

**CALIFORNIA
UMBRELLA**
since 1946

**CALIFORNIA
UMBRELLA**

2017-2018

CATALOG

Distributed by:

Unique Expressions

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Photograph at CASA 425

Table of Contents

ABOUT CALIFORNIA UMBRELLA

About Us	03
How to Order	05
Quick Reference Guide	06

COMMERCIAL COLLECTION

Rodeo Series (AAT)	09
Venture Series (ALTO)	17
Sierra Series (FLEX)	23
Grove Series (MARE)	29
Allure Series (LUXY)	35
Oceanside Series (EFFO)	39

RESIDENTIAL COLLECTION

Sun Master Series (GSCUF)	45
Golden State Series (GSCU)	51
Pacific Trail Series (GSPT)	55
Sunset Series (SDAU)	61
Tahoe Series (GS)	65
Casa Series (ATA)	67
Pagoda Series (SMPT)	69
Cali Series (CALI)	71
Bayside Series (BA)	75

DESIGN OPTIONS

Designer Canopy Style	77
-----------------------	----

ACCESSORIES

Base & Anchors	79
Replacement Covers	83
Merchandising Support	85
Mini Umbrella / Protective Covers	87

LOGOBRELLA

LOGOBRELLA	89
------------	----

CANOPIES

Sunbrella	91
Pacifica	99
Olefin	100
Terms & Conditions	101

ABOUT US

3

California Umbrella has been proud to serve you and your shade needs since 1946. The world has changed so much in that time, but our commitment to excellence has only deepened. To meet the demands of the changing market, we have several devoted factories overseas with well over 1 million square feet of production space, all to serve your manufacturing needs. The vast array of options for OEMs, customization, and developed products that our capabilities allow for, can fulfill almost every need you may have for a shade product. Our experience in sourcing materials and fabrics is second to none, so we can provide you with more options, and greater capacity, to make even the most demanding projects seem simple.

*In addition to our manufacturing support, we operate a spacious seventy thousand square foot domestic warehouse and assembly center built to handle service and logistics for all your outbound orders, including smaller runs. Our main production goal is to serve you when you need it, so our team is always ready to discuss a project or details of your product and business goals. Our domestic warehouse program is all encompassing, offering you flexibility to plan and create. Whether the project is for just 1 Umbrella in a backyard bistro table, 200 umbrellas to a magnificent resort, or 20,000 umbrellas for a multi-national retailer, with California Umbrella, when it comes to shade, you can *Relax, you're covered...**



CALIFORNIA UMBRELLA

since 1946

4

ABOUT CALIFORNIA UMBRELLA

As a brand that celebrates 70 years providing shade products into the market, we are proud of our tradition of innovation that has always led the way, paving a path to success that leaves us with a legacy unmatched in the industry. We invented the revolutionary Collar Tilt feature, and set countless trends in both fabric and frame design aesthetic. Our passion for shade continues unbounded by convention even today as we introduce patented new products that refine and reshape your interaction with shade and comfort in a space.

We cover the complete spectrum of shade umbrella solutions and materials, providing every sun drenched setting you can dream up with just the right mix of form and function. Open up your environment with a wide spanning cantilevered Umbrella from our CALI series that offers you up to 380 sq. ft. of shade area as it rotates 360 degrees on its mast. Make a classic statement with the retro styling of our Pagoda umbrella, injecting just the right amount of playfulness into a refined and luxurious outdoor setting. Wreak havoc on the elements with our 100% fiberglass material framework found on several series of products that have been designed to resist when the elements come calling and remain in your service.

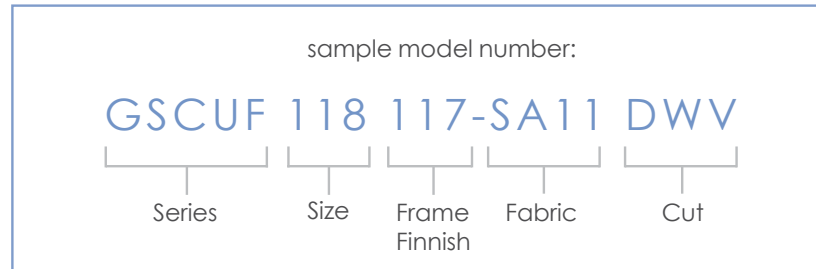
We invite you to discover for yourself why we've been trusted as the source of shade to unwind and enjoy the outdoors with for 7 decades, because no one can match our Experience under the Sun.

HOW TO ORDER

5

Thank you for considering our products for your home or business. We are excited to build your umbrella, so to help you begin the process here is a quick guide to this catalog, and placing your order. We encourage you to call us with your questions, but we've tried to place as many of the necessary product and ordering details in this book as possible, so you can reference back to it whenever you need. We look forward to seeing what you come up with, and to servicing your order.

Once you select an umbrella you will want to place an order for it, but how do you communicate the options you want expressed on your order without spending time describing your selections? To order an umbrella from us, you simply need to compose the item using our model number method. The information for all the choices you will make, are coded into our model number options, giving you endless choices for how to combine features and create a unique shade.



SERIES

Our umbrella models start with a letter name that is associated with the materials and specific features for that design. The numbers and information that follows the series all refers to additional details like canopy size, frame color, and fabric. In several cases we will have multiple canopy sizes available within 1 series, and then multiple frame finishes beyond that. The series name tells you that the materials and features of that umbrella are the same no matter what the size the canopy is, or which colors you choose for frame and fabric. For example, our GSCUF Series, is available in 3 different canopy sizes and several frame finishes, but all three sizes feature the same construction; high grade aluminum, durable fiberglass ribs, and the original easy-to-use collar tilt feature that California Umbrella introduced over 5 decades ago.

FABRICS

All umbrellas are comprised of 2 essential components that are made independently of one another, and then joined to create the finished product. The choice of fabric has the greatest impact on the overall look, performance, and value of the finished product, so choosing a color to enjoy, and an appropriate fabric type to use, is very important to the overall utility and enjoyment of your umbrella. Now that you know how to tell us about the frame you want, it's time to pair it with a selection of color and fabric type. After the series, size, and frame finish are selected, the fabric code is listed to complete the model number for your desired umbrella. In our line of products, we utilize 3 types of fabrics that all come in many colors or patterns for you to choose from. The three fabric types are **Olefin**, **Pacifica**, and **Sunbrella**. The color code utilized tells us both the type of fabric and color of fabric that you wish to complete the item with.

Olefin codes are typically (F##) (FD##)

Pacifica color codes are typically (SA##)

Sunbrella color codes are typically 4 or 5 digit numbers (ie. 5401, 56000)

Refer to our fabric guide for the differences in value, performance, custom cover designs, and for all the choices available.

SIZE

After the series name, our model number indicates the size of the canopy with a number code.

The most highly used are as follows:

758 = 7.5ft x 8 ribs

908 = 9ft x 8 ribs

118 = 11ft x 8 ribs

FRAME FINISH

After the series and size, we want to know the color of the pole your umbrella should be finished in. While we have many options to choose from, each product page in this catalog details what frame finishes are offered for the individual models you are looking at. Some items are only available in 1 color, while others have 4 frame finishes you can choose from. Frame finishes available on our domestic supply of products are as follows:

001 Anodized	302 Stone Black
002 Silver Anodized	705 Matted Black
117 Bronze	900 Champagne
170 Matted White	354 Red Oak
174 White	355 White Oak
201 Black	Hardwood















































































Check out our website for more information
www.californiaumbrella.com

QUICK REFERENCE GUIDE

6

HOW TO ORDER

PAGE	SERIES NAME	MODEL NO.	CANOPY SIZE	TILT	POLE DIAMETER	LIFT	COMMERCIAL	FIBER-GLASS	FABRIC OPTIONS		
COMMERCIAL COLLECTION											
11	RODEO SERIES	AAT 118	11'	NO	1.5"	PUSH	YES	NO			
12	RODEO SERIES	AAT 908	9'	NO	1.5"	PUSH	YES	NO			
13	RODEO SERIES	AAT 758	7.5'	NO	1.5"	PUSH	YES	NO			
14	RODEO SERIES	AAT 604	6'SQ.	NO	1.5"	PUSH	YES	NO			
15	RODEO SERIES	AAT 75754	7.5'SQ.	NO	1.5"	PUSH	YES	NO			
19	VENTURE SERIES	ALTO 118	11'	NO	1.5"	PULLEY	YES	YES			
20	VENTURE SERIES	ALTO 908	9'	NO	1.5"	PUSH	YES	YES			
21	VENTURE SERIES	ALTO 758	7.5'	NO	1.5"	PUSH	YES	YES			
22	VENTURE SERIES	ALTO 604	6'SQ.	NO	1.5"	PUSH	YES	YES			
25	SIERRA SERIES	FLEX 118	11'	NO	2"	PULLEY	YES	YES			
26	SIERRA SERIES	FLEX 908	9'	NO	1.5"	PUSH	YES	YES			
27	SIERRA SERIES	FLEX 758	7.5'	NO	1.5"	PUSH	YES	YES			
28	SIERRA SERIES	FLEX 604	6'SQ.	NO	1.5"	PUSH	YES	YES			
31	GROVE SERIES	MARE 908	9'	NO	1.5"	PUSH	YES	NO			
32	GROVE SERIES	MARE 758	7.5'	NO	1.5"	PUSH	YES	NO			
33	GROVE SERIES	MARE 604	6'SQ.	NO	1.5"	PUSH	YES	NO			
37	ALLURE SERIES	LUXY 118	11'	NO	1.5"	PULLEY	YES	YES			
38	ALLURE SERIES	LUXY 908	9'	NO	1.5"	PUSH	YES	YES			
41	OCEANSIDE SERIES	EFFO 908	9'	NO	1.5"	PUSH	YES	YES			
42	OCEANSIDE SERIES	EFFO 758	7.5'	NO	1.5"	PUSH	YES	YES			
RESIDENTIAL COLLECTION											
47	SUN MASTER SERIES	GSCUF 118	11'	YES	1.5"	CRANK	NO	YES			
48	SUN MASTER SERIES	GSCUF 908	9'	YES	1.5"	CRANK	NO	YES			
49	SUN MASTER SERIES	GSCUF 758	7.5'	YES	1.5"	CRANK	NO	YES			
53	GOLDEN STATE SERIES	GSCU 118	11'	YES	1.5"	CRANK	NO	NO			
54	GOLDEN STATE SERIES	GSCU 908	9'	YES	1.5"	CRANK	NO	NO			
57	PACIFIC TRAIL SERIES	GSPT 908	9'	YES	1.5"	CRANK	NO	NO			
58	PACIFIC TRAIL SERIES	GSPT 758	7.5'	YES	1.5"	CRANK	NO	NO			
59	PACIFIC TRAIL SERIES	GSPT 608	6'	YES	1.5"	CRANK	NO	NO			
63	SUNSET SERIES	SDAU 118	11'	YES	1.5"	CRANK	NO	NO			
64	SUNSET SERIES	SDAU 908	9'	YES	1.5"	CRANK	NO	NO			
65	TAHOE SERIES	GS 1188	11'X8' SQ.	NO	1.5"	CRANK	NO	NO			
67	CASA SERIES	ATA908	9'	YES	1.5"	CRANK	NO	NO			
69	PAGODA SERIES	SMPT 852PD	8.5'	NO	1.5"	PUSH	NO	NO			
73	CALI SERIES	CALI 338	10' SQ.	YES	4 x 2"	CRANK	NO	NO			
74	CALI SERIES	CALI 118	11'	YES	4 x 2"	CRANK	NO	NO			
75	BAYSIDE SERIES	BA 908	9'	YES	2"	CRANK	NO	NO			



CASA425



Commercial Collection

The California Umbrella for Commercial Collection is our proud offering of Shade products designed to serve the contract industry. Simple, Traditional, and with the strength to withstand the rigors of heavy usage, that is the hallmark of every item in this collection. When you design the perfect outdoor space, these products will make the finishing touches the most gratifying.

Relentless pursuit of performance and value in our products has yielded a wonderful set of results for anyone looking to achieve the classic wood market umbrella look. Our Wood Market Umbrella Series' has been upgraded to deluxe fiberglass hardwood! Beautiful finishing, dramatic flourishes, and outstanding performance are just the beginning when you select an umbrella from this collection. We are calling it our Sierra series, and you will love how beautiful and functional it is.

Fiberglass is well represented in the California Umbrella for Commercial collection of shade products. You will find the most robust fiberglass components in the industry along with stainless steel hardware, high density resin, and zinc plated hubs, ensuring that the space created with these products can be enjoyed by as many users as possible. Made for your business or for your home, our Contract umbrellas provide a designed toughness which rejects the idea that commercial grade shade has to be over-priced in order to be built well.

Look ahead to find out what the ultimate commercial umbrella program really looks like...



Rodeo

SERIES



Opulent Style and Performance

California is home to the world's most opulent and luxurious cityscapes. These places are defined by their influence, and nothing typifies the California lifestyle today like the excess found in the boutiques and environs at Rodeo drive. Palm trees and shopping together with luxury and fine dining cater to the wealth of talented artists and the fantastically successful. To visit is to fall in love with beautiful items and the sumptuous lifestyle they are afforded by.

This is the inspiration for the Rodeo series by California Umbrella. We have upended the quality profile for commercial umbrellas with this new series. Forsaking no details, we sought to create an amazing shade product that is perfect in its excess. We use no plastic or resin for any of the structural components, including the exotically styled hub and runner, the understated finial. A robust aluminum mast and canopy built with outsized components and stainless steel hardware make for an unmistakable performance product that stands clear from the crowd as a refined element of modern décor.

The Rodeo series by California Umbrella, a modern masterpiece of style and excess.

Item Name	AAT 118	AAT 908	AAT 758	AAT 604	AAT 75754
Size	11'	9'	7.5'	6'x6'	7.5'x7.5'
Overall Height	104"	104"	104"	104"	104"
Lift Style	Push Lift	Push Lift	Push Lift	Push Lift	Push Lift
Rib Material	Aluminum	Aluminum	Aluminum	Aluminum	Aluminum
Pole Diameter	1.5" (2mm wall thickness)	1.5" (2mm wall thickness)	1.5" (2mm wall thickness)	1.5" (2mm wall thickness)	1.5" (2mm wall thickness)
Center Pole	Aluminum	Aluminum	Aluminum	Aluminum	Aluminum
Hardware	Stainless steel	Stainless steel	Stainless steel	Stainless steel	Stainless steel
Hub	Aluminum	Aluminum	Aluminum	Aluminum	Aluminum
Rib Joints	Stainless steel	Stainless steel	Stainless steel	Stainless steel	Stainless steel
Wind Vent	Double Wind Vent	Single Wind Vent	Single Wind Vent	Single Wind Vent	Single Wind Vent



Check out our website for more information
www.californiaumbrella.com/product

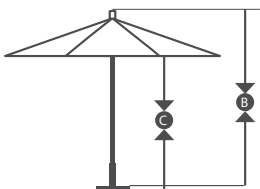
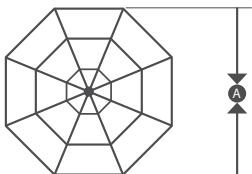


AAT 118

Item: AAT118002-5417-DWV
 Pole: 002 Silver Anodized
 Cover: 5417 Tuscan
 Base: CRLY905



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 and custom build this item now.
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 and create orders.



FABRIC OPTIONS



POLE COLOR



002 SILVER ANODIZED

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 11' B 104" C 82 5/8"

PROTECTIVE COVERS

UC101

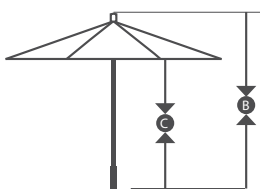
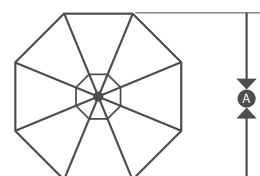


AAT 908

Item: AAT908002-5401
 Pole: 002 Silver Anodized
 Cover: 5401 Pacific Blue
 Base: CRLY905



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FABRIC OPTIONS



POLE COLOR



002 SILVER ANODIZED

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 9' B 104" C 82 5/8"

PROTECTIVE COVERS

UC100

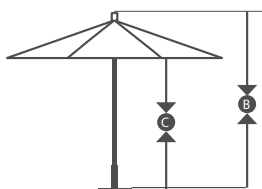
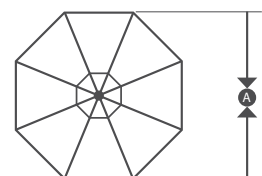


AAT 758

Item: AAT758002-5403
 Pole: 002 Silver Anodized
 Cover: 5403 Jockey Red
 Base: CRLY905



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FABRIC OPTIONS



POLE COLOR



002 SILVER ANODIZED

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 7.5' B 104" C 84 5/8"

PROTECTIVE COVERS

UC100

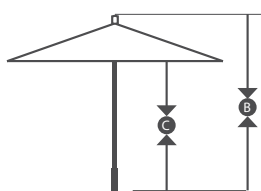
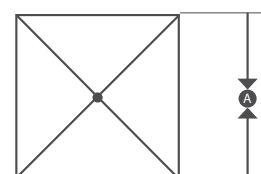


AAT 604

Item: AAT604002-5429
 Pole: 002 Silver Anodized
 Cover: 5429 Macaw
 Base: CRLY905



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 and create orders.



FABRIC OPTIONS



POLE COLOR



002 SILVER ANODIZED

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 6' B 104" C 82 5/8"

PROTECTIVE COVERS

UC100

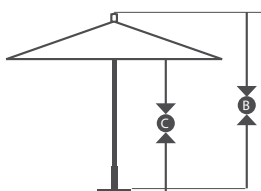
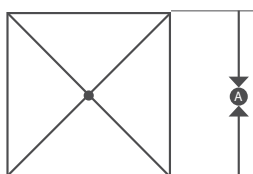


AAT 75754

Item: AAT75754002-5446
 Pole: 002 Silver Anodized
 Cover: 5446 Forest Green
 Base: CRLY905



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FABRIC OPTIONS



POLE COLOR



002 SILVER ANODIZED

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 7.5' B 104" C 84 5/8"

PROTECTIVE COVERS

UC100





VENTURE

SERIES



Driven to Perform

From the missions that seeded California's modern day roots, through the gold rush, the oil boom, and the daily revolutions built in Silicon Valley, the history of California is built by people driven to create something.

The Venture Series is made to serve the enterprising spirit in our line of products. It is the essential commercial umbrella, bold in its materials, classic in its appearance, and driven to perform. Starting with a double wall thickness to set a robust foundation, everything in the Venture series is designed for work. Stainless steel hardware to all the finishing details, zinc plated rib hubs, and a canopy supported by half inch thick, high density plastic extruded Fiberglass ribs, it all makes for a series of shade products that endures any challenge and delivers shade beautifully.

Wherever value and performance is met with the need for flexibility and strength, we offer the Venture series as your shade solution.

Item Name	ALTO 118	ALTO 908	ALTO 758	ALTO 604
Size	11'	9'	7.5'	6'x6'
Overall Height	107"	103"	96"	103 1/8"
Lift Style	Pulley Lift	Push Lift	Push Lift	Push Lift
Rib Material	12.7mm fiberglass	12.7mm fiberglass	12.7mm fiberglass	12.7mm fiberglass
Pole Diameter	1.5" <small>(2mm wall thickness)</small>	1.5" <small>(2mm wall thickness)</small>	1.5" <small>(2mm wall thickness)</small>	1.5" <small>(2mm wall thickness)</small>
Center Pole	Aluminum	Aluminum	Aluminum	Aluminum
Hub	Aluminum	Aluminum	Aluminum	Aluminum
Hardware & Pulleys	Stainless steel	Stainless steel	Stainless steel	Stainless steel
Wind Vent	Double Wind Vent	Single Wind Vent	Single Wind Vent	Single Wind Vent



Check out our website for more information
www.californiaumbrella.com/product/detail/california-umbrella/alto118

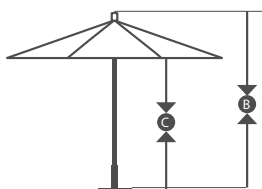
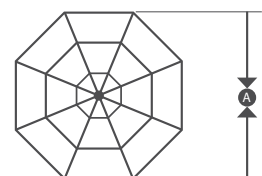


ALTO 118

Item: ALTO118002-5417-DWV
 Pole: 002 Silver Anodized
 Cover: 5417 Tuscan DWV
 Base: CRLY903



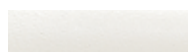
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FABRIC OPTIONS



POLE COLOR



170 Matted White



117 Bronze



002 Silver Anodized

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 11' B 107" C 85"

PROTECTIVE COVERS

UC101

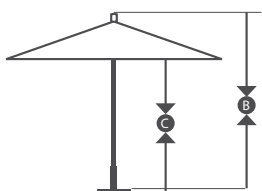
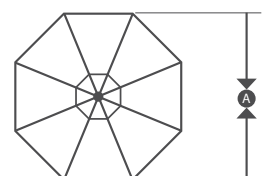


ALTO 908

Item: ALTO908117-48022
 Pole: 117 Bronze
 Cover: 48022 Spectrum Cilantro
 Base: CRLY903



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FABRIC OPTIONS



POLE COLOR



170 Matted White



117 Bronze



002 Silver Anodized

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 9' B 103" C 83 3/4"

PROTECTIVE COVERS

UC100

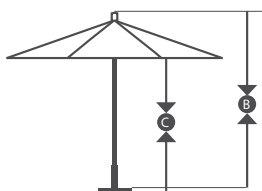
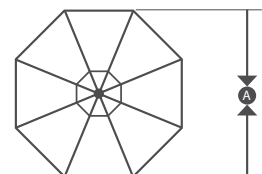


ALTO 758

Item: ALTO758117-F04
 Pole: 117 Bronze
 Cover: F04 White
 Base: CRLY903



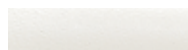
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FABRIC OPTIONS



POLE COLOR



170 Matted White



117 Bronze



002 Silver Anodized

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 7.5' B 96" C 82"

PROTECTIVE COVERS

UC100

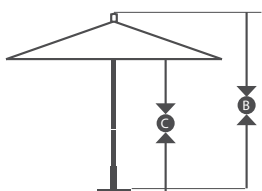
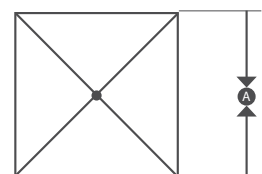


ALTO 604

Item: ALTO604002-5401
 Pole: 002 Silver Anodized
 Cover: 5401 Pacific Blue
 Base: CRLY903



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 Register now to see pricing
 and create orders.



FABRIC OPTIONS



POLE COLOR



170 Matted White



117 Bronze



002 Silver Anodized

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 6' B 103 1/8" C 81 1/4"

PROTECTIVE COVERS

UC100

SIERRA

SERIES

Photograph at CASA 425



A Natural Wonder

Forming the backbone of the state of California is a monument to size and strength. The Sierra Nevada mountain range is home to the highest peak in the continental United States, National Parks, Volcanoes, and Forests made of the most massive living things in the world. The Sierras stand so imposingly that they impact the weather of the entire Southwest, soaking up the elements to hydrate farms that feed people all over the world.

The Sierra Series by California Umbrella is a monumental shift in the expression and beauty of a Market Umbrella. Traditional and timeless describe the coveted aesthetic of the wood market style parasol, a design that has been around as long as man-made shade has been a concept. With Sierra, we now introduce molded fiberglass framework that is finished with the warmth and character of a subtle wood stain, the hardened longevity of modern materials, and the embellished styling of an artisan piece. The resulting product is a refined series of umbrellas that set an imposing standard for the natural beauty and strength of a wood market umbrella. For every application, the Sierra series stands alone.

Item Name	FLEX 118	FLEX 908	FLEX 758	FLEX 604
Size	11'	9'	7.5'	6'x6'
Overall Height	102 3/8"	101"	92 1/2"	101"
Lift Style	Pulley Lift	Push Lift	Push Lift	Push Lift
Rib Material	Fiberglass	Fiberglass	Fiberglass	Fiberglass
Center Pole	Fiberglass	Fiberglass	Fiberglass	Fiberglass
	(with Flex-Wood material)	(with Flex-Wood material)	(with Flex-Wood material)	(with Flex-Wood material)
Pole Diameter	2"	1.5"	1.5"	1.5"
Hardware & Pulleys	Stainless steel	Stainless steel	Stainless steel	Stainless steel
Rib Joints	Reinforced	Reinforced	Reinforced	Reinforced
Wind Vent	Double Wind Vent	Single Wind Vent	Single Wind Vent	Single Wind Vent



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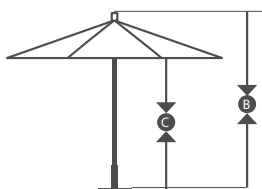
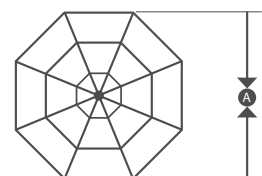


FLEX 118

Item: FLEX118354-5408
 Pole: 354 Red Oak
 Cover: 5408 Black DWV
 Base: CRLY905



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FABRIC OPTIONS



POLE COLOR



354 Red OAK



355 WHITE OAK

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 11' B 102 3/8" C 76"

PROTECTIVE COVERS

UC101

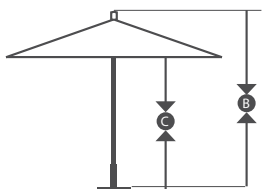
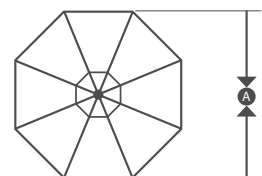


FLEX 908

Item: FLEX908355-5410
 Pole: 355 White Oak
 Cover: 5410 Air Blue
 Base: CRLY903



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FABRIC OPTIONS



POLE COLOR



354 Red OAK



355 WHITE OAK

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 9' B 101" C 76"

PROTECTIVE COVERS

UC100

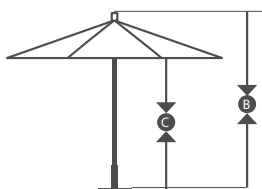
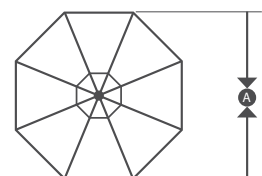


FLEX 758

Item: FLEX758354-48020
 Pole: 354 Red Oak
 Cover: 48020 Spectrum Mist
 Base: CRLY905



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FABRIC OPTIONS



LOGO BRELLA

POLE COLOR



354 Red OAK



355 WHITE OAK

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 7.5' B 92 1/2" C 78 3/4"

PROTECTIVE COVERS

UC100

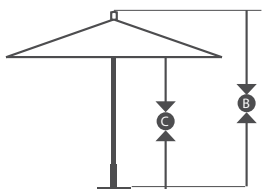
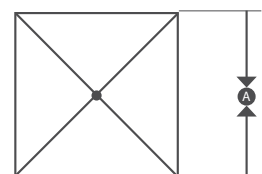


FLEX 604

Item: FLEX604354-5477
 Pole: 354 Red Oak
 Cover: 5477 Logo Red
 Base: CRLY905



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FABRIC OPTIONS



POLE COLOR



354 Red OAK



355 WHITE OAK

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 6' B 101" C 80 1/2"

PROTECTIVE COVERS

UC100



GROVE

SERIES



The Traditional Standard

California's forests are famous the world over for their assemblies of the most majestic trees and diversity. The hundreds of groves of Redwoods and Sequoias that cover the coastal forests and granite faces of the Sierras give us our inspiration for the Grove Series.

Wood Market umbrellas are classic, and the Grove series gives you all the tradition and attraction they have always offered. The sourced hardwoods are subtly grained and finished to provide the warmth and character expected from a wood product. The Grove series comes in sizes across the umbrella spectrum to mix and match in any combination.

Item Name	MARE 908	MARE 758	MARE 604
Size	9'	7.5'	6'X6'
Overall Height	97 1/2"	93 1/8"	102 5/8"
Lift Style	Push Lift	PushLift	Push Lift
Rib Material	Hardwood	Hardwood	Hardwood
Pole Diameter	1.5"	1.5"	1.5"
Center Pole	Hardwood	Hardwood	Hardwood
Hardware & Pulleys	Stainless Steel	Stainless Steel	Stainless Steel
Hub	Resin	Resin	Resin
Rib Joints	Reinforced	Reinforced	Reinforced
Wind Vent	Single Wind Vent	Single Wind Vent	Single Wind Vent



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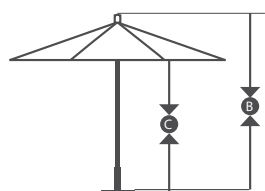
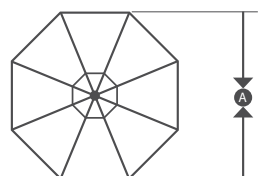


MARE 908

Item: MARE908-5417
 Pole: Hardwood
 Cover: 5417 Tuscan
 Base: CRLY903



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FABRIC OPTIONS



POLE COLOR



Hardwood

BASE OPTIONS

CFMT110 CFMT160 CFMT172 CRLY903 CRLY905

DIMENSIONS

A 9' B 97 1/2" C 77"

PROTECTIVE COVERS

UC100

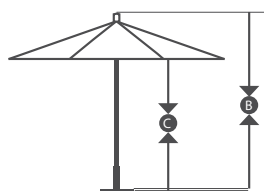
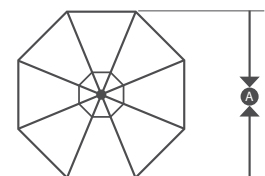


MARE 758

Item: MARE758-5608
 Pole: Hardwood
 Cover: 5608 Seville Seaside
 Base: CRLY903



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FABRIC OPTIONS



POLE COLOR



Hardwood

BASE OPTIONS

CFMT110

CFMT160

CFMT172

CRLY903

CRLY905

DIMENSIONS

A 7.5' B 93 1/8" C 76 1/2"

PROTECTIVE COVERS

UC100



MARE 604

Item: MARE604-5404

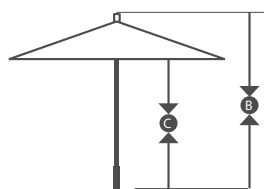
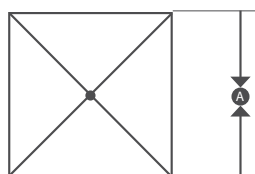
Pole: Hardwood

Cover: 5404 Canvas Natural

Base: CRLY903



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FABRIC OPTIONS



POLE COLOR



Hardwood

BASE OPTIONS

CFMT110

CFMT160

CFMT172

CRLY903

CRLY905

DIMENSIONS

A 6'

B 102 5/8"

C 81"

PROTECTIVE COVERS

UC100





ALLURE

SERIES



An Excess of Abundance

The bountiful opportunities and resources offered by our state make it a dream destination. Lavish lifestyles and opulence are woven into the fabric of the culture, and broadcast around the world in the images of our art and media. The excess isn't skin deep, it starts with the embarrassment of natural riches and culminates in the way we've dressed our cities with extravagance for the world to see. With the constant rebirth of landmarks, architecture, art, and technology, a true reflection of California is in the depth of its abundance.

The Allure Series demonstrates that attraction and excess are the hallmarks of quality. We've built this series using a beautiful and excessively robust stainless steel mast. The heft and finish of this single piece of refined steel represent a luxury of indulgence, delivering clean and contemporary lines from a deftly overwrought piece of natural material. Above it all is a flexible canopy of fiberglass ribs that dares the elements by its span and resistance. Taken together, the Allure series of the California Umbrella collection delivers classically understated aesthetics to your space, sumptuously emboldened by an irresistible abundance of performance.

Item Name	LUXY 118	LUXY 908
Size	11'	9'
Overall Height	103 1/2"	103 3/8"
Lift Style	Pulley Lift	Push Lift
Rib Materials	Fiberglass	Fiberglass
Pole Diameter	1.5"	1.5"
Center Pole	Stainless steel	Stainless steel
Hub & Housing	Aluminum	Aluminum
Hardware & Pulleys	Stainless steel	Stainless steel
Rib Joints	Reinforced	Reinforced
Wind Vent	Double Wind Vent	Single Wind Vent



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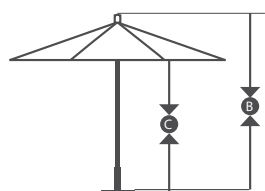
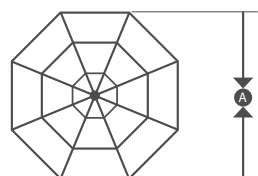


LUXY 118

Item: LUXY118-58026-DWV
 Pole: 001 Anodized
 Cover: 58026 Cabana Citron DWV
 Base: CRLY903



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FABRIC OPTIONS



POLE COLOR



001 Anodized

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 11' B 103 1/2" C 78 3/4"

PROTECTIVE COVERS

UC101

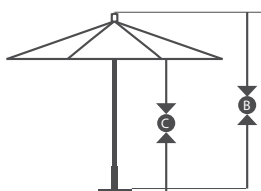
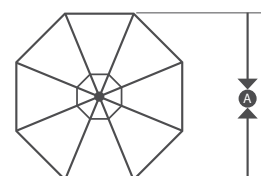


LUXY 908

Item: LUXY908-5446
 Pole: 001 Anodized
 Cover: 5446 Forest Green
 Base: CRLY903



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FABRIC OPTIONS



POLE COLOR



001 Anodized

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 9' B 98 3/8" C 76 3/4"

PROTECTIVE COVERS

UC100

OCEANSIDE

SERIES

Photograph at CASA 425



Focused on Performance

The association that California has with its beaches is renowned and established by generations of sun seekers. With the ocean looming so large in the culture of California, the connection to it forms an essential part of our identity. The relentlessly moving salt air and waves, toiling under an intense sunny gaze, both lure and punish in equal measure.

Our Oceanside Series is perfectly adapted to thrive, exposed to the stark beauty of the elements. We've designed this collection completely with high density reinforced fiberglass material. Light and flexible, it deflects the energy of movement so that a gusty breezy fades to obscurity. Dense and strong, it braces against the beating sun and the barrage of corrosive elements to stand beautifully undisturbed in service. Defying conventions, the 7.5 foot model can extend or contract its mast to fit into any need or space, so that one shade can shelter a casual afternoon lounging in the sand, or an installation of bar height tables for a crowd of customers.

When you spend as much time interacting with sun drenched shores as we have, focus turns towards performance. What follows is the Oceanside Series.

Item Name	EFFO 908	EFFO 758
Size	9'	7.5'
Overall Height	105"	92 3/8"
Lift Style	Push Lift	Push Lift
Rib Materials	Fiberglass	Fiberglass
Pole Diameter	1.5"	1.5"
Center Pole	Fiberglass (2mm wall thickness)	Fiberglass (2mm wall thickness)
Hub & Housing	Resin	Resin
Hardware & Pulleys	Stainless steel	Stainless steel
Rib Joints	Reinforced	Reinforced
Wind Vent	Single Wind Vent	Single Wind Vent



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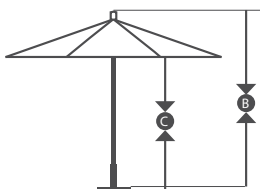
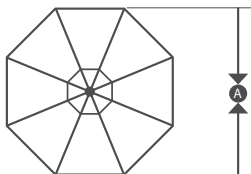


EFFO 908

Item: EFFO908-5404
 Pole: 201 Black
 Cover: 5404 Canvas Natural
 Base: CRLY 903



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FABRIC OPTIONS



POLE COLOR



201 Black

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 9' B 105" C 83 3/4"

PROTECTIVE COVERS

UC100

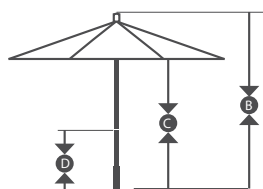
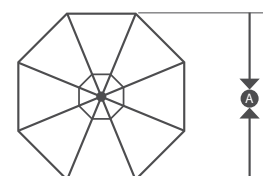


EFFO 758

Item: EFFO758-5401
 Pole: 201 Black
 Cover: 5401 Canvas Pacific Blue
 Base: CRLY 903



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FABRIC OPTIONS



POLE COLOR



201 Black

BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 7.5' B 92 3/8" C 76 3/4" D 36"

PROTECTIVE COVERS

UC100





Residential Collection

Our collection, California Umbrella for Home, is a celebration of the outdoor room. Designed for convenience, value, and performance, these shade products bring the full weight of our experience to your table. Here are a few highlights to look for when you think about bringing home the Shade...

Being a California company, born and bred, we have our share of long summer days. California Umbrella pioneered and developed the original and revolutionary Collar tilt feature to tilt your umbrella to any degree you wish while enjoying the afternoon and evening outside. We still boast the widest tilt degree in the Market, allowing you to stay outside longer with your family and friends.

From the sunny coastline to the inland mountains, deserts, and valleys, California offers up some of the most majestic geography in the world. But as any native Californian will tell you, all this natural beauty gives way to the greatest challenge to the longevity of a shade product: Wind. At California Umbrella, our experience with the Windy Santa Ana's gave way to another industry leading innovation in our Fiberglass products. We are proud to offer the commercial toughness of Fiberglass in our flagship umbrella series.

Designed to enrich your experience at home is our CALI series of Cantilever umbrellas. Tilt, twist, turn, and multiply the design options for your space with the expansive versatility and strength of these huge and dynamic Shade Structures!

We'll see you outside...



SUN MASTER

SERIES



The Evolution of an Original

When California Umbrella introduced the Sun Master Series, Eisenhower was living in the White House and Mercury Astronauts thrilled the world with unheard of breakthroughs in the cascading race for space dominance.

An entire generation of baby boomers set out to redefine the world and take on conventions as the world sped into a wild future. In this exciting era, California Umbrella introduced a smooth and easy tilting frame that promised years of carefree comfort in the sprawling backyards and pool sides taking over the American leisure-scape. A symbol of simple pleasure in enjoying the outdoors made for an incredible rise in a developing casual furnishings industry and a true original was born.

Today, it is a re-imagined original, with the same deft operation that conquered patios a generation ago. Now blended with the results of modernization developed in the manufacturing age, with Fiberglass materials that embody contemporary flexibility and resilience in the face of challenging winds and constant change. Take on the sun and master the shade with a brand new original. The Sun Master.

Item Name	GSCUF 118	GSCUF 908	GSCUF 758
Size	11'	9'	7.5'
Overall Height	109 1/2"	101"	102 2/5"
Lift Style	Crank Lift	Crank Lift	Crank Lift
Tilt Style	Collar Tilt	Collar Tilt	Collar Tilt
Rib Materials	Fiberglass	Fiberglass	Fiberglass
Pole Diameter	1.5"	1.5"	1.5"
Center Pole	Aluminum	Aluminum	Aluminum
Hub	Resin	Resin	Resin
Housing	Resin	Resin	Resin
Wind Vent	Double Wind Vent	Single Wind Vent	Single Wind Vent



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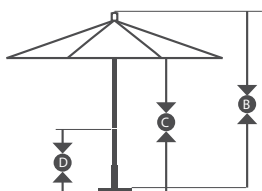
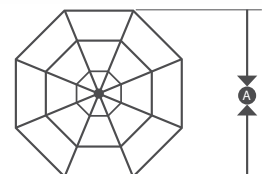


GSCUF 118

Item: GSCUF118117-5429-DWV
Pole: 117 Bronze
Cover: 5429 Macaw DWV
Base: CFMT110 Bronze



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COVER OPTIONS



POLE COLOR



705 Matted Black



170 Matted White



117 Bronze

BASE OPTIONS

CFMT110

CFMT160

CFMT172

CRLY903

CRLY905

DIMENSIONS

A 11' B 109 1/2" C 86" D 32"

PROTECTIVE COVERS

UC101



GSCUF 908

Item: GSCUF908170-5402

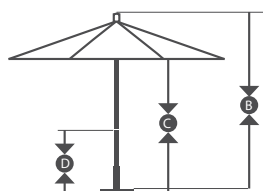
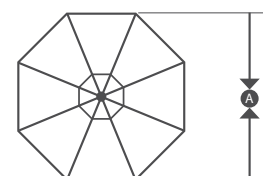
Pole: 170 White

Cover: 5402 Canvas Granite

Base: CFMT 160 Black



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COVER OPTIONS



POLE COLOR



705 Matted Black



170 Matted White



117 Bronze

BASE OPTIONS

CFMT110

CFMT160

CFMT172

CRLY903

CRLY905

DIMENSIONS

A 9'

B 101"

C 79 1/2"

D 32"

PROTECTIVE COVERS

UC100

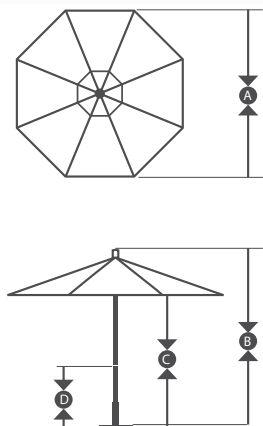


GSCUF 758

Item: GSCUF758117-5410
 Pole: 117 Bronze
 Cover: 5410 Air Blue
 Base: CFMT 160 Black



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COVER OPTIONS



POLE COLOR



117 Bronze

BASE OPTIONS

CFMT110

CFMT160

CFMT172

CRLY903

CRLY905

DIMENSIONS

A 7.5'

B 102 1/2"

C 84"

D 32"

PROTECTIVE COVERS

UC100

