

Practical checklist for choosing Promotional Umbrellas

A practical worksheet for comparing models, materials, opening systems and customisation before ordering. Start from how the umbrella will actually be used, then narrow the choice according to transport, coverage, comfort, brand image and print area.

1. Start with the intended use

Scenario	What to compare	Practical guidance
Hotels and hospitality facilities	Large, durable or reversible models; convenient opening	The equipment should be ready to use and enhance the service offered to guests.
Trade fairs, congresses and welcome kits	Classic or folding models; size and transport	Folding models take up less space; classic models offer large surfaces for the logo.
Company cars and automotive	Folding or reversible models	Choose a model that is easy to keep in the car and use quickly when it rains.
Urban mobility, logistics, evening events	Windproof and/or reflective	Compare resistance to gusts and visibility in low-light conditions.
Corporate gifts and staff equipment	Automatic, reversible, natural or recycled materials	Choose features that increase practicality and perceived quality.

2. Model checklist

- ☐ Is compactness the main priority? Compare folding models and whether a sleeve is included.
- ☐ Do you need greater coverage? Check the size in inches and the open diameter of the umbrella.
- ☐ Will it be used in windy areas? Consider more flexible windproof structures.
- ☐ Is it important to contain water when entering a car or indoor space? Consider a reversible model.
- ☐ Would greater visibility in low light be useful? Consider reflective details or panels.
- ☐ Does the product also need to suit children? Compare mini and children's models.

3. Materials: check each component

Component	Materials	What changes in the choice
Canopy	Polyester, pongee, RPET, transparent plastic materials	Practicality, softness/perceived quality, recycled alternative or greater visibility.
Shaft and frame	Steel, iron; less commonly aluminium and lightweight alloys	Balance between rigidity, reliability, resistance, ease of handling and compactness.

Component	Materials	What changes in the choice
Ribs	Fibreglass	Greater flexibility and ability to absorb stress than more rigid structures.
Handle	PP, ABS, wood, bamboo, EVA, rubber	Practicality and light weight, a more natural appearance, or grip and comfort for intensive use.

4. Opening system

System	How it works	When it can be useful
Manual	Opening and closing are handled manually	A simple, lightweight and essential choice for everyday use.
Automatic	The button opens the canopy; closing remains manual	Useful when greater immediacy and a more refined perception of the equipment are desired.
Open/close	The button controls both opening and closing of the canopy	Worth comparing when comfort and convenience of the mechanism are priorities.
Reversible	The umbrella closes inwards	Practical for keeping the wet surface contained when entering a car or indoor space.

5. Choose customisation using clear criteria

Technique	Points to assess	Keep in mind
Digital transfer	Logos and images, including full colour; photographic result	Requires flat, regular surfaces.
Screen printing	Versatile, durable, with a pleasant raised effect	Not ideal for overly complex graphics; up to four solid colours.
Pad printing	Economical and suitable for simple logos and small areas	Especially worth considering when the print area is limited.
Sublimation	Durable, high-quality full-colour result	Only on polyester or suitably treated products.
Transfer printing	Suitable for fabrics and resistant to wear and weather	Can use up to eight solid colours.
DTF on fabric	Full colour and good handling of small runs	Availability depends on the selected product and fabric.

6. Final check before ordering

- ☐ I have defined the main use and the context in which the umbrella will be used.
- ☐ I have checked both the size in inches and the open diameter, rather than relying only on the format name.
- ☐ I have checked the materials of the canopy, frame, ribs and handle.
- ☐ I have chosen the opening/closing system that best matches the intended use.
- ☐ I have compared the print method, logo characteristics, budget and available print area.
- ☐ I have checked the positions that can actually be customised on the product page.
- ☐ For a large order, I have considered buying a sample to check size, colour and practicality in person.

7. Quick selection sheet

Item	Choice
Main use	
Model / format	
Size / diameter	
Canopy material	
Frame and handle	
Opening / closing	
Print method	
Logo position	
Sample requested	Yes / No

Useful links

- [Promotional Umbrellas](#)
- [Promotional Umbrellas](#)
- [Branded Telescopic & folding umbrellas](#)
- [Personalised Reversible umbrellas](#)