.

The success of the special umbrellas from the house of Goebel has not come about by chance. The modern trekking umbrellas from the Ulm company are small, high-tech devices made of high-quality, extremely robust and almost break-proof glass fibre materials: light-weight, extremely robust, durable and safe. They are available in various sizes and finishes, from the mini-travel pocket umbrella "Dainty" for the jacket pocket to the modern trekking umbrella with integrated telescopic hiking pole.

The most stable trekking umbrella in the world: "birdiepal outdoor"

The trekking umbrella from Ulm with the model "birdiepal outdoor", still the most stable trekking umbrella in the world according to the manufacturer, has experienced its breakthrough: developed for extreme conditions on mountain tours and expeditions, tested and valued by many mountain guides and alpine schools, including Hans Kammerlander. The umbrella has a frame made of non-breakable glass fibre material. The umbrella canopy consists of particularly tear-resistant polyamide fabric, the individual segments - a characteristic and special quality feature of the trekking umbrella from Goebel - are connected with double seams. The closed umbrella withstands more than 75 kg of pressure without any damage. Even a sudden change to the umbrella canopy, the "death" of every aluminium umbrella, does not matter to it: With a plop, the umbrella canopy just jumps back, as if nothing had happened.

The lightest of its kind: "Swing liteflex"

Another successful product from the Swabian umbrella manufacturer is the "Swing liteflex", among comparable models the lightest trekking umbrella in the world. It weighs only 209 g - and this with an umbrella diameter of 100 cm and a total length of 64 cm. It is absolutely robust and almost unbreakable. The ultra-thin, high-tear-resistant polyester fabric of the umbrella canopy is water repellent.

Innovative - Handsfree trekking umbrellas

In the past, the Ulm umbrella specialist launched the first fully functional "handsfree" trekking umbrella, the "Swing handsfree". The umbrella can be easily attached to any standard backpack with a hip strap and adjusted to the wind and rain direction. Both

hands remain free. The special highlight of this special pocket umbrella is its telescopic stick, which can be smoothly extended and fixed. The handsfree trekking umbrella is available in two versions: "Swing handsfree" and "telescope handsfree". The "telescope handsfree" is foldable and with a length of 48 cm when closed is even more compact than the "Swing handsfree", which is 76 cm long when closed.

Trekking umbrellas are getting colourful

In the next season, the trekking umbrellas from the house of Goebel will become multi-coloured. At the "OutDoor" trade fair in Friedrichshafen, the company will present seven new colour settings, each combining four colours. "With our new, cheerful colour combinations, we want to appeal to our younger groups of buyers and especially to families who are out with their children in every weather," explains Felix Goebel.

With the new collection, the Ulm umbrella manufacturer also brings some technical changes to the market. The ultra-light travel pocket umbrella "Dainty" has received a reinforced frame, achieving significantly higher wind resistance.

The trekking umbrella with integrated telescopic hiking stick, which the Ulm company has developed together with the hiking stick manufacturer Komperdell, also has an upgrade. In future, the stick will have four telescopic sections instead of three. The stick of this umbrella can now also be extended, so that it can be used just like a regular umbrella. In addition, the existing aluminium frame has been replaced by a more robust and highly flexible glass fibre frame, significantly improving the stability of the umbrella.

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.

Press contact:

Tanja Lange

Im Lehrer Feld 44

89081 Ulm

Germany

Tel: +49-731-140-130-0

Fax: +49-731-14013-10

E-Mail: info@euroschirm.com