



BURTON BLAKE

LUXURY LIFESTYLE

Exclusive UK Distributor

HISTORY

1928



Hans Haupt invents the first pocket umbrella
Registration of the brand name Knirps

1938



first umbrella for men

1951



Various advertising campaigns

1965



First Knirps umbrella with automatic opening

1969



Red Dot trademark and Red Dot warranty

1997



Patent registration for Knirps Duomatic umbrellas – automatic open and close mechanism

2003



Founding of Knirps Licence Corporation
Globalization process

2004



Design Award winner X1 & T1
Innovative Design Concept

2011



Introduction of Knirps travel wear

2012



Introduction of Knirps sunshades

2015



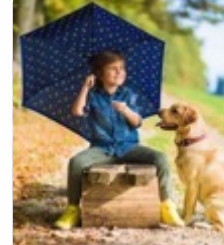
New design - optimal construction: our I.Series

2019



Introduction of Ultra Series

2020



Introduction of Rookie

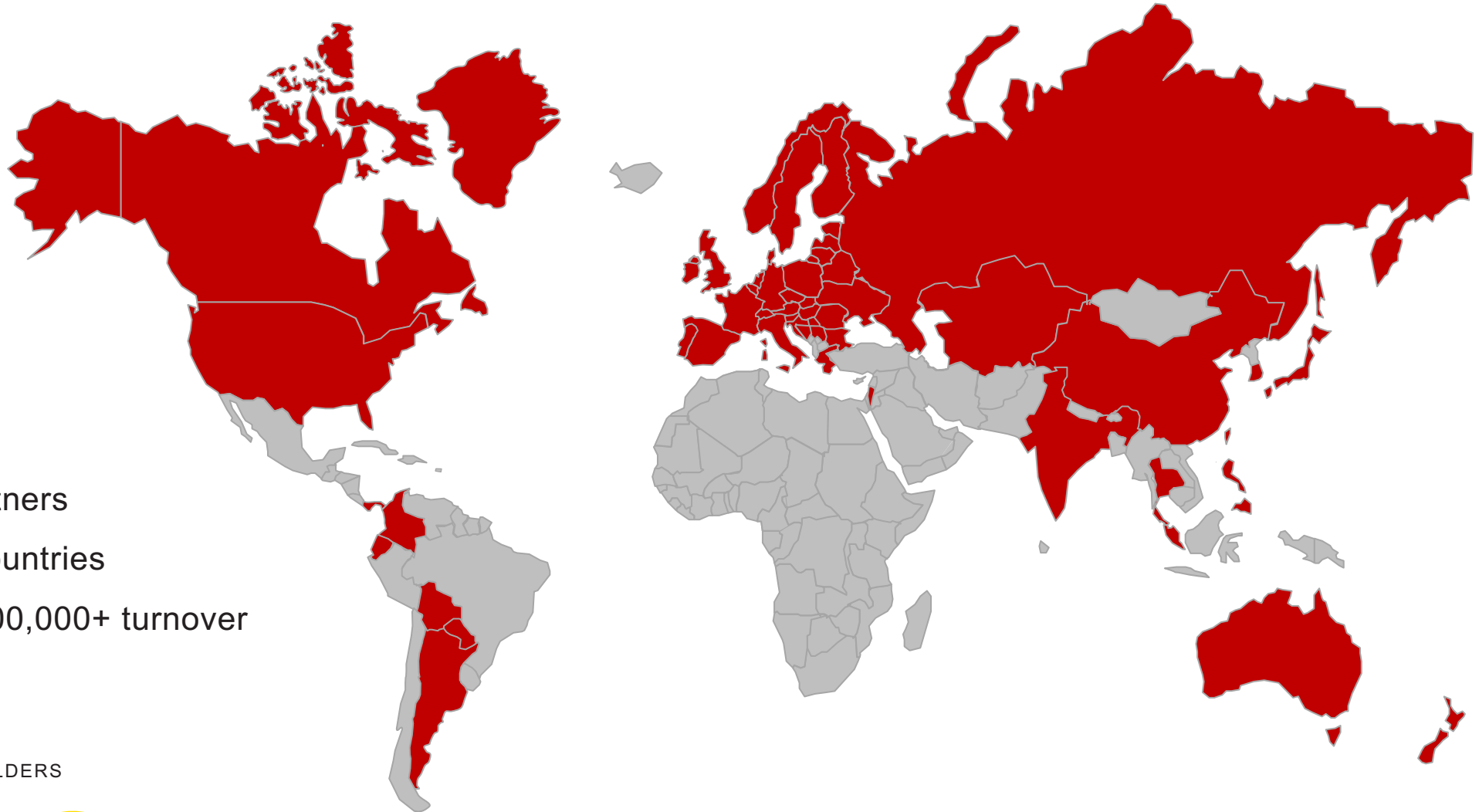
2021



Introduction of Vision



KNIRPS WORLD



22 Partners

60+ Countries

\$ 30,000,000+ turnover

SHAREHOLDERS



That`s why Knirps !

Weather Protection Experts

- Inventor of the foldable umbrella
- Since 1928 market leader in rain, wind and sun protection

German Engineering

- Enhanced technology
- Sustainable, long-lasting quality
- 5 years warranty

TRADEMARK



GLOBAL SUCCESS

Unique Design

- Recognisable product design
- Individual products and design
- NOS and seasonal collections

International Brand

- Professional marketing
- 5 continents, 60+ countries
- Best known department stores



That`s why Knirps !



CARE

- Long-lasting products



REPAIR

- Repair service

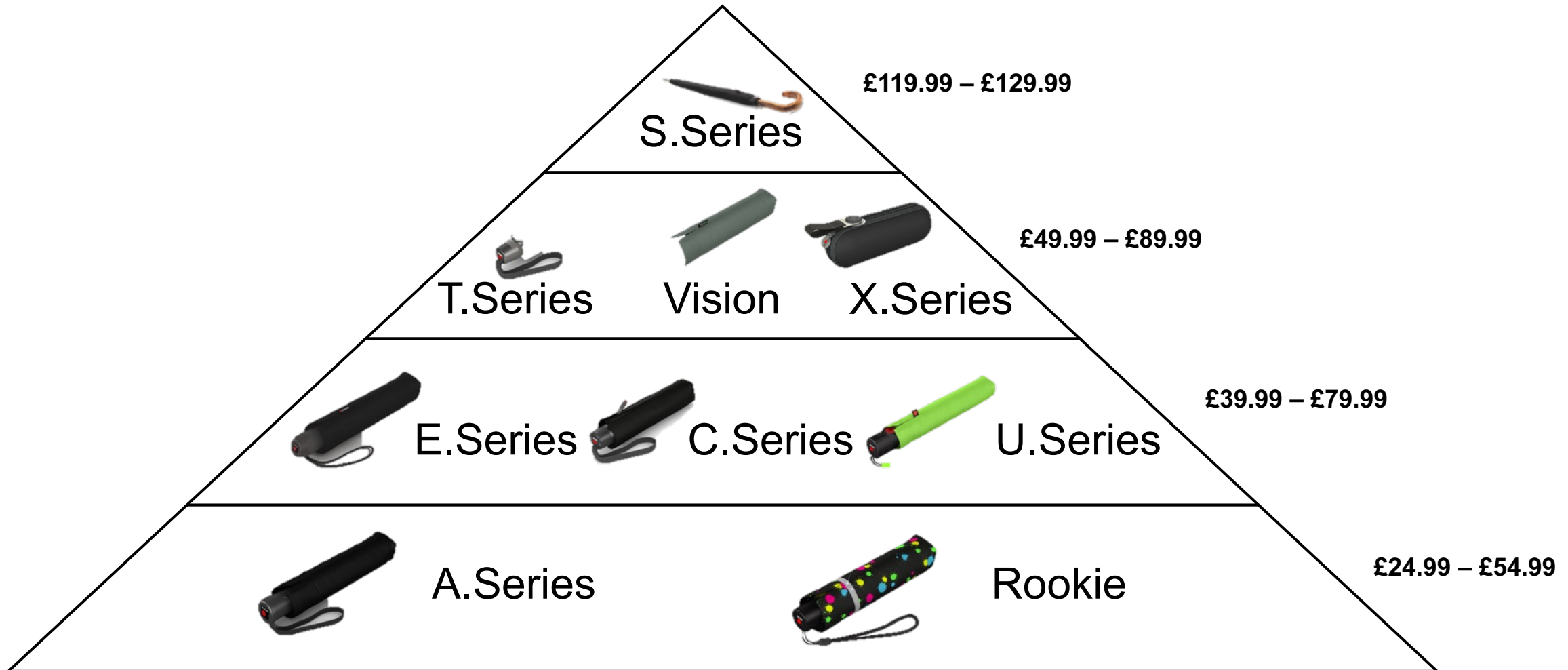


SAVE

- Ecofriendly materials and treatments



PRODUCT PORTFOLIO



T.SERIES PRODUCTS

Signature
Products



#3020 | T.020
94cm | 19cm | 245g
£49.99

#3201 | T.200
97cm | 28cm | 330g
£59.99 – £69.99

#3260 | T.260
97cm | 32cm | 400g
£69.99

#3400 | T.400
115cm | 35cm | 590g
£79.99



#3760 | T.760
105cm | 88cm | 460g
£64.99

#3773 | T.771
111cm | 90cm | 590g
£89.99

#3903 | T.903
120cm | 97cm | 710g
£79.99

#3900 | T.900
120cm | 95cm | 680g
£79.99



VISION PRODUCTS



#6205 | Vision Duomatic
97cm | 28cm | 325g
£59.99

Ecofriendly
With
Certificates



**Green
Product
Award**

Winner
2022



U.SERIES PRODUCTS

Light
&
Slim



#0050 | U.050

90cm | 21cm | 115g
£39.99

#2200 | U.200

95cm | 27cm | 180g
£49.99

#2090 | U.090

126cm | 38cm | 295g
£59.99

#2900 | U.900

133cm | 97cm | 245g
£79.99



reddot winner 2020

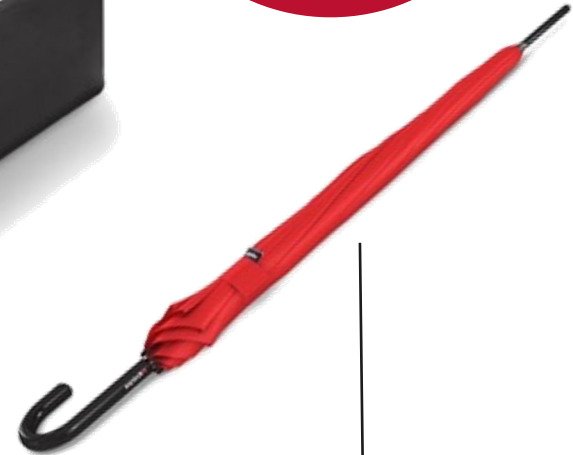
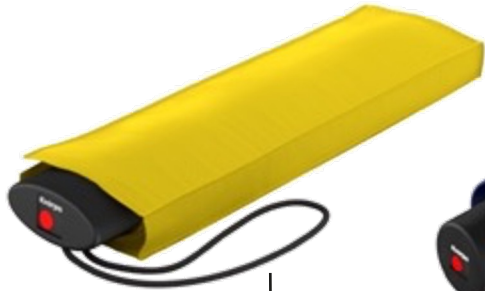


reddot winner 2020



A.SERIES PRODUCTS

Basic
&
Best Price



#9051 | AS.050

97cm | 25cm | 190g
£34.99

#7051 | A.050

99cm | 24cm | 270g
£24.99

#7200/7201 | A.200

98cm | 28cm | 350g
£34.99

#7400 | A.400

126cm | 38cm | 510g
£54.99

#7405 | A.405

126cm | 38cm | 520g
£59.99

#7760/7761 | A.760

107cm | 87cm | 390g
£34.99



S.SERIES PRODUCTS



#5570 | S.570
101cm | 43cm | 515g
£119.99



#5770 | S.770
113cm | 90cm | 625g
£129.99



POS BESTSELLERS

Top 10 | ONLINE SHOP

- T.200 medium duomatic
- U.200 ultra light duomatic
- US.050 ultra light slim manual
- A.200 medium duomatic
- T.760 stick automatic
- A.050 medium manual
- C.760 stick transparent
- Vision duomatic plant incl. paper box
- Rookie manual
- T.771 long automatic

Top 10 | RETAIL

- T.200 medium duomatic
- U.200 ultra light duomatic
- US.050 ultra light slim manual
- Vision duomatic plant incl. paper box
- A.200 medium duomatic
- A.050 medium manual
- T.020 small manual
- T.771 long automatic
- T.760 stick automatic
- S.770 long automatic



Knirps



A.SERIES | A.405

- Made of steel and FRP components
- Durable to high wind due to vented canopy



126cm



100kmh



38cm



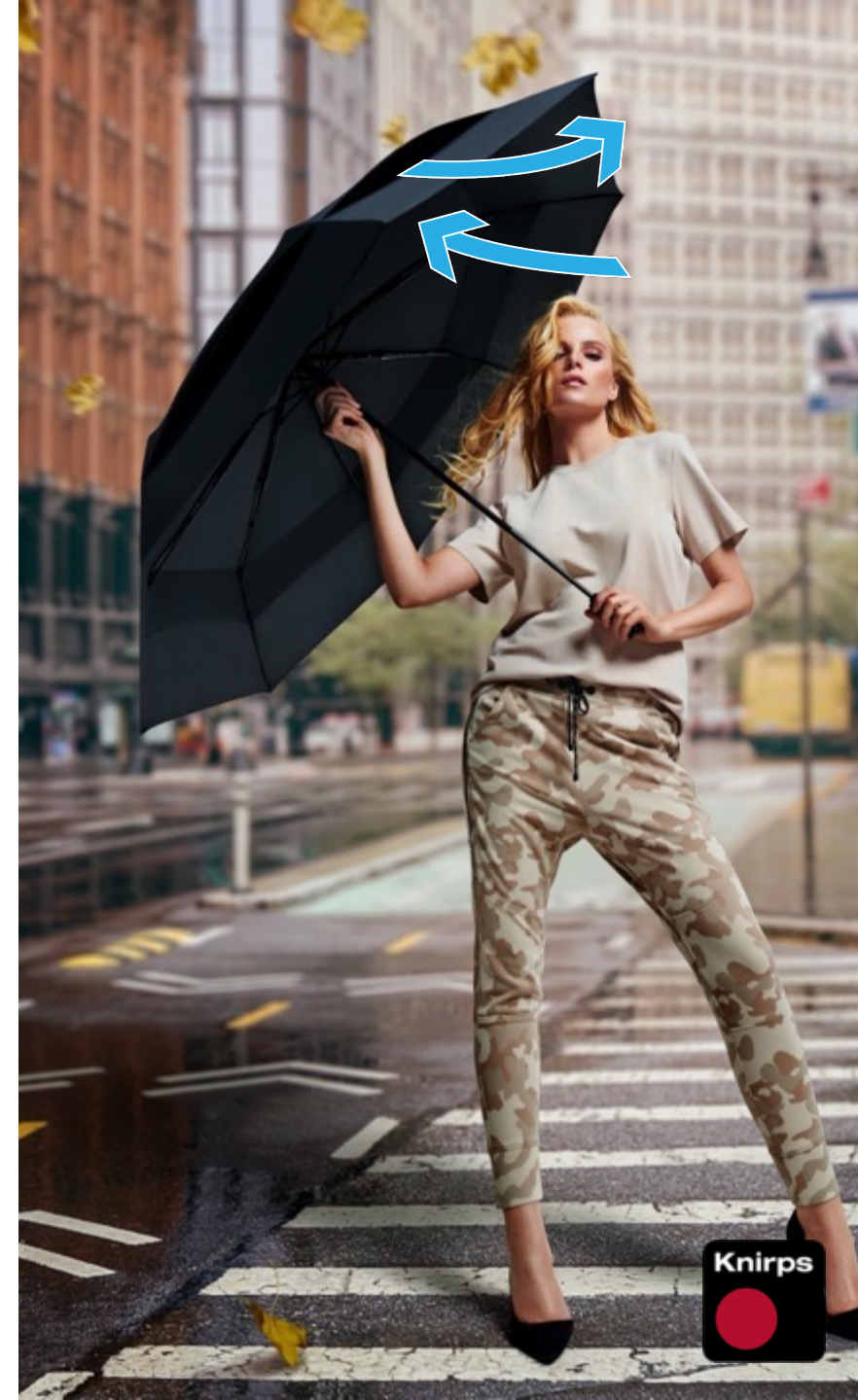
520g



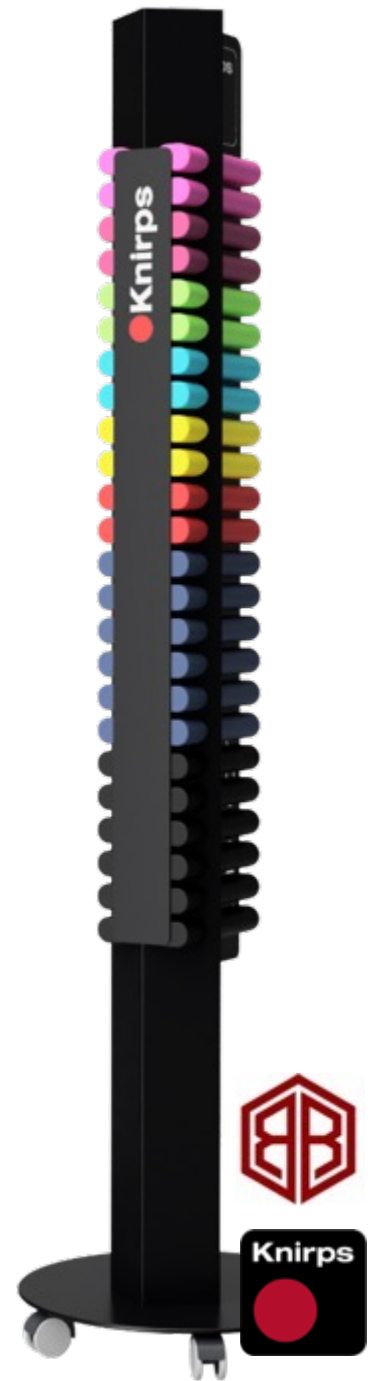
75cm



70cm



DISPLAYS & CARTON BOX



DUOMATIC COMPARISON

A.200



- Best price
- Solid & durable construction
- 8 solid colours

T.200



- Signature product
- Sustainable and longlasting
- Broad design & fabric features

Vision



- Best sustainable pocket umbrella
- Ecofriendly
- Special packaging



VISION | NEW PRODUCT

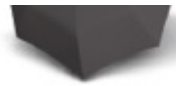


**Green
Product
Award**

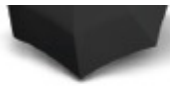
Winner
2022



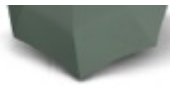
VISION MANUAL



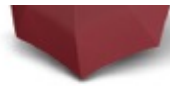
0808 | dust



1008 | root



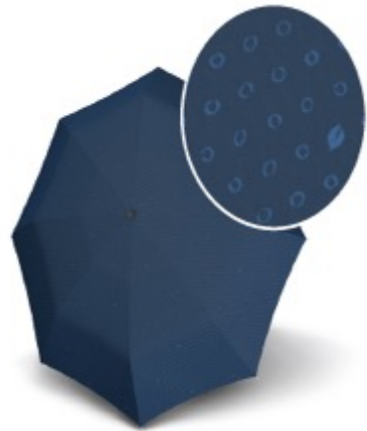
2308 | plant



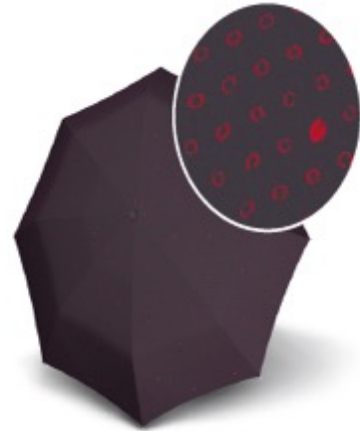
4908 | terra



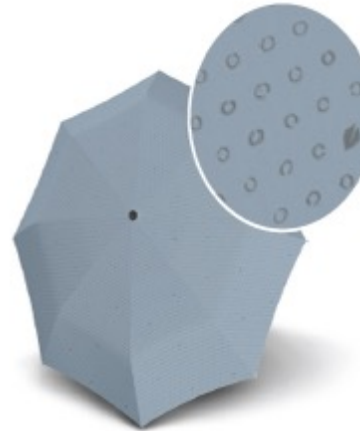
6908 | water



70608 | Air blue



70618 | Air fire



70628 | Air clouds



25cm



310g



56cm



54cm

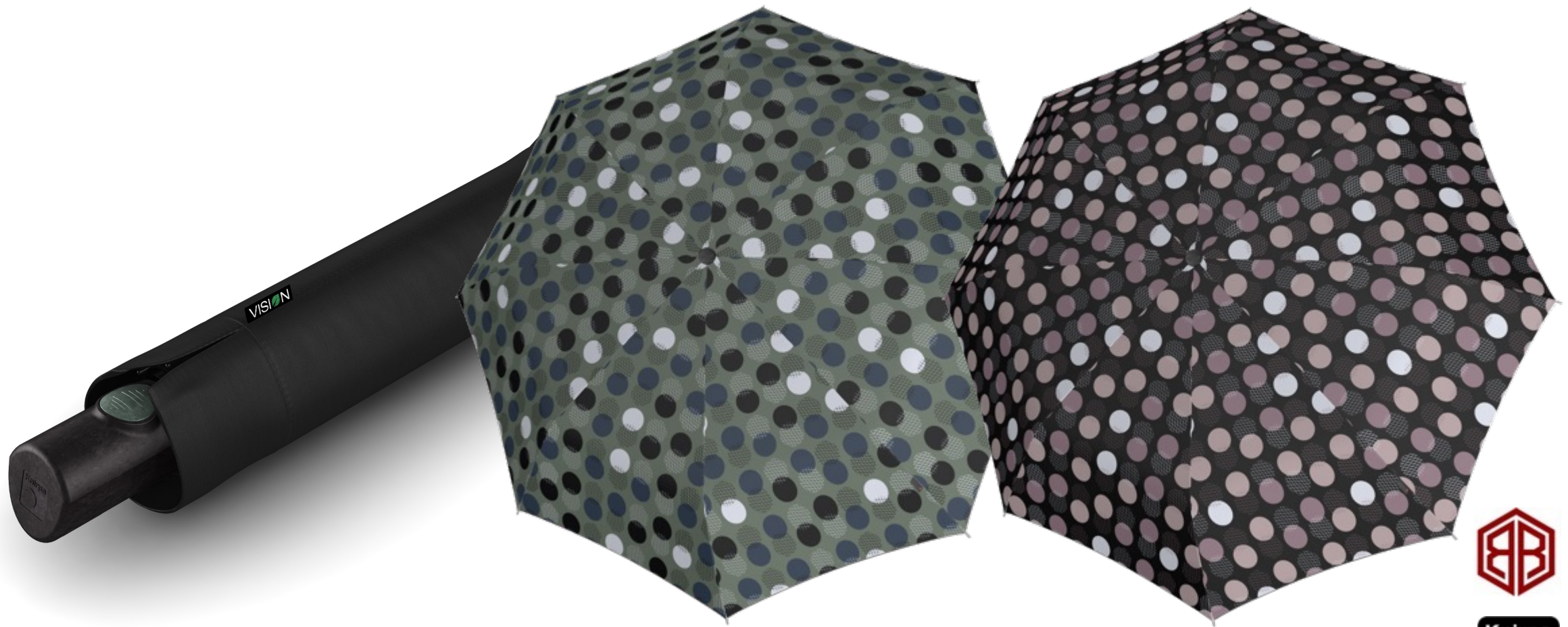


97cm

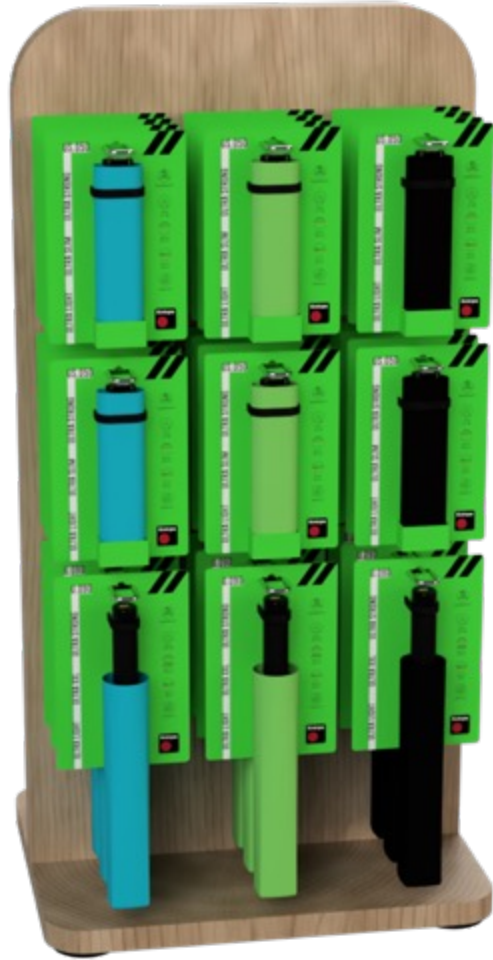


VISION | BLACK EDITION

Lifestyle A/W 2023/24



MARKETING | U.SERIES





BURTON BLAKE

LUXURY LIFESTYLE

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Thank you!