



BLUNT

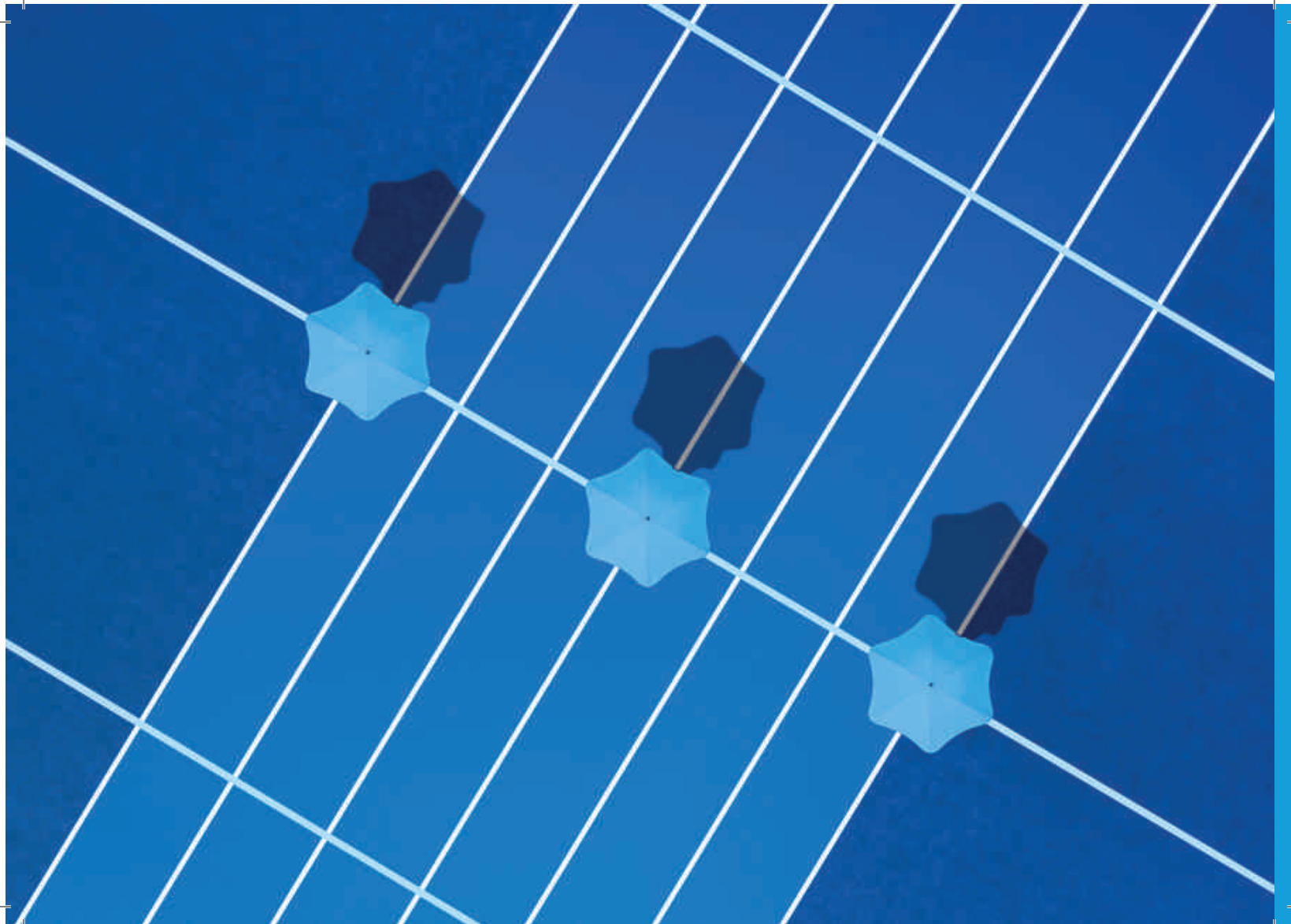
Brand Book 2026



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



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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

BLUNT

Retail Brand Book

Founder's Story

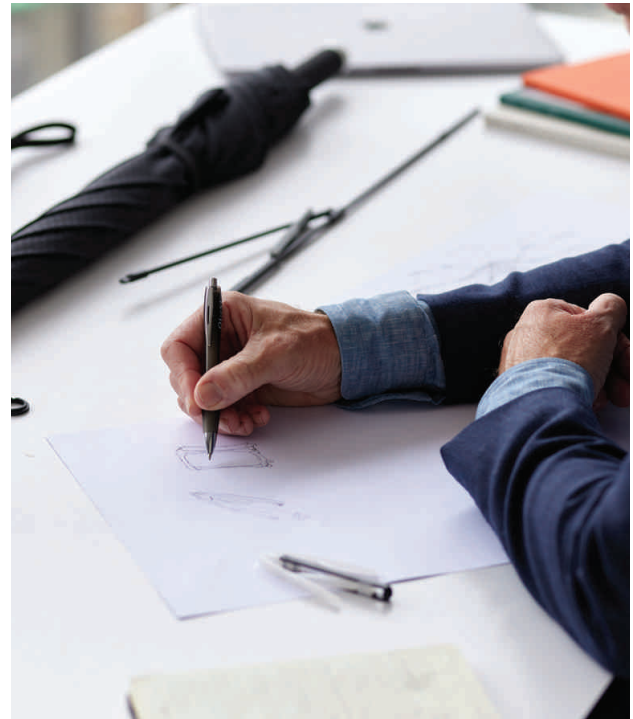
"When I arrived on the rainy streets of London in 1999, I found myself adrift amongst a sea of umbrellas, dangerous to navigate through and a source of frustration for many. The umbrella had been around for over 150 years and hadn't fundamentally evolved since its inception.

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





Design Philosophy

At BLUNT, we believe that humans can have healthy, long lasting relationships with their the things in their lives, but the success of this starts with the maker.

We believe if you make great products that are designed with engineering excellence, have timeless qualities and are modular for ongoing repairability, they should be with you for a lifetime.



Human connection

We understand the power of human emotional attachment to the things in our lives, and we use this insight to build quality, long-lasting relationships between our products and people.

Modular by design

We consider every component as a product in itself while ensuring the marriage between them is effortless, creating products that are future-proofed for years to come.

Do more with less

We push the boundaries through smart and efficient use of materials. We strive for simplicity, with less parts doing more, because we believe every component should perform at least two jobs.

Take responsibility

We are responsible for our products long after we sell them. Through our combined philosophies of built-to-last and repair-not-replace, we take responsibility for the full life cycle of what we put out into the world.

Time is our ultimate measure

Umbrellas are mature in the world, have a stable design signature and are typically negatively impacted by the evolution of mass production. Our products are innovative yet timeless, a result of creative thinking and respecting tradition.

Throw the ball

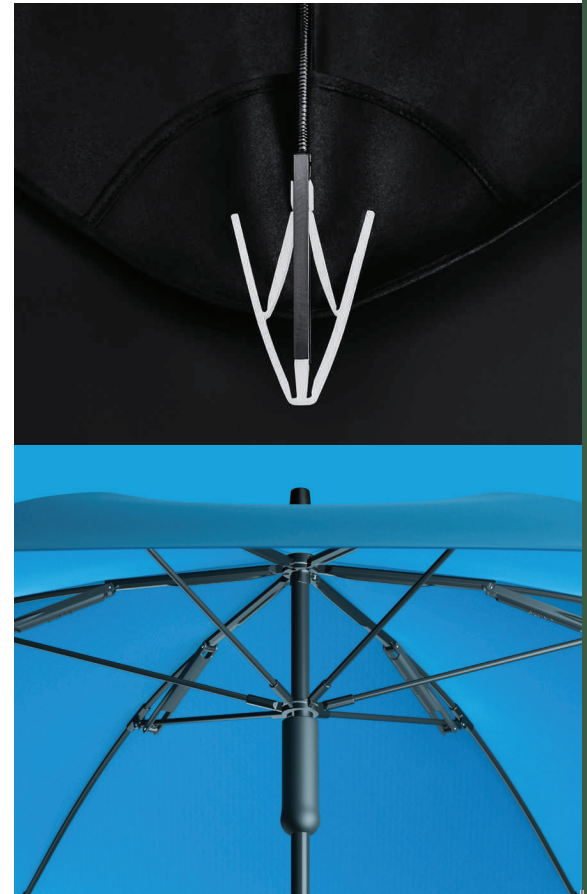
We innovate through the lens of a fresh perspective, knowing there is always a better way. Instinctively, we know when we've got it right and by making the ordinary extraordinary, we over-index on consumer expectations in the category.

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

BLUNT umbrellas feature patented technology in the tips which act like mini umbrellas, opening under full force to evenly distribute tension from the frame to the canopy edge. These tips not only give us our iconic shape but also provide a taut contour for ultimate performance. The frame also exhibits a unique strut mechanism, pushing maximum radial force out to achieve our highly tensioned canopy.





Built to last



Repair not replace



2 year warranty



Patented Innovation



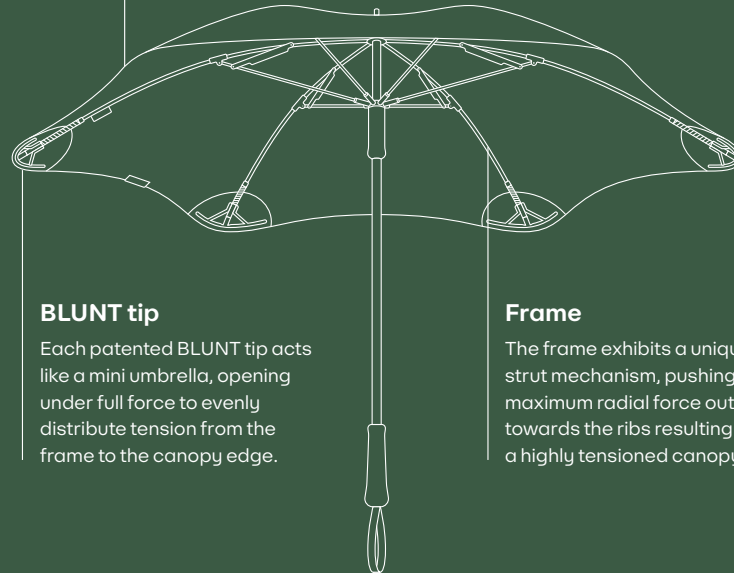
Wind tunnel tested



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.

Product Range





Core Range Colours

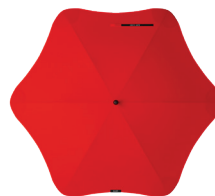


Pantone 17-2033 TCX

Hibiscus Pink

Models Metro, Classic

UV rating 29+ UPF (90% UV block)



Pantone 186 C

Cherry Red

Models Metro, Classic

UV rating 33+ UPF (94% UV block)



Pantone 1495 C

Mango Orange

Models Metro, Classic

UV rating 31+ UPF (93% UV block)

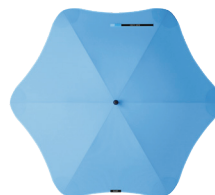


Pantone 18-3737 TCX

Violet Purple

Models Metro, Classic

UV rating 28+ UPF (91% UV block)

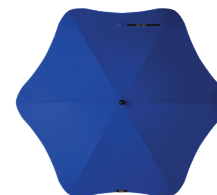


Pantone 2727 C

Sky Blue

Models Metro, Classic

UV rating 41+ UPF (96% UV block)



Pantone 7687 C

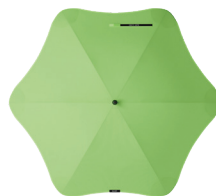
Ocean Blue

Models Metro, Classic, Exec

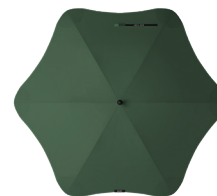
UV rating 36+ UPF (94% UV block)



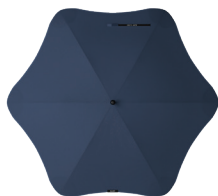
Pantone 122 C

Citrus Yellow**Models** Metro, Classic, Exec**UV rating** 29+ UPF (93% UV block)

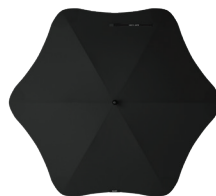
Pantone 15-6442 TCX

Meadow Green**Models** Metro, Classic**UV rating** 30+ UPF (91% UV block)

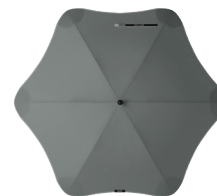
Pantone 553 C

Forest Green**Models** Metro, Classic, Exec, Sport**UV rating** 37+ UPF (95% UV block)

Pantone 540 C

Midnight Navy**Models** Metro, Classic, Exec, Sport**UV rating** 35+ UPF (95% UV block)

Pantone Black C

Ink Black**Models** Metro, Classic, Exec, Sport**UV rating** 45+ UPF (97% UV block)

Pantone 424 C

Storm Grey**Models** Metro, Classic**UV rating** 37+ UPF (95% UV block)

BLUNT
Models



Neo



Small, sleek
and strong

Open Diameter	98cm	38.6in
Closed Length	26cm	10.2in
Weight	300g	0.66lb

Wholesale	\$40.45
RRP	\$89.00



Metro



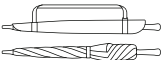
Compact, collapsible
and convenient

Open Diameter	100cm	39.3in
Closed Length	37.5cm	14.7in
Weight	385g	0.85lb

Wholesale	\$58.20
RRP	\$129.00



Classic



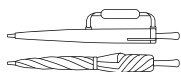
Traditional and
full length

Open Diameter	120cm	47.2in
Closed Length	84cm	33in
Weight	660g	1.5lb

Wholesale	WS	\$67.40
RRP	RRP	\$149.00



Exec



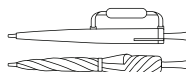
**In the business of
keeping you dry**

Open Diameter	138cm	54.3in
Closed Length	95.5cm	37.6in
Weight	910g	2lb

Wholesale	\$83.60
RRP	\$189.00



Sport



**Extra coverage
for the sidelines**

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

Wholesale	\$101.20
RRP	\$229.00



Beach



**Effortlessly cool and
easy to assemble**

Open Diameter	190cm	72.8in
Closed Length	110cm	43.3in
Weight	2.5kg	5.5lb

Wholesale	\$174.00
RRP	\$399.00

Core Range



Neo



Small, sleek and strong, the BLUNT NEO is made for life in motion. The ultimate everyday essential, the NEO is light enough to keep in your bag all year round. Designed to handle quick dashes, daily commutes and overseas travel.

Wholesale \$40.45 **RRP** \$89.00



Metro



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

Wholesale \$58.20 **RRP** \$129.00



Classic



Inspired by tradition, designed for the future. Classic is ideal for those who need impromptu protection in a serious downpour – no matter the situation.

Wholesale \$67.40 **RRP** \$149.00





Exec



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.

Wholesale \$83.60 **RRP** \$189.00



Sport



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.

Wholesale \$101.20 **RRP** \$229.00



Beach



Effortlessly cool and easy to assemble, the BLUNT Beach Umbrella is your ultimate companion for a day by the water. Engineered for maximum stability and unwavering shade.

Wholesale \$174.00 **RRP** \$399.00



A close-up photograph of a bright green umbrella. A black fabric label with the word 'BLUNT' in white capital letters is attached to the edge of the umbrella. In the background, a person wearing a light-colored, patterned shirt is visible but out of focus. The overall scene suggests a rainy day.

BLUNT

Rain
or Shine

UV Range

BLUNT UV umbrellas feature an additional layer on the underside of the canopy that blocks 99% of UV rays. This extra layer of protection provides temperature reducing shade and has 50+ UPF rating.

Designed to seamlessly transition from summer to rainier seasons, these umbrellas are the perfect choice, rain or shine.



**50+ UPF
rating**



**99% UV
Block**



**Cooler under
the canopy**





BLUNT x frank green

When two brands known for rethinking everyday essentials come together, the result feels both natural and exciting. The Plum & Petal Duo marks the first collaboration between BLUNT and frank green, uniting the BLUNT Metro Umbrella with the frank green 20oz / 595mL Ceramic Reusable Bottle in a limited-edition set designed for life on the move. Thoughtfully paired and colour-matched, this collaboration brings together two products that have become icons in their respective categories.

Limited Editions

We collaborate with artists, designers and brands around the globe to celebrate creativity, reach new tribe members and support community causes. Bringing more joy to a rainy day and empowering self expression.



A photograph showing a grey BLUNT Metro umbrella with white stripes and the brand name on its handle, resting on a wooden checkered table. Next to it is a grey paper cup from Café Leon Dore, filled with coffee. In the foreground, a pair of tortoiseshell glasses is visible.

BLUNT x Aimé Leon Dore

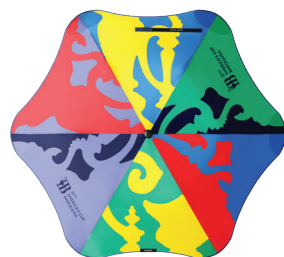
Fashion and lifestyle brand Aimé Leon Dore partnered with BLUNT to create a custom BLUNT Metro umbrella, designed as part of the brand's expansion into the growing world of golf. Responding to the cultural resurgence of golf and sport, Aimé Leon Dore sought a premium, design-led umbrella to complement its line-up. Working closely together, BLUNT helped bring their vision to life, blending everyday performance with refined style. This custom BLUNT Metro was sold online and in flagship Aimé Leon Dore stores across New York, London, and Amsterdam

Custom Designs

Create walking billboards for your brand and win hearts of clients, staff and corporate partners by gifting custom branded BLUNT umbrellas. We offer customisation of canopy colour/print, pocket colour/print, umbrella carry sleeve, canopy tie colour (excluding black label), canopy edge piping and stitching. Please note we do not offer customisation of hardware i.e. frame, handle, caps etc or customisation of the black BLUNT branded labels.



Aimé Leon Dore



America's Cup



Karen Walker

Sustainable by design

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.

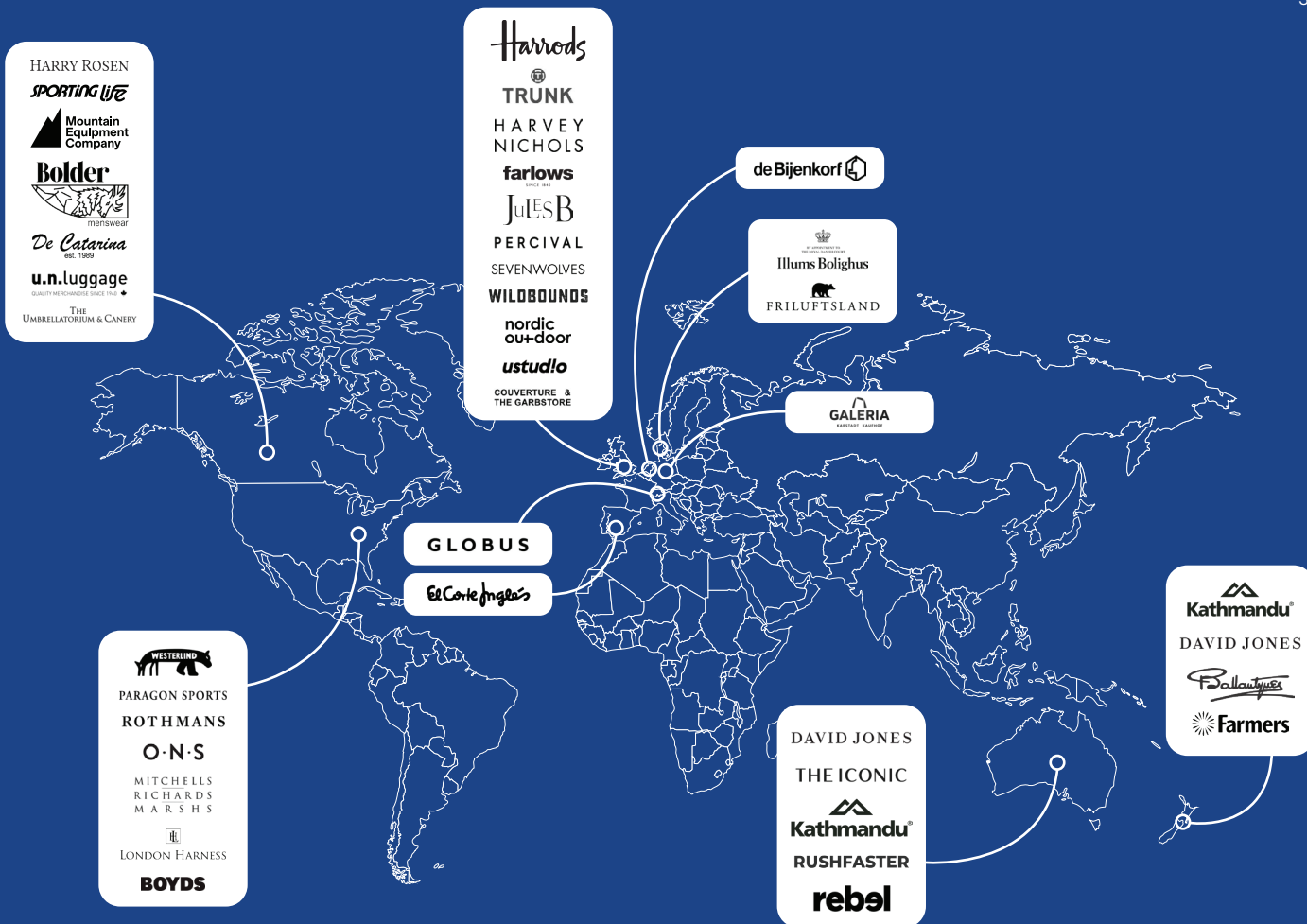
Our packaging

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.



A woman with dark hair, wearing a grey blazer over a dark top, holds a bright blue umbrella. She is looking off to the side with a thoughtful expression. The background is a blurred city street at night, with vertical lines from building windows or poles. The overall mood is professional and contemplative.

Global Markets





Certified**Corporation**

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.

B Hub Membership

B Hub is our global community of the adventurous and design led, where our 2+ year manufacturer's warranty gives consumers peace of mind in the short term and our repair centres give them peace of mind for life.

Visit bluntumbrellas.com/pages/bhub



Register your BLUNT

Register your purchase in B Hub to access live tracking, warranty claims and repair services, with all your BLUNT products in one place.



Extended warranty

Your BLUNT umbrella comes with a 2-year manufacturer's warranty. By joining B Hub you'll access an additional 2 years of manufacturing cover.



Exclusive offers

Join B Hub to receive 10% off your next online order, pre-launch access to new product releases and exclusive member only offers.

Warranty & Repairs

Every BLUNT 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.

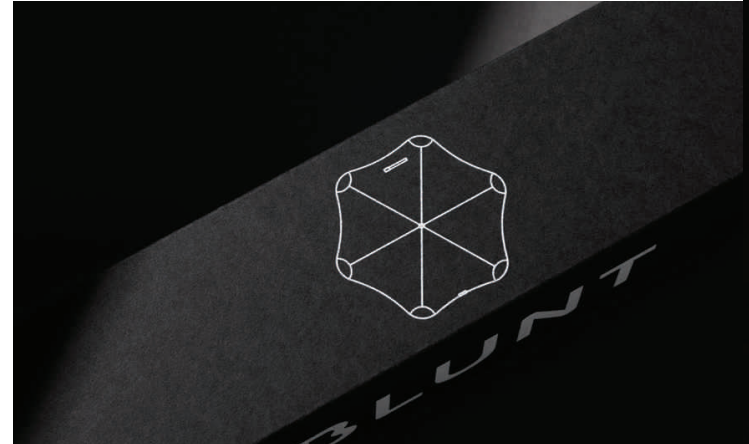
We have dedicated repair centres in London, Utah, Melbourne and Auckland.



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.



BLUNT

BLUNT

BLUNT



In-store Furniture

Our in-store displays are designed to showcase the beauty of the BLUNT umbrella, releasing the product from its box and arranging in a visually captivating display. These display units draw attention and become a visual beacon within the store.

We have 5 display units available, their names taking inspiration from cloud formations.

In-store installations can be made to measure, on demand.



Display Units



Cirrus

Designed to sit flush against a wall, the Cirrus holds Metro and full-length umbrellas, with internal storage for boxed units.



12 x Metro cups &
6 x full-length inserts



Alto

A floor standing crate to display Metro and full-length umbrellas, housed either in or out of boxes.



24 x Metro cups or 24 x full-length inserts, or any mix of the above



Stratus

A floor standing Classic, Exec or Sport line-up which can be used in conjunction with the Nimbus.



6 x full-length inserts



Nimbus

A counter top display for Metro units, ideal for smaller retailers with limited space.



5 x Metro cups



Arcus

A counter top display for Neo or Metro units, ideal for smaller retailers with limited space.



5 x Metro or Neo cups

Window Displays



David Jones
Elizabeth Street
Sydney, NSW, Australia



SMITH AND CAUGHEY LTD

Smith & Caughey's
Queen Street
Auckland, New Zealand

Kristie Collins
Country Manager, Australia

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