



GIATI

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NEW GIATI UMBRELLAS ARE THE SQUARE ROUTE TO THE BEST SUN PROTECTION

GIATI Designs, Inc., manufacturer and marketer of quality crafted interior/exterior teak furniture and imported French all-weather textiles introduces two new square market umbrellas that offer unparalleled strength and durability, while still maintaining their attractive appearance.

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 Market Umbrella (NTS-8 Featured) - 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, solid cast brass hubs. Lined to prevent pole abrasion, they are guaranteed against breakage for 15 years. All wooden arms are independently joined to the hub to allow for easy on-site replacement of arm components. Pop rivet construction allows for quick and easy arm repairs. The sun fast textile canopy is triple reinforced stitched at stress points and is often specified for high wind and heavy-use commercial installations. A classic acorn finial covered in spun copper adorns the crown. **The Next Century** umbrellas are available in square spans from 6' to 8', as well as 6', 7', 8' or 10' hexagonal diameters.

The GIATI MARKET Umbrella (EWS-12 Featured) - 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 hand turned 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 hand formed hard rock maple or teak. Pole bottoms are sealed with paraffin to resist water seepage. Umbrella poles are anchored securely to bases with wing nut thumbscrews reinforced with a brass band to 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', 9.5' 12' or 14'square or octagonal 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. Other base options include carved limestone in two sizes, twelve colors, finishes which coordinate with the Castillo Collection and a base with wheels.

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.