

A woman with long, wavy brown hair is smiling and looking upwards. She is holding a large, vibrant bouquet of flowers, including white daisies, orange and red berries, and green leaves, wrapped in brown paper. She is also holding a bright blue umbrella. The background shows a brick wall and a stone wall, suggesting an outdoor setting. The overall mood is cheerful and romantic.

The Simple  
PromoCo

[hello@thesimplepromoco.com](mailto:hello@thesimplepromoco.com)

simply the  
world's best  
**umbrella**



**Envisaged** in London.  
**Founded and designed** in Auckland.  
**Available to the world** – over 20+ markets.



"Lightweight, truly beautiful and a joy to use."



"Solidly built, not insanely expensive, and they about as cool as an umbrella can look without being a full-on you'd-weep-if-you-lost-it fashion umbrella. Sold."

## idealog

"You find yourself taking your umbrella out in stormy conditions even when you don't need to."

## THE WALL STREET JOURNAL.

"Structurally, the Blunt™ falls somewhere between suspension bridge and NASA space probe."

## KAREN WALKER

"There's something about sheltering under a Blunt™ umbrella that gives a gorgeous sense of sanctuary...you're in your own private world, you feel ever so slightly removed and cocooned. It's kind of heavenly."

## Men's Health

"Ensure you'll go through life with fewer umbrellas."

## GIZMODO

"Umbrellas are just another hateful piece of urban luggage...the Blunt™ umbrella's intelligent design might actually convert this hater."

## WIRED

"Its architectural integrity is as unbroken as the dome of St. Peter's."

a global brand **found in over 20 markets**

**NORDSTROM**

**DAVID JONES**

bloomingdale's

**PARAGON SPORTS**



SMITH+CAUGHEY'S



sportinglife







**We take ordinary products and turn  
them into extraordinary experiences.  
Starting with the umbrella.**

We have evolved a traditional product by combining superior engineering with beautiful design, giving us the Blunt™ umbrella.

The unique patented and trademarked Blunt™ shape, formed by the technology within, is the only umbrella on the market with a fully tensioned canopy for unparalleled performance.

We believe the world needs better products that equally benefit the consumer experience and the sustainable choice without compromise.

We all desire brands that we can aspire to own, that we can fall in love with, and share our passion with others - so it's amazing for us to hear our fans from around the world tell us about their love for their Blunt™ umbrella.

This is how we know we're making the ordinary extraordinary. It's an attitude. A way of thinking. A lifestyle choice. It's a way of looking at the world regardless of new products or entering new categories. It's future focused. And most of all, it's true. In everything we do.







Greig Brebner - **Inventor**

## why the **umbrella?** meet **Greig**.

**“I wanted to create something that would make people's lives better.**

Something that would stand the test of time, and as any inventors have done in the past, find the answer to a puzzle.

My greatest inspiration when I was a child was growing up in Dad's shed and watching him create amazing things from basic materials. I remember how excited I was when I saw an inventor that had created something meaningful, that could go out to the world in scale and would help people in some way. What really inspired me was the story, the substance behind their invention.

I've always tried to see how things can evolve beyond their current state, how they could be fixed by finding problems that others couldn't see.

My purpose became clearer to me - I wanted to create something, the best something that would stand the test of time - that was my measure of success. I didn't want to be another cog in the machine.

When I moved to London for my OE in 1999, I was in a stage in life where I was thinking 'what's next?'

I remember walking down Regent St in London on a busy, rainy day, dodging umbrellas, and noticing how poor they were.

Here was a product that had been around for over 150 years and hadn't fundamentally evolved since inception. It wasn't delivering the experience that I saw in my head that it could. I became obsessed to an unhealthy level with imagining this perfect umbrella. I built it from scratch - thinking the less influenced I was by the underperforming existing product, the better.

After 18 months of failed radical prototyping I came to the realization that a successful solution needed to respect the incumbent. That's when I started to make head way.

And I didn't stop until I got it. When all the problems were resolved with the same design solution, I knew I had something special. Now I just had to convince the rest of the world!"

## what makes **the BLUNT umbrella**

**The Blunt™ umbrella is a perfect blend of form and function.**

The key functional elements that needed improving from the traditional umbrella were resolved through the development of the patented Blunt™ tip.

The Blunt™ tips open like miniature umbrellas within custom pockets at the canopy edge and perform multiple purposes to make the Blunt™ umbrella what it is.

They complete the Radial Tensioning System by transferring the unique radial force evenly into the canopy. This even tensioning of the canopy creates a far superior structure and aerodynamic surface for overall superior performance.

They reinforce the umbrella in a traditional area of weakness by eliminating the point loading at the rib end where umbrellas typically fail. The design means that Blunt™ umbrellas perform in all weather conditions – including winds of up to 70mph.

They also eliminate the sharp points at the canopy edge which can be hazardous to others.

Given their design, they are built to last, and this is backed up by a 2 year global manufacturers warranty – beyond that, our Repair not Replace ethos means any Blunt™ umbrella can be repaired worldwide.

And most importantly? Giving us our unique shape & iconic style.









## introducing our consumer – **the Urban Trend Setter**

Urbanites and working professionals with med-high disposable income, Urban Trend Setter's develop an affinity for brands which offer beautiful design and unique style.

Looking and feeling their best is their priority, so they are happy to invest in brands which give them their own unique style.

They are socially savvy and stay up to date with latest trends from friends and 'real' influencers.

They are globally connected and forward thinking.  
They choose high quality, sustainability lead brands with a story behind them, meaning they aren't part of the disposable culture.

Above all, they seek experiences beyond their expectations.

## our range



### BLUNT Metro

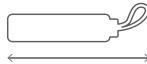
Compact, convenient and collapsible, the Blunt™ Metro is perfect for the urban dweller, busy people in busy places.

diameter



100 cm / 39 in

folded length



37.7 cm / 14.8 in

weight



386 g / 0.85 lb



### BLUNT Coupe

Dynamic and slim, the Blunt™ Coupe is perfect for those times when you need quick cover for speed and ease.

diameter



105 cm / 41 in

folded length



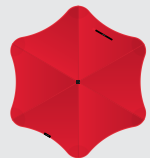
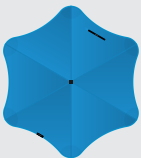
73.5 cm / 28.9 in

weight



428 g / 0.94 lb

## our colour range



## our range



### BLUNT Classic

The traditional umbrella re-imagined. The Blunt™ Classic is perfect for those that appreciate the style and experience of good design.

diameter



120 cm / 47 in

folded length



84.2 cm / 33 in

weight



660 g / 1.45 lb



### BLUNT Exec

Broad and elegant, the Blunt™ Exec is our extra large umbrella, perfect for business, and those whose business it is to keep others dry.

diameter



137 cm / 53.9 in

folded length



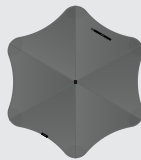
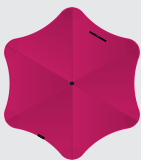
95.4 cm / 37 in

weight



910 g / 2 lb

## our colour range



## a sustainable view **and warranty**

We want to ensure that sustainability is part of our fabric, and this is reflected through the way we design everything we do.

There are enough cheap umbrellas littering the streets and rubbish bins after rain, so we decided to do something about it.

We have designed and built Blunt™ umbrellas to last the test of time. Using materials smarter by exploiting their mechanical property potential, making every component do at least 2 jobs, it's all linked back to Blunt™'s purpose.

We stand by our umbrellas with a global 2 year manufacturers warranty.

Our key commitment is our Repair, not Replace ethos - all Blunt™ umbrellas have the ability for all parts to be fully repaired and customised anywhere around the world at partner retailers.





## packaging

As in everything we do, Blunt™'s packaging is designed with the consumer experience first and foremost.

Part of this experience is ensuring that our packaging keeps the environment in mind - so we have started using sustainably sourced and fully recyclable carton boxes.

The feedback on our original tube packaging was that it was hard to recycle, with a lot of solvents and glue used, along with the plastic lids.

We have hand designed our packaging to create a unique unboxing experience, whilst keeping easily identifiable packaging with weather-map based artwork and colour collar stickers for easy identification in store.

The packaging comes in standard shippers of three to make it easier for smaller retailers to order different colours and models.





**BLUNT** Metro

**BLUNT** Coupe

**BLUNT** Classic

**BLUNT** Exec



making  
the ordinary  
**extraordinary.**

