

## FOR IMMEDIATE RELEASE

**CONTACT:** Hillary White  
Michael Chaves Advertising & Public Relations, Inc.  
(212) 677-5480  
Press Website: [PRESSFORMATION.COM](http://PRESSFORMATION.COM)

### GIATI REACHES NEW HEIGHTS WITH THEIR APOGEE MARKET UMBRELLA

**GIATI Designs, Inc.**, manufacturer and marketer of quality crafted interior/exterior teak furniture, die-cast aluminum furniture, market umbrellas, pavilions and European all-weather textiles introduces **Apogee**, a new generation of finely crafted, durable umbrellas that retain the grace and feel of the classic market umbrella, while solving virtually all past design challenges. Constructed of premium grade teak, the **Apogee Collection** of umbrellas is available in octagonal or square shape in 7ft., 9ft. or 12 ft. sizes. Bases may be square or round, rolling or stationary. Materials utilized in the fabrication of the bases include powder coated steel, limestone or a variety of custom finishes.

Mark Singer, designer and President of **GIATI Designs, Inc.**, had a vision of creating the ideal Italian market umbrella with a variety of features that guaranteed their longevity. All **GIATI** umbrellas are custom hand crafted. Past innovations include copper clad finials, laminated hubs and poles and an integrated hook pin/cord caddy. The upper and lower hubs are now cross-laminated with an integrated retention ring. Umbrella arm ends are reinforced with solid brass and the **Apogee** Quick-Lock attachment system allows for uncomplicated arm replacement, if necessary. The Eco Teak™ umbrella pole is finger joined and tri-stagger laminated for added strength and stability.

Singer states, "It is relatively easy to design an umbrella which looks great in the showroom. However, the true test of durability takes place outdoors. The Giati umbrellas, both beautiful and strong are able to withstand many years of exposure to sun, wind and water."

**GIATI Designs, Inc. is headquartered in Santa Barbara, California. Manufacturing facilities are located in Santa Barbara. GIATI products are available through a national network of designer showrooms and independent sales representatives.**

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