



Customized umbrellas? The ideal corporate gift to promote your brand in the rain!

How to turn a small misfortune into a great advantage? With the right accessories, of course! Customized umbrellas are a **must-have** for those who walk often. If you love to move on foot, you know that bad weather is always lurking. Sometimes it lasts all day, other times it rains heavily for a few minutes. In both cases, having an umbrella at your fingertips can be a **lifeline**.

Customized umbrellas are **very useful** to shelter not only us, but also our items from the rain. They can become a stylish accessory used to complete a look. It goes without saying that such a useful article is a perfect **promotional product**. It's no coincidence that it's always been used by the largest companies in their marketing communication together with other corporate gifts such as [personalised tote bags](#). **Printing**

your logo will advertise your company even when other promotional products can't.

The 4 advantages that you'll have if you choose customized umbrellas as corporate gifts

Customized umbrellas aren't only of great help to those who use them. They're **effective** for the company that chooses them as corporate gifts, too. In particular, by distributing them at a fair or event, you'll have four main advantages:

1. **You won't risk giving away a needless accessory.** Umbrellas are very common objects. Everyone has at least one. The big plus, however, is that **they're never too many**. An extra umbrella is always convenient. You can store it in your **car** or in a bag other than the one you use daily. So, you'll make sure you **never forget it**. Alternatively, you can keep it at home as a **spare umbrella**, which you can use in case the other one breaks or gets lost.
2. You'll enjoy advertising **on rainy days**. This is especially true if you choose a **quality umbrella** that protects those who use it from bad weather. Your customers will recognise its effectiveness and will be very **satisfied**. Not only will they be able to use it more often. They'll probably talk about it in a positive way to friends and relatives, too.
3. **The promotional effect will be long-lasting.** Quality customized umbrellas are **durable**. If your customers can use them for several years, your company will enjoy great advertising for a long time. Also, it's not just the logo that will spread your name. Even the fact that your umbrella is **effective** after a long time will help. It'll give the public the image of **a company that focuses on quality**. In other words, of **a reliable company** that they won't hesitate to contact.
4. **It's a gift idea suitable for employees as well.** Just like your customers, your team members can shelter from the rain with your customized umbrellas. Whether they use them to come to work or for their errands, they'll advertise your brand **every time**.

Customized umbrellas: not just winter corporate gifts

When we think of personalised umbrellas, the first image that comes to mind is that of a **rainy day**. In fact, we use these accessories mostly to avoid getting wet when it rains outside, and we have to do some walking.



What we often ignore, however, is that customized umbrellas are useful **in the summer season, too**. Not only because it can rain even in summer, but because you can use them to **shelter from the sun**.

As the global temperature increases, protecting the skin from the sun's rays is very important, especially in the hottest hours. You can create customized umbrellas with a **summer vibe**, too. All you need will be **bright and light colours** to give a touch of **sparkle** to your corporate gift. An easy way to make it **perfect for the summer**.

Complete your look with a customized umbrella: how to make it a stylish accessory

Personalised umbrellas can become the perfect accessory to **complete a look**. Available in various colours and materials, each model will give a **different nuance** to the appearance of the wearer. However, **customising** them will play a key role. You can choose whether **to reproduce your logo with a simple design** or **print a colourful image**. It all depends on the **effect** you want to achieve with your customized umbrellas.

Why personalise umbrellas with the company logo?

Choosing a **plain print** will allow customers to match your customized umbrellas with clothes of all kinds. It'd be perfect, for instance, to print your logo on one of the panels. If you play with **contrasts**, it'll be **clearly visible** on one hand and **sober** on the other. You'll create a **versatile** accessory, which will be perfect for **promoting your brand** on thousands of occasions.

The presence of the company logo on your customized umbrellas is, in fact, a **must**. Only then will the customer or whoever notices your corporate gifts link them to you. Your logo is your **signature**. It's the symbol that expresses the core business and mission of your company. If it's **clearly visible**, it'll be immediately noticed by the public, who may be interested in your brand.

Other ways to personalise your umbrellas: green light to images!



If your goal is to **attract attention** and **stand out** from your competitors, you're maybe looking for a more particular way to customise your corporate gifts. Some models of personalised umbrellas allow you to **print images on the entire surface of the panel**. The effect will be **original** and able to capture the gaze of anyone.

Printing an image can be a very fitting idea for an **event or a theme fair**. Reproducing the essence of the event on your customized umbrellas will make them even more special. By looking at them, visitors who receive them as a gift will **remember both you and their experience**.

Choose the right print! The techniques to personalise your umbrellas

The beauty of personalisation is that it allows you to give **free rein to your imagination**. The company logo, the slogan, a representative image of the brand. You can choose anything to make your customized



umbrellas unique. To give them more **communication strength** and make sure they promote your business effectively, however, you need to choose the right **personalisation**.

Customized umbrellas, depending on the models, allow you to apply the following printing techniques:

- **Screen printing.** It's suitable for **logos** but can't reproduce colours or complex images.
- **Transfer.** It ensures **optimal colour rendering**. For some models, you can resort to **digital transfer**, which is suitable for runs of less than 2000 pieces and to **be applied on curved surfaces**.
- **Sublimation.** It's a type of digital printing that's perfect to **reproduce images in photographic quality**.

The right print will help you **highlight** your logo or any phrase or image you want to add to your customized umbrellas. So, it's one of the key points that will **determine the success** of your promotional products.

Customized umbrellas: the models to choose from

Although personalised umbrellas are simple and common accessories, there are **models with additional features**, too. The most classic is the **automatic opening**, which makes umbrellas much easier and faster to use. On our website, you can choose the customized umbrellas you prefer. You'll have two subcategories to search through: branded walking umbrellas on one hand, and branded telescopic umbrellas and custom folding umbrellas on the other.

Branded walking umbrellas: the classy corporate gifts that make your logo visible from afar

[Branded walking umbrellas](#) are the most traditional model. They're the ideal corporate gift for an audience that loves a **refined style**. Their classic design lends itself very well to completing looks that are **professional and chic**. They have a **large print area** as well. This will make your logo **clearly visible even from afar**.



Finally, they ensure **excellent protection from the rain**, which makes them **elegant and effective promotional products**.

Due to their size, however, they aren't comfortable to carry around. For instance, you can't store them in a bag or backpack, but you must **carry them in your hand** instead. However, it'll be enough to keep them in the **car** to have a useful item always available in case of rain.

Custom folding umbrellas and branded telescopic umbrellas: smart corporate gifts always at your fingertips

As they're smaller, [custom folding umbrellas and branded telescopic umbrellas](#) are very **comfortable to carry with you**. They fit with ease in a medium-sized bag or backpack. For this reason, they're ideal for those who **walk often** and want to have one always at hand in case of need. Moreover, they're also perfect for

travellers. It's no coincidence that, together with [personalised backpacks](#), they're among the most popular **travel accessories**.



Some models are equipped with a **case** in which you can store them after use. In this way, not only **will they take up little space**. They **won't wet the items in your bag** either.

On the other hand, they have a **smaller print area** than branded walking umbrellas. Nevertheless, a **well-printed logo** will be clearly visible from afar and perfectly able to attract attention. The fact that they're smaller also affects the ability to shelter from rain, even if in a minimal way. In conclusion, custom folding umbrellas and branded telescopic umbrellas are the perfect corporate gifts to give to **those who love comfort**.