
BLUNT
AMEICO

BLUNT'S APPROACH TO RETHINKING THE UMBRELLA

BLUNT is a New Zealand design brand born from the idea that even the most ordinary objects deserve extraordinary engineering. By reinventing the umbrella from the inside out, BLUNT created a patented tensioned canopy system that stands up to fierce winds while maintaining a smooth, rounded edge that's safe to use in crowded streets. Every umbrella is built with modular, repairable components—an intentional shift away from disposability and toward long-lasting, sustainable design. BLUNT blends precision engineering with a clean, modern aesthetic, resulting in umbrellas that feel purposeful, resilient, and crafted to perform beautifully for years.



HOW BLUNT TESTS WIND PERFORMANCE

- **Wind-tunnel tested to extreme conditions:** BLUNT umbrellas are tested in controlled wind tunnels that simulate severe weather, including gusts strong enough to destroy standard umbrellas.
- **Load-distribution engineering:** Instead of relying on traditional ribs that bend or snap, BLUNT's Radial Tensioning System spreads force evenly across the canopy, allowing it to stay stable under high wind pressure.
- **Aerodynamic canopy shape:** The rounded BLUNT tips create a smooth edge that reduces drag and prevents the canopy from flipping.
- **Real-world stress testing:** Beyond the lab, BLUNT tests umbrellas in open-air environments to ensure they maintain shape, tension, and usability in unpredictable gusts.

HOW THE PATENTED TENSIONED CANOPY WORKS

- **Radial tensioning system:** The canopy is engineered to stay evenly taut, distributing force across the entire structure for greater stability in strong winds.
- **BLUNT tip architecture:** Rounded tension-anchoring tips pull the canopy into a controlled, aerodynamic shape while eliminating sharp rib points for safer use in crowds.
- **Aerodynamic canopy profile:** Pre-tensioned fabric forms a smooth, rigid surface that reduces drag and helps the umbrella cut through gusts rather than invert.
- **Multi-link frame structure:** Stress is dispersed through a reinforced linkage system, reducing strain on individual ribs and increasing long-term durability.
- **Consistent performance over time:** Modular, repairable components maintain proper alignment and tension, ensuring the canopy performs reliably season after season.

NEO





SPECIFICATIONS:

- Generous 38.6-inch canopy
- Sized for personal coverage—large enough to protect one person comfortably without feeling bulky
- Closed length around 10.25 inches, making it easy to slip into bags, backpacks, or totes
- Matching Zipper Case
- Gift Boxed
- Two-year warranty; repairable and replaceable
- Comes in a mix of fun, expressive colors
- **Minimum: 2 per color**
- **MSRP: $89.00 Wholesale: $44.50**

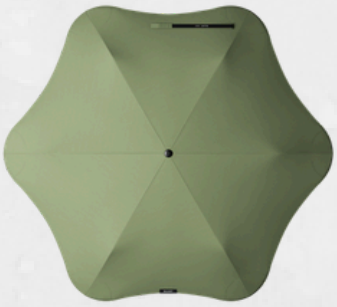




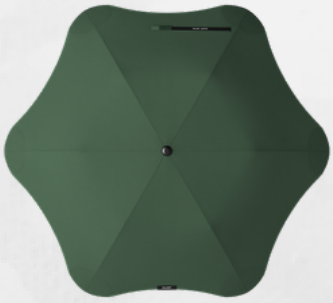
NEO



Citrus Yellow



Sage Green



Forrest Green

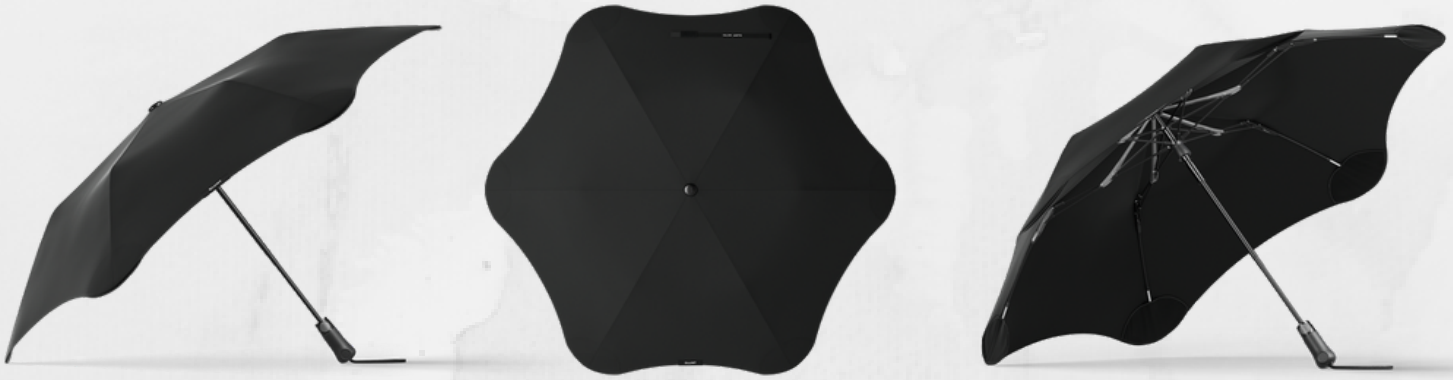


Midnight Navy



Jet Black

METRO





SPECIFICATIONS:

- Generous 40-inch canopy
- Sized for personal coverage—large enough to protect one person comfortably without feeling bulky
- Closed length around 14 inches, making it easy to slip into bags, backpacks, or totes
- Matching Zipper Case
- Gift Boxed
- Two-year warranty; repairable and replaceable
- Comes in a mix of fun, expressive colors
- **Minimum: 2 per color**
- **MSRP: $119.00 Wholesale: $59.50**





METRO



Cherry Red



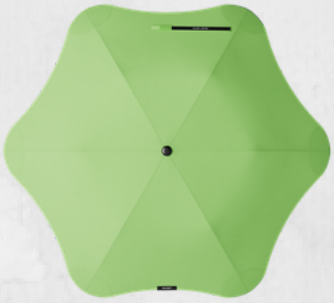
Hibiscus Pink



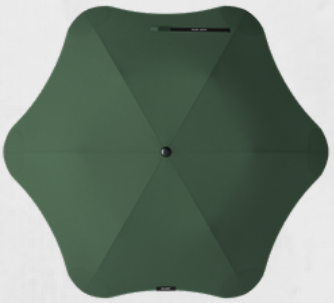
Mango Orange



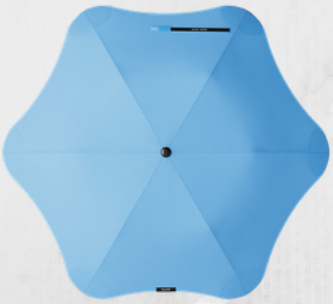
Citrus Yellow



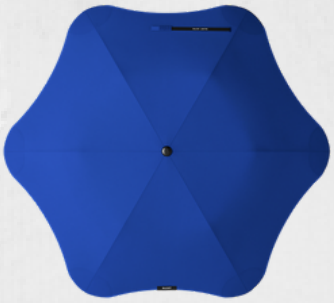
Meadow Green



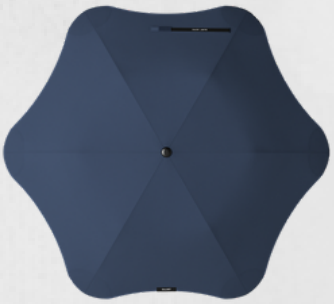
Forrest Green



Sky Blue



Ocean Blue



Midnight Navy



Violet Purple



Storm Grey



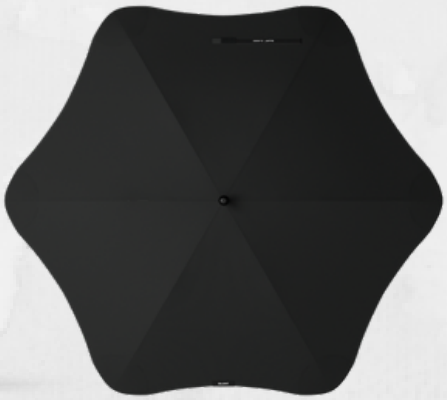
Jet Black



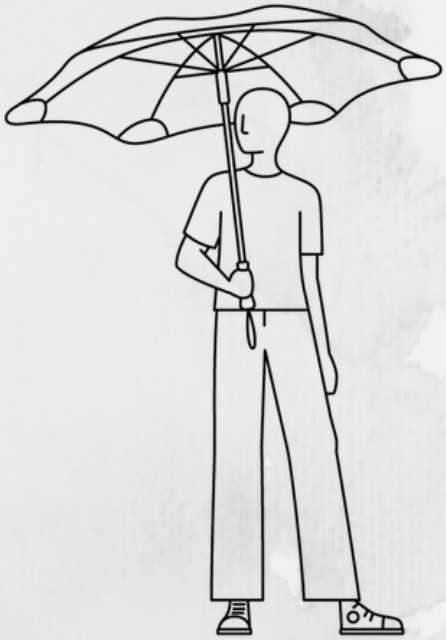
Houndstooth

CLASSIC









SPECIFICATIONS:

- Generous 47-inch canopy
- Serious protection for one, but sized perfectly for two
- Closed length 33 inches
- Matching Zipper Case
- Shoulder Strap
- Gift Boxed
- Two-year warranty; repairable and replaceable
- Comes in a mix of fun, expressive colors
- **Minimum: 2 per color**
- **MSRP: $129.00 Wholesale: $64.50**





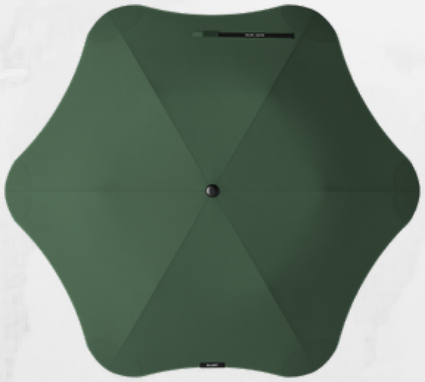
CLASSIC



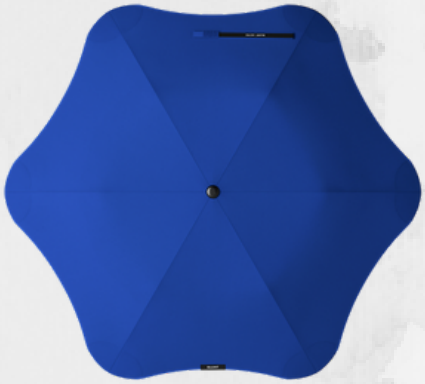
Cherry Red



Citrus Yellow



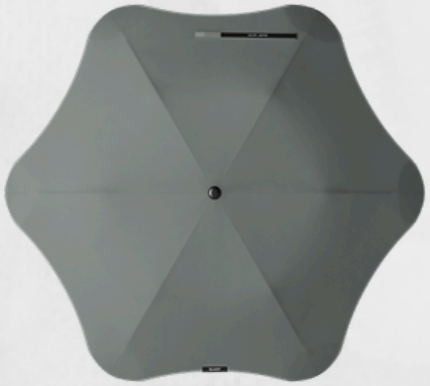
Forrest Green



Ocean Blue



Midnight Navy



Storm Grey



Jet Black

EXECUTIVE









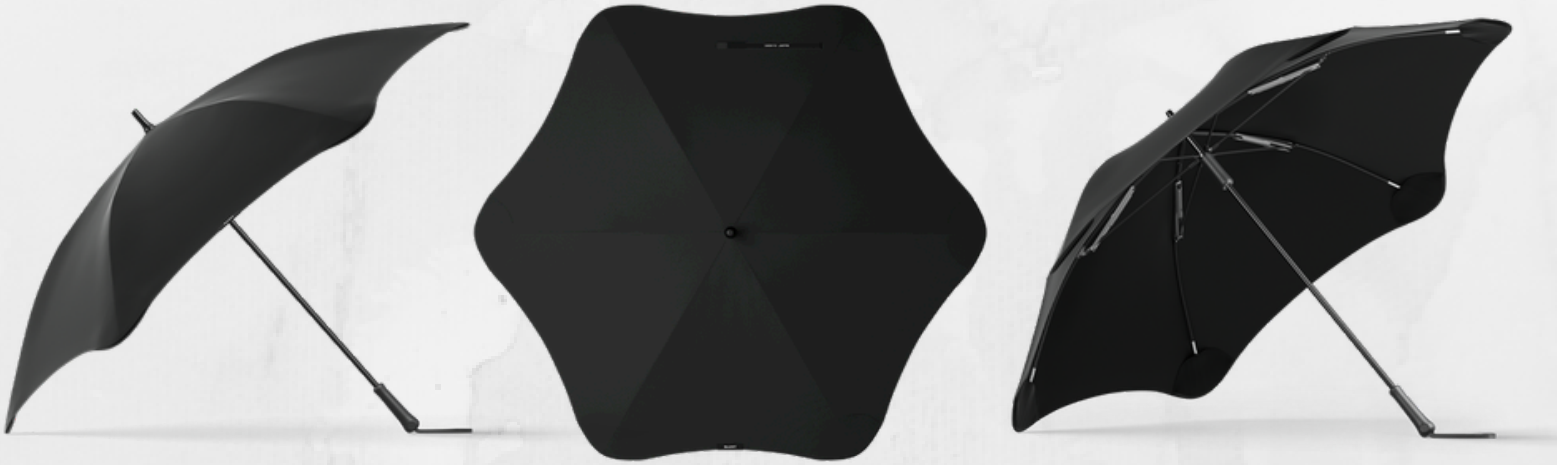
SPECIFICATIONS:

- BLUNT's largest full-length street umbrella has a canopy of 54"
- Generous room for two or more
- Closed length 38 inches
- Matching Zipper Case
- Gift Boxed
- Two-year warranty; repairable and replaceable
- Available in BLACK ONLY
- **Minimum: 2 per color**
- **MSRP: $159.00 Wholesale: $79.50**





SPORT





SPECIFICATIONS:

- BLUNT's largest full-coverage model in the lineup with a 57.5" canopy
- Suitable for up to 3 people or 1 person plus a golf cart
- Engineered for extreme weather, golf-course use and sideline protection
- Closed length 39 inches
- Gift Boxed
- Two-year warranty; repairable and replaceable
- Available in BLACK ONLY
- **Minimum: 2 per color**
- **MSRP: $179.00 Wholesale: $89.50**





BLUNT UMBRELLA RETAIL DISPLAYS



ARCUS DISPLAY
- Countertop Display
- Fits 5 Neo style only
- Ideal for retailers with limited space
- $50 or FREE with 18 umbrellas



NIMBUS DISPLAY
- Countertop Display
- Fits 5 Metro style only
- Ideal for retailers with limited space
- $50 or FREE with 18 umbrellas



STRATUS DISPLAY
- Floor Display
- Fits 6 Classic, Executive or Sport
- $60 or FREE with 18 umbrellas



CIRRUS DISPLAY
- Designed to sit flush against a wall
- Fits 12 Metro and 6 Classic, Executive or Sport
- $200 or FREE with 48 umbrellas



ALTO DISPLAY
- Floor Display
- Fits 24 Umbrellas, all styles
- Ideal for retailers carrying the full line
- $120 or FREE with 48 umbrellas

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