

High-Grade **SHADE**

By offering a vast array of durable shade products with unique design elements, FiberBuilt Umbrellas has positioned itself to be a go-to selection.

BY DANA ROBINSON



FLORIDA-BASED FIBERBUILT UMBRELLAS & CUSHIONS HAS BEEN CREATING AMAZING SHADE PRODUCTS TO MEET BOTH HOTEL AND HOMEOWNER NEEDS FOR THE LAST 25 YEARS.

These sturdy structures not only provide relief from the heat, but they can also act as the finishing touch to any aesthetic—from cosmopolitan to minimalist to tropical.

“FiberBuilt is celebrating our 25th anniversary!” says Chantell Holmes, vice president of retail. “This marks a major milestone!” She notes that the company’s initial foray into the outdoor furniture industry began with CEO Paul Knapp. He realized that the hospitality industry needed umbrellas with fiberglass ribs that flexed in high winds and were more durable than traditional metal or wood umbrellas. “That was what originally put FiberBuilt on the map,” Holmes says. “FiberBuilt quickly became, and remains, the leading manufacturer of fiberglass-ribbed umbrellas.”

The company then began offering umbrellas with the proprietary FiberTeak simulated wood poles. This line has grown to include models in three woodgrain finishes, two bamboo finishes, and the textured palm tree bark with its complementing Palm canopy. FiberBuilt boasts an extensive offering that includes pavilions, cantilevers, and large-scale shade products. The Prestige collection offers an

LEFT: Lucaya with Valance

RIGHT: Bridgewater with FiberTeak Simulate Wood Pole



array of umbrella models from the celebrated and recognized Lucaya, Riva, and Oceana styles to the fanciful Palm style, which adds a tropical look to any ocean- or pool-side space.

Ninety-three percent of its popular Prestige Collection is manufactured in the USA. “One hundred percent of the steel and aluminum bases are made domestically, and 100% of our cushions, pillows, and canopies are cut, sewn, and assembled at FiberBuilt’s 65,000-square-foot production facility in Pompano Beach, Florida,” Holmes says.

NEW PRODUCTS AND MORE

To coincide with its anniversary, FiberBuilt launched the new Studio FiberBuilt Collection, which offers a fresh perspective on outdoor shade. The line includes three exciting models: Essex (which has a canopy that allows for a great range of customization), Orbit (which sports a contemporary, minimalist silhouette) and Phoenix (a double-tier umbrella that has a retro feel with innovative construction). These exceptionally durable Studio FiberBuilt models combine contract-quality components, robust fiberglass ribs, aluminum hubs, joints and finials, and a locking pulley lift with fashionable canopy styles. The finishes are available in anodized bright aluminum and elegant powder-coated black.

Also new this year is the FiberBuilt Prestige Collection’s Courtside model, which features a 7-foot-wide rectangular canopy, a wavy valance, and a 24-inch drape along the back side to provide extra shade. “It’s perfect for pickleball sidelines and condo balconies,” Holmes says.

FiberBuilt continues to build strong relationships with outdoor-living retailers and similar retail outlets that stock its top-selling contract-grade Market umbrellas. Durable features include a ratchet crank and push button tilt, an expanded range of canopy designs, five sizes, and three lift choices. “These options allow retailers to offer multiple ways for the end user to customize the product,” Holmes says. These models are particularly popular for in-table applications along with the 55-pound concrete bases that FiberBuilt offers in four colors.

In an effort to keep supplying customers with on-trend products that will meet their needs, FiberBuilt has always maintained a close relationship with the design community and a close watch on the direction of color and style trends. “As we all recall, during the COVID years, people became increasingly interested in revitalizing their outdoor-room décor because they were spending so much more time working from home,” Holmes says. “And that desire to create a comfortable exterior space has endured.”

There’s been a significant growth in the popularity of Cantilever umbrellas and shade products with decorative components, such as scalloped valances and gently swaying fringe. And larger umbrellas with wheeled bases for easy relocation remain in strong demand, she says.

Customization in the cushion market is an ongoing trend that FiberBuilt has met, as well. The company produces replacement cushions for hospitality and retail customers.

“While furniture frames retain their strength,

continued on page 77



LEFT: Riva Prestige Collection with Liner and Valance

RIGHT: Essex Studio Collection

homeowners are replacing the cushions because they've flattened over time, become soiled, stained, frayed, or the fabric color is dated," Holmes says. "FiberBuilt manufactures made-to-order cushions in the exact sizes, fabrics, and design specifications (such as contrasting double welts, tufting, or buttons) that our customers desire." The reticulated foam and Dacron wrap provide the loft, comfort, and refreshed look to existing lounge and dining areas. To complete the redesign and tie everything together,

FiberBuilt produces throw pillows, headrests, and poufs.

READY FOR ANOTHER 25

The company's 25-year-long reputation for innovation, durability, and attention-getting designs have resulted in a strong following among retailers and e-commerce sites throughout the country, Holmes notes. FiberBuilt also enjoys a robust international business that remains strong from Canada to Qatar.

And all this success wouldn't be possi-

ble without the energy and expertise of the FiberBuilt staff who are consistently working to keep the organization going forward. Paul Knapp remains closely involved in new product development, while founding partner Jordan Beckner, who proudly recounts that he sold FiberBuilt's first umbrella, continues as president of sales. Holmes, who has been with the company for 10 years, has established close relationships with a wide variety of e-commerce sites while developing special programs with numerous retailers.

With its eyes on the future, FiberBuilt is poised to shake up the industry once again with the introduction of the new Olympia in-pool umbrella model. "We've sold in-pool

umbrellas for several years with great success," Holmes says. "And this umbrella is engineered for use in salt water and chlorinated pools."

To enjoy the benefits of shade while relaxing on the sun shelf, this luxury model features a heavy gauge, two-piece aluminum pole that fits perfectly into the pool's built-in sleeve. It features an anodized finish for lasting beauty and a commercial-grade tilt mechanism for years of trouble-free performance. The 9-foot octagonal, market-style canopy is offered with a valance option and is available in hundreds of Sunbrella solution-dyed acrylic marine and furniture grade fabrics.

"With this new product, and our continuing commitment to quality and style, FiberBuilt is poised to remain a leading player in the shade products sector for at least another 25 years," Holmes says. ■