Everywhere you go.

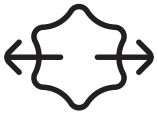
New. Small. Neo.

BLUNT

Our Smallest, Smartest Yet.

Say hello to Neo - the newest addition to the BLUNT family. Small in size but big on strength, Neo brings our signature engineering to a sleek, ultra-compact design made for modern life. Light enough to live in your bag and strong enough to weather whatever comes your way, Neo is your go-anywhere, everyday essential.

Repair before replace



High tensioned canopy

Recycled PET Fabric

Wind tested

Manufacturer's warranty

UPF 50+ Protection

Neo and Metro Overview

Neo	Metro
Manual Open	Automatic Open
98cm canopy diameter	100cm canopy diameter
26cm folded length	37.5cm folded length
315g weight	385g weight

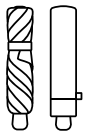
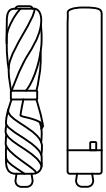
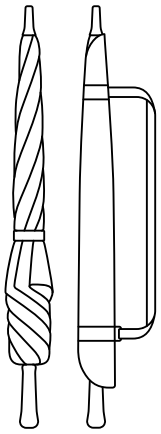
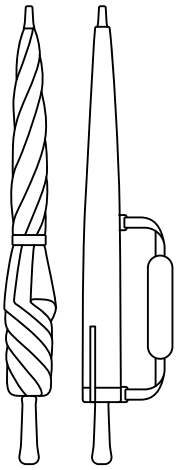
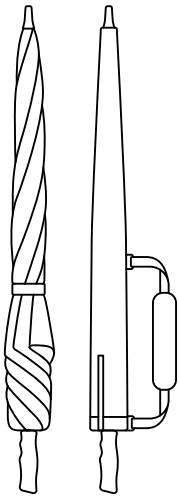
Product Specs

At over 40% smaller when collapsed than our Metro, Neo showcases the next evolution in BLUNT engineering: compact design without compromise on coverage.

The BLUNT Neo is our lightest umbrella yet, weighing just 315g / 0.69lb. The open diameter of the Neo is 98cm / 38.8in and has a closed length of 26cm / 10.2in.

The new BLUNT Neo has an additional feature of a zipper on the sleeve for easier convenience and storage.

Product Range

Neo	Metro	Classic	Exec	Sport
				
Diameter 98cm 38.6in	**Diameter** 100cm 39.3in	**Diameter** 120cm 47.2in	**Diameter** 138cm 54.3in	**Diameter** 146cm 57.5in
Closed length 26cm 10.2in	**Closed length** 37.5cm 14 7in	**Length** 84cm 33in	**Length** 95.5cm 37.6in	**Length** 99cm 38.9in
Weight 315g 0.69lb	**Weight** 385g 0.85lb	**Weight** 660g 1.5lb	**Weight** 910g 2lb	**Weight** 948g 2.1lb

Neo Limited Edition Colours

Pantone 19-1652 TPG

Boysenberry Ripple

Wholesale AUD $[redacted]
RRP AUD $99.00

Available May 2027

Product	Description	BLUNT NEO BOYSENBERRY RIPPLE
	SKU	NEOBOYSRIP
	EAN	9420066109836
Shipper	Description	NEO BOYSENBERRY RIPPLE X 6
	SKU	OUTER
	EAN	9420066109843

Pantone 13-4304 TPG

Blueberry Sorbet

Wholesale AUD $[redacted]
RRP AUD $99.00

Available May 2027

Product	Description	BLUNT NEO BLUEBERRY SORBET
	SKU	NEOBLUBSOR
	EAN	9420066109850
Shipper	Description	NEO BLUEBERRY SORBET X 6
	SKU	OUTER
	EAN	9420066109867

Coloro Pop Pink 151-73-22

Raspberry Swirl

Wholesale AUD $[redacted]
RRP AUD $99.00

Available May 2027

Product	Description	BLUNT NEO RASPBERRY SWIRL
	SKU	NEORASPSWIRL
	EAN	9420066109874
Shipper	Description	BLUNT NEO RASPBERRY SWIRL X 6
	SKU	OUTER
	EAN	9420066109881

Pantone 19-1214 TPG

Chocolate Brown

Wholesale AUD $[redacted]
RRP AUD $99.00

Available August 2027

Product	Description	BLUNT NEO CHOCOLATE BROWN
	SKU	NEOCHOC
	EAN	9420066109799
Shipper	Description	NEO CHOCOLATE BROWN X 6
	SKU	OUTER
	EAN	9420066109805

Pantone 14-5710 TPG

Cool Mint

Wholesale AUD $[redacted]
RRP AUD $99.00

Available August 2027

Product	Description	BLUNT NEO COOL MINT
	SKU	NEOMINT
	EAN	9420066109812
Shipper	Description	BLUNT NEO COOL MINT X 6
	SKU	OUTER
	EAN	9420066109829

Mixed Berry - launching May 2027

Boysenberry Ripple
Pantone 19-1652 TPG

Blueberry Sorbet
Pantone 13-4304 TPG

Raspberry Swirl
Coloro Pop Pink 151-73-22

Mint Choc - launching August 2027

Chocolate Brown
Pantone 19-1214 TPG

Cool Mint
Pantone 14-5710 TPG

Packaging

Our packaging is elegantly premium, plastic-free, recyclable and certified FSC. The SKU can be identified by the end cap stickers detailing the product name, colour, design and model.

Point of Sale

A POS stand dedicated to the Neo is being developed to hold 5 units. This versatile stand will be suitable for counter, table-tops and on shelves. Dimensions are: 420mm (w) x 90mm (d) x 86mm (H).

Warranty and Repairs

Every BLUNT Neo Umbrella comes with a 2 year manufacturer's warranty. This includes but is not limited to part failures, material defects and production line errors.

Any damage or deterioration resulting from accident, misuse, abnormal service or handling or neglect is not covered under our warranty.

Damage caused by repairs or service provided by anyone other than an approved BLUNT service centre is also not covered by our warranty.

We have dedicated repair centres in Melbourne, Australia and Auckland, New Zealand.

To lodge a repair or make a warranty claim, please contact your account manager.

Proudly B Corp Certified

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.

Certified
B
Corporation

Thank you

To place an order, please email
kristie@bluntumbrellas.com

bluntumbrella.com.au