



Beautiful Umbrellas.
Built to last.





Envisaged in London.
Founded and designed in Auckland.
Available to the world - over 20+ markets.



blunt's purpose

Blunt™ take ordinary products and turn them into extraordinary experiences. Starting with the umbrella.

Blunt™ have evolved a traditional product by combining superior engineering with beautiful design, giving them the Blunt™ umbrella.

The unique patented and trademarked Blunt™ shape, formed by the technology within, is the only umbrella on the market with a fully tensioned canopy for unparalleled performance.

Blunt believe the world needs better products that equally benefit the consumer experience and the sustainable choice without compromise.

This is how Blunt™ know they're making the ordinary extraordinary. It's an attitude. A way of thinking. A lifestyle choice. It's a way of looking at the world regardless of new products or entering new categories. It's future focused. And most of all, it's true. In everything they do.

why the umbrella? meet Greig.

"I wanted to create something that would make peoples lives better.

Something that would stand the test of time, and as any inventors have done in the past, find the answer to a puzzle.

My greatest inspiration when I was a child was growing up in Dad's shed and watching him create amazing things from basic materials. I remember how excited I was when I saw an inventor that had created something meaningful, that could go out to the world in scale and would help people in some way. What really inspired me was the story, the substance behind their invention.

I've always tried to see how things can evolve beyond their current state, how they could be fixed by finding problems that others couldn't see.

My purpose became clearer to me - I wanted to create something, the best something that would stand the test of time - that was my measure of success. I didn't want to be another cog in the machine.

When I moved to London for my OE in 1999, I was in a stage in life where I was thinking 'what's next?'

I remember walking down Regent St in London on a busy, rainy day, dodging umbrellas, and noticing how poor they were.

Here was a product that had been around for over 150 years and hadn't fundamentally evolved since inception. It wasn't delivering the experience that I saw in my head that it could. I became obsessed to an unhealthy level with imagining this perfect umbrella. I built it from scratch - thinking the less influenced I was by the underperforming existing product, the better.

After 18 months of failed radical prototyping I came to the realization that a successful solution needed to respect the incumbent. That's when I started to make head way.

And I didn't stop until I got it. When all the problems were resolved with the same design solution, I knew I had something special. Now I just had to convince the rest of the world!"



Greig Brebner - Inventor



what makes the Blunt™ umbrella

The Blunt™ umbrella is a perfect blend of form and function.

The key functional elements that needed improving from the traditional umbrella were resolved through the development of the patented Blunt™ tip.

The Blunt™ tips open like miniature umbrellas within custom pockets at the canopy edge and perform multiple purposes to make the Blunt™ umbrella what it is.

They complete the Radial Tensioning System by transferring the unique radial force evenly into the canopy.

This even tensioning of the canopy creates a far superior structure and aerodynamic surface for overall superior performance.

They reinforce the umbrella in a traditional area of weakness by eliminating the point loading at the rib end where umbrellas typically fail. The design means that Blunt™ umbrellas perform in all weather conditions.

They also eliminate the sharp points at the canopy edge which can be hazardous to others.

And most importantly? Giving Blunt™ it's unique shape & iconic style.

introducing the consumer - **the Urban Trend Setter**

Urbanites and working professionals with med-high disposable income, Urban Trend Setter's develop an affinity for brands which offer beautiful design and unique style.

Looking and feeling their best is their priority, so they are happy to invest in brands which give them their own unique style.

They are socially savvy and stay up to date with latest trends from friends and 'real' influencers.

They are globally connected and forward thinking. They choose high quality, sustainability lead brands with a story behind them, meaning they aren't part of the disposable culture.

Above all, they seek experiences beyond their expectations.







Blunt™ Metro - 118435



navy
PMS 540c



black
PMS Black



charcoal
PMS 424c



blue
PMS 299c



mint
PMS 7472c



yellow
PMS 122c



orange
PMS 158c



red
PMS 032c



pink
PMS 226c



green
PMS 226c

Compact, convenient and collapsible, the Blunt™ Metro is perfect for the urban dweller, busy people in busy places.

diameter



100 cm / 39 in

folded length

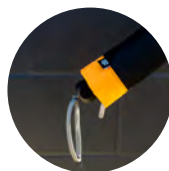
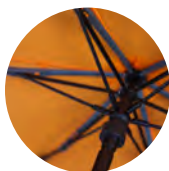


37.7 cm / 14.8 in

weight



368 g / 0.85 lb







Blunt™ Coupe - 118436



navy
PMS 540c



black
PMS Black

Dynamic and slim, the Blunt™ Coupe is perfect for those times when you need quick cover for speed and ease.

diameter



105 cm / 41 in

folded length

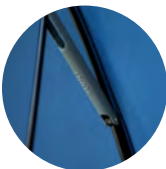


73.5 cm / 28.9 in

weight



428 g / 0.94 lb



Blunt™ Classic - 118437



navy
PMS 540c



black
PMS Black



charcoal
PMS 424c



blue
PMS 299c



mint
PMS 7472c



yellow
PMS 122c



orange
PMS 158c



red
PMS 032c



pink
PMS 226c



green
PMS 226c

The traditional umbrella re-imagined. The Blunt™ Classic is perfect for those that appreciate the style and experience of good design.

diameter



120 cm / 47 in

folded length

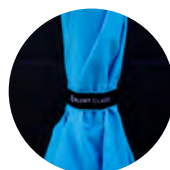


84.2 cm / 33 in

weight



660 g / 1.45 lb







Blunt™ Exec - 118438



navy
PMS 540c



black
PMS Black



charcoal
PMS 424c

Broad and elegant, the Blunt™ Exec is our extra large umbrella, perfect for business, and those whose business it is to keep others dry.

diameter



137 cm / 53.9 in

folded length

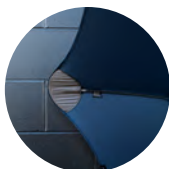
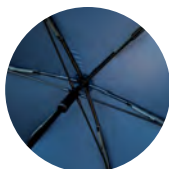


95.4 cm / 37 in

weight



910 g / 2 lb



Blunt™ Sport - 121889



navy
PMS 540c



black
PMS Black



charcoal
PMS 424c

Big and strong, the Blunt™ Sport is perfect for golfers, sideline coaches and those who'd rather be out in the wild than inside on the couch.

diameter



146 cm / 57.5 in

folded length



84.2 cm / 33 in

weight



660 g / 1.45 lb





a sustainable view **and warranty**

Blunt™ want to ensure that sustainability is part of their fabric, and this is reflected through the way they design everything they do.

There are enough cheap umbrellas littering the streets and rubbish bins after rain, so Blunt™ decided to do something about it.

Blunt™ have designed and built Blunt™ umbrellas to last the test of time. Using materials smarter by exploiting their mechanical property potential, making every component do at least 2 jobs, it's all linked back to Blunt™'s purpose.





Packaging

As in everything they do, Blunt™'s packaging is designed with the consumer experience first and foremost.

Part of this experience is ensuring that their packaging keeps the environment in mind - so they have started using sustainably sourced and fully recyclable carton boxes.

Blunt™ have hand designed their packaging to create a unique unboxing experience, whilst keeping easily identifiable packaging with weather-map based artwork and colour collar stickers for easy identification in store.





making
the ordinary
extraordinary.







