

## **FOR IMMEDIATE RELEASE**

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## **LET GIATI BE YOUR UMBRELLA**

**GIATI Designs, Inc.**, manufacturer and marketer of quality crafted interior/ exterior teak furniture and imported French all-weather textiles introduces a collection of market umbrellas that are both attractive, sturdy and durable.

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 that they would last for many years. Constructed of either premium-grade Teak, Eastern Hard Rock Maple or Vertical Grain Fir, all Giati market umbrellas are custom hand crafted. The wooden, non-teak components receive six coats of hand-applied, marine-grade varnish that acts as a highly protective shield against moisture and the drying effects of ultraviolet rays. 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."

**The Next Century Collection** (Shown) - is the most durable umbrella ever constructed. It is designed to withstand damage from wind, water and sun. A distinguishing feature of this collection is the use of non-corrosive, sand cast brass hubs. Lined to prevent pole abrasion, they are guaranteed against breakage for 15 years. The sun fast textile canopy is triple reinforced stitched at stress points and is often specified for high wind and heavy-use commercial installations. **The Next Century** umbrellas are available in hexagonal from 6' to 10' and square spans from 6' to 8'.

**The GIATI MARKET Collection** - is the luxurious "Rolls Royce" of market umbrellas. Architecturally sublime, it exemplifies the most meticulous attention to detail, proportion, grace and styling. GIATI uses 20% more wood in the hub, the heart of the umbrella. This allows the arms to be deeply set for increased stability and adds a longer life to the umbrella.

A velveteen lining prevents pole abrasion and ensures that the hub moves flawlessly with the arms. This collection features large size umbrella poles (2" and 2.5" diam.) constructed from two pieces of laminated wood to inhibit warpage. Pole bottoms are sealed with paraffin to block water seepage. Umbrella poles are anchored securely to bases with wing nut thumbscrews which prevent lifting and spinning in windy conditions.

The hardware on these umbrellas is custom solid brass and the hoisting systems are a combination of custom brass pulleys, hand sewn strapping saddle leather and marine quality ropes. Market Collection umbrellas are available in octagonal and square shapes from 7' to 14' spans.

GIATI offers options such as: valences, linings, alternating color panels, borders, wind vents in contrasting colors, appliqués and cording. Bases may be anchored or freestanding.

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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