



PRICE INCREASE

Effective February 24, 2025

Dear Valued Partners,

We are announcing a cost increase for California Umbrellas effective February 24, 2025.

Key Changes:

- **11' Models:** Transitioning from double wind vented to single wind vented canopies for better sales and price optimization.
- **ALTO Series:** Now available in new Grey and Oak wood simulations.
- **AATF/Newport Series:** Expanded finish options, now available in black and white, in addition to silver and grey wood simulation.
- **Marine Grade Sunbrella Fabric:** New pricing structure nearing 3A grade Sunbrella. This fabric is recommended for select commercial-grade models to remain competitive.
- **New Base Finishes:** Commercial grade bases (CRL100 & CRL070) now available in black, with white available by April.
- **Tahoe Series Upgrade:** Improved interior mechanism for better performance and customer experience.
- **New Patio Models:** SMPF758 (7.5') and SMCF852 (8') models with upgraded crank lifts.
- **Luna 906DT:** Available in custom finishes with optional upgrades for unique designs.

Other Important Updates:

- **Sola Series Cantilevers:** Now available with Marine Sunbrella fabric, with a lead time of 6-8 weeks.
- **Protective Covers:** Full line now in stock and available.
- **Custom Options:** We continue to offer custom designs, branding, and logos for your specific needs.