





Brightening up your day

Fulton Umbrellas is proud to be the largest supplier of quality umbrellas and rainwear in the United Kingdom today.

We are the real specialists when it comes to umbrellas and we passionately strive to push the boundaries of development in dealing with the inclement British weather.

Quality is the cornerstone of our success and we use only the highest specification materials and exacting engineering standards before beautifully hand finishing every product.

Our aim is to “brighten up your day” offering you a wide range of rain protection products to suit your specific requirements. We strive to blend fun and fashionable designs with quality materials and workmanship so you can enjoy your Fulton product time after time, confident in the knowledge that it has been designed to last.



BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
UMBRELLA MANUFACTURERS
A FULTON COMPANY LIMITED
LONDON

1964: major redesign of the traditional telescopic umbrella, the Easy Rider

1967: development of the PVC dome umbrella, the Birdcage



A British Beginning



In 1956, in a small factory in Whitechapel in the East End of London, Arnold Fulton, inventor and Mechanical Engineer, began designing and producing umbrellas, and Fulton Umbrellas was born.

Arnold's dedication to reliability and efficiency, and his fascination with improving umbrella frame design, led to him pioneering specialist machinery and manufacturing processes to enhance quality and streamline umbrella production, in a way that the umbrella industry had never seen before.

Based on the same core principles of excellence and innovation today, headed up by Arnold's son Nigel, Fulton is now a global rainwear brand, protecting millions of people every year from the rain throughout Europe, USA, Canada, Russia, Asia, the Middle East and Australia.



1975: improvements in telescopic shaft production

1981: creation of wind-resistant rib design



From one generation to another



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Our long-standing British heritage, quality and fashion design have been recognised across the world and the company takes great pride in holding a Royal Warrant to Her Majesty The Queen, and previously Her Majesty The Queen Mother. In addition to this, our umbrellas are regularly used by the TRH The Duke and Duchess of Cambridge, and HRH The Duchess of Cornwall.

It all began when The Queen Mother saw our Fulton Birdcage umbrella and thought its unique domed PVC cover would offer better protection, as well as allowing her to remain as visible as possible in even the wettest conditions. The Birdcage soon became her regular umbrella of choice, and this tradition has been passed down to HM The Queen who now uses the Fulton Birdcage both at home and abroad, in a range of beautiful colours to coordinate with her wardrobe.

On 25th March 2009, Fulton was honoured to welcome HM The Queen and HRH The Duke of Edinburgh to its premises in East London during an official State visit, where we demonstrated some of our fashion design, manufacturing processes and the latest technical developments.

© Tony Hopewell

1984: creation of safety mechanism for automatic umbrellas the Easy Rider

1989: developments in mechanical umbrella handles, the Golf Convertible



Revolutionising Umbrellas

At Fulton we are constantly pushing the boundaries of development and creativity, merging technology with everyday usability. Our passion for innovation has resulted in some revolutionary developments in umbrella design, enhancing both performance and safety, and Fulton retain numerous patents and registered designs.

During the design and development phase of new umbrella frames, technical research is undertaken by a team of Mechanical Engineers who design specialist components and materials to maximise overall performance.

All our umbrellas undergo rigorous testing for strength, safety and durability, and we also employ extreme stress tests inside a wind tunnel at Imperial College in London. In addition, through years of experience we have developed a unique range of quality control procedures to ensure that all our umbrellas meet our performance standards.

1993: creation of first compact flat umbrella, the Miniflat

1998: creation of safety runner opening system



Fashion Inspiration

Inspired by catwalks in New York, Milan, Paris and London, Fulton's experienced in-house designers expertly translate cutting edge fashion trends to umbrellas and rainwear.

Our eye-catching seasonal ranges encapsulate the latest designer influences, whilst maintaining a sophisticated and balanced offering to ensure that we have something for everyone.

Combining the aesthetic design of our products, from the fashion prints to handle and case designs, together with the technical performance criteria which underlie every umbrella, we ensure that Fulton's products are unique from a functional as well as visual perspective.

1999: *creation of first ultra-compact lightweight flat umbrella, the Microlite*

2000: *development of extended easyglide opening system, as used on the Birdcage*



Designers by Fulton

Setting us apart from the rest, Fulton began collaboration with exciting British designers starting with Cath Kidston in 2003. We were continuously approached by designers to participate in their accessories collections and this gave rise to the idea of linking the best of Fulton with the best of the design world, a first for the umbrella industry in the UK.

To date, design collaborations have included Lulu Guinness, Orla Kiely, William Morris, Simeon Farrar, Ella Doran and more recently Julie Dodsworth. In all cases these eminent designers opted to dual-brand our products which is a true testament to our reputation and quality and we are immensely proud to be associated with such illustrious names.

Cath Kidston®

LULU GUINNESS

orla
kiely

THE ORIGINAL
MORRIS & Co
FOUNDED BY WILLIAM MORRIS IN 1861

2002: creation of the most compact and lightweight umbrella in the world, the Tiny

2009: patented wind-resistant golf umbrella, tested in winds up to 78mph, the Titan

Our Bespoke Offer

Fulton works with many of the biggest names on the high street and although you won't see the Fulton name on the products, our standards of excellence are still very much in evidence.

No two customers have the same requirements and we create umbrella ranges to every budget and specification whilst still retaining the Fulton levels of quality and excellence.

We can develop unique and exciting designs in-house for you using our experienced in-house design team or we can also work to your own designs and apply our expertise in adapting them to umbrellas.

We also have an extremely large stock holding capability in our Fulton warehouse which is invaluable in assisting our retail customers with their own stock planning. With the unpredictability of the English weather, because the stock is held on site, we can offer fast and accurate deliveries, ensuring that you need never be out of stock.



2012: new development in anti-UV sun-protection umbrellas, the Parasoleil

2013: launch of the Technical Performance Range



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