



Umbrellas

ATCOshade™ umbrellas: ATC began offering umbrellas eight years ago. We are working with a company near us with more than 50 years of experience in umbrellas to add to our market impact by offering a really good product with popular choices at an exceptional value.

Umbrellas offer a tremendous number of variations which can get very confusing. We have tried to simplify the offer to two basic styles, Patio and Market, and we have incorporated the most popular options as standard since we realize that most of our clients are looking for “shade” at a reasonable price and without worries.

The “**Patio**” style has curved steel or fiberglass ribs, so it has somewhat of a dome style, and it comes in a 7 ½ foot diameter with a valance and without a wind vent. It is a standard push-up style. It can have tilt added as an extra cost option, but we recommend against it since the ribs then end up at eye level and can be a hazard, particular to service personnel. A \$20 list upcharge adds tilt. These are entry level products and although they have the same quality 9 oz Acrylic covers as the market umbrellas, colors are more limited and the frame is lighter duty.

The “**Market**” style has straight (no curve) fiberglass, aluminum, or wood ribs and presents a modern non-domed look. All have an aluminum pole with a 1 ½” diameter and certain sizes are also available with a 2” diameter pole and both have a full 1/8” wall section. The two piece pole has an 18” overlap so in the center you have ¼” of aluminum wall section making the absolutely strongest pole on the market.

Market umbrellas are available in a 6 ½ foot square, 7 ½ foot square, (across the sides, not across the diagonal, it is slightly over 9 feet on the diagonal for the 6 ½ foot and over 10 ½ feet on the diagonal for the 7 ½ foot) and 7 ½, 9 and 11 foot diameter octagons. The 7 ½ foot, 9 foot and 11 foot octagons are available with fiberglass or aluminum ribs with an aluminum pole. Wood ribs and poles are available only in 7 ½ foot and 9 foot octagons.

“**Aurora**” is the name of our lighter weight entry level “offset” or “cantilever” umbrella. It comes as a 9 foot square or 11 foot octagon, and comes complete with an “x” base plate designed to take four cement patio squares to provide approximately 200 lbs of weight. These are standard approximately 20” square blocks available at patio and garden stores from approximately \$1.50 each and up. If desired, the “X” base can be exchanged for an in-ground bazooka or potted base. Durable and rugged, but never-the-

less a step down in level and at a considerably lower cost, the Aurora is designed for use where the Eclipse might be “over-kill”.

“**Eclipse**” is the name of the premium “offset” or “cantilever” umbrella available in a 10 foot square or 13 foot octagon. It is a *very* heavy duty umbrella with a geared crank lift, which requires a bolt down fastening either to a lagged mounting plate, a buried mounting anchor set in concrete, or a 500 lb free-standing weighted frame. The Eclipse swivels through a complete circle and can be tilted. It comes with a wind stabilizer. Mounting systems need to be purchased separately.

“**Monaco**” is new as a super heavy duty square and round umbrella to provide the equivalent of the Eclipse but with a 2” center pole as opposed to offset. It has a dual pulley pull-up. Also available in 10 foot square and 13 foot octagon, it uses the same bases and mounting system as the Eclipse or new heavy weight and duty one-half inch galvanized steel plate bases are available that can be stacked to make an extremely heavy weight for stability.

The “**Nova Giant**” is our room sized shade system available in 13 foot squares or 16 foot octagons. It utilizes a 2” diameter aluminum column and the mounting systems like the Eclipse and is also geared for Crank powered raising and lowering.

On the lower priced Patio umbrellas, some colors are limited...for example on the fiberglass Patio, only two colors are stocked. A *single wind vent* is standard on the Market style. Markets all have a *single pulley rope pull up* with the exception of Monaco which uses dual pulleys. Tilt is optional on some patio umbrellas, but it is not shown in the catalog because we do not recommend it. However a contract quality crank operated tilting umbrella will be offered for 2017. A tilted umbrella can have ribs right at eye level for people standing, particularly wait service people, and someone careless could poke out an eye.

Lifting is by manual push up on **Patio** or a **single pulley** on the **Market** style, double pulley on Monaco and by crank on the **Aurora, Eclipse and Giant**. There is a safety pin through the pole to prevent untimely folding of the umbrella on the Markets and a safety latch on the Patio style. All Patio umbrellas have aluminum poles which can be white or imitation wood grain finished. All aluminum rib market umbrellas have silver mist powder coat. Wooden rib Market umbrellas have a wooden pole (Indonesian hardwood) and fiberglass ribs have an aluminum pole. Market umbrella poles are available in black, white, wood grain, silver mist powder coated or anodized aluminum color, or bronze tone.

Covers are **9 ounce marine acrylic fabric**. This is an important fact since most competitors use an 8 ounce upholstery fabric, and ours is known as awning or marine grade. The fabric is by leading fabric companies known for supplying outdoor fabric that does not fade, including Sunbrella. The stocked colors are noted in the catalog and on the price list. Note that 4 red based colors have a slight up charge.

Logos can be applied at modest cost. There is a set-up fee for each color and an up-charge for each logo applied. Typically four logos per umbrella look best on an octagon and two on a square. Simple is best. On Patio umbrellas with a valence, a name or logo can also be silk screened on the valence. Note that you must use the CUSTOM fabric column when using logos even when standard colors are being used. The cost difference between custom colors and standard colors is not actually in the cost of the fabric, but in the cost of cutting and sewing individually by hand instead of in bulk by machine. Since logo umbrellas must be done individually, by hand, the cost is that of a custom color.

Poles are heavyweight aluminum or wood. With fiberglass market umbrellas, ribs and poles are available in black, white, bronze, wood grain, or anodized poles with grey ribs. Aluminum ribs and poles are available in silver mist only. In the case of wood, it is reinforced with metal at the joint to keep it from wearing prematurely. Ribs and hubs (also called joints) can be field replaced. Wood umbrellas are least expensive, but the ribs and/or pole can be broken if the umbrella falls over. Fiberglass is moderately priced, yet flexible so that they flex and snap back. Aluminum is a sturdy umbrella, but if bent too far, it will not flex back, and it is available only in the silver mist powder coat.

Shipping in-season is 3 weeks or less on standard items and 4-5 weeks on custom colors and logos. To apply a logo even to a standard color, remember you must use the custom color price as these cannot be pre-made, since the logos are applied before sewing.

Bases are a part of the program and are offered in several different styles. The starter base is a 50 lb. concrete base encased in plastic in black, brown (bronze) or white. These fit under the Andalusia table bases (Andalusia 3 and 4 Special) and primarily are weights to keep the umbrellas from flying away. Flat round *steel* plate bases (black or white) are available. Our stem *stubs* (the thing that the stem screws into) are welded, not bolted into place) at 50 lbs. with standard 9" stems. The 75 lb. square bases are also available in black or white (with an integral roller), but they are primarily designed as stand-alone bases. A 70 lb. PVC encased concrete base is available in black, brown (bronze) or white with a new painted stainless steel hub, as well as an aluminum housed 100 lb. concrete base with wheels. Only the 50 lb. concrete fits under the Andalusia bases.

Note that there are Futura bases designed to handle umbrellas in the 20" square and 28" round sizes. These bases do double duty as they hold the table and the umbrella and starting this year they will have faucet type screw to tighten to the umbrella pole. Also the larger Weave tables come with umbrella holes.