

# Glatz



125 YEARS



Shade in Swiss Quality



ANNIVERSARY

Est. 1895



## HISTORY

The history of our company is a history of great ideas.

## PRODUCTS

Elegance, flair, design, safety and Swiss quality.

## TEAM

A portrait of the people who make our company.

## MARKETS

Wherever there's sun, there's shade. And our great service.



**Tradition is not  
to preserve the ashes,  
but to pass on the flame.**

GUSTAV MAHLER, 1903



**W**hen Albert Glatz opened the doors of his shop in Frauenfeld for the first time on 1 April 1895, he probably never thought that he was laying the foundation for a renowned global brand: the foundation for a company that is now – with good reason – known as the market leader in sunshades. Our 125th anniversary certainly brings us a sense of pride, but more than that, it makes us happy. This magazine, which we are publishing this year instead of a catalogue, is intended as a visible expression of this feeling that can be read and enjoyed.

Tradition plays a special role in our company. That is why we have always loved to quote those words by Gustav Mahler. They fit GLATZ so well because we see ourselves as a Swiss family business. We live for passing on the passion that Gustav Mahler calls fire to the next generation, and not only that, but also our values.

And when we call ourselves a family business, we mean much more than just a name that is passed down. We also mean the atmosphere in which we work with each other and how we appreciate each other. After all, without the many employees who bring all their energy and their many ideas to the business, we would never have become what we are now. Therefore, this magazine is also a resounding thank you to the many employees who give their best for GLATZ every day. Happy Birthday!



Markus Glatz and the GLATZ team



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↑ The Glatz-Lätsch family: the parents Christine Louise Glatz-Lätsch and Albert Glatz are sitting on the outside on the left and right. The children from right to left: Hans, Margrit, Louise, Albert Junior, Hanna and Gertrud. Photo from around 1924. Archive of Yvonne Elbs-Glatz.



# 125 YEARS GLATZ

**Ingenuity, courage and strong women.**

The history of GLATZ is a history of great ideas and the people who unwaveringly believed in them. It shows that success only comes when we consistently work to our own strengths, show a great deal of tenacity and consistently reorient ourselves towards the market.



↑ The “coquette umbrella”

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**In 1895, the umbrella was a fashion accessory. When women wore large hats, they needed umbrellas with long shafts – and of course they had to match the outfit.**

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# 1895

## **Umbrellas for women of the world**

Umbrella maker Albert Glatz was only 25 years old when he opened his umbrella shop at Rheinstrasse 12 in Frauenfeld on 1 April 1895. But by that point, he had already achieved a great deal. After his training, he spent some time working as an assistant in Lyon, France. He then went on to expand his knowledge in Lausanne, and then in Basel. In Frauenfeld, Albert made and repaired fashionable umbrellas for rain and sun, known as *Kokettierschirme* (“coquette umbrellas”), which were used by women of the world to protect them against the summer heat or the rain. He had stocked up on the tools and materials required for this while working under his last master in Basel.

*Time to get started!*

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↑ The third building from the left is the company building at Rheinstrasse 12 where Albert Glatz opened his umbrella shop in 1895.

**A young power couple:  
Albert Glatz and Christine Louise Lätsch**

It was not an easy start. Just one year later, Albert was knocking on his former master's door in Basel to discuss the return of materials and tools. It is solely thanks to this kind man that the story of the small workshop in Frauenfeld did not end there and then.

The Basel master had a fatherly influence on Albert Glatz. He convinced Albert not only to keep going, but also to take on the young seamstress Christine Louise Lätsch. That was good advice, as soon became clear. She was from a family of umbrella makers and brought extensive expertise to the small company. She sewed the fabric, while he built the frames. And they also drew closer on a personal level. By 1898, they were married, thus creating a family business that still bears their name to this day.

*Albert and Christine Louise Glatz: happiness at home and success at work soon went hand in hand.*

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Private happiness soon came to the couple alongside their business success: in 1899, their son Albert Junior was born, and six siblings followed in the years thereafter. The umbrella company moved several times and finally settled in its new home in a shop in Felsenburg in 1907. Here, the young family laid the foundation for the expansion of the business that now included ladies', men's and garden umbrellas.



↑ Christine Louise Lätsch as a young woman



↑ Albert Glatz at work in his workshop. Photo from around 1920.

**1927: the second generation gets off to a flying start**

However, what made the couple most happy was that their eldest son, Albert Junior, also learned the craft of umbrella making, which was not a given by any means. Albert Junior was actually more interested in mechanics and land surveying. Nevertheless, with a heavy heart, he continued the family business in Frauenfeld.

*“It was actually my mother who made an international company out of our business. Today, you would call her a true self-made woman.”*

DÖLF GLATZ,  
THIRD-GENERATION UMBRELLA MAKER

That was only made possible by his marriage with Frieda Spahn. It was the capital and that she brought with her and her drive that gave the company a decisive boost in the second generation. In 1927, they took the company forward together, while her father continued to manage the Basel subsidiary together with his daughters for a time.



↑ Albert Glatz Junior and Frieda Spahn on their engagement at Pentecost in 1925

**A truly exceptional woman: Frieda Glatz-Spahn**

In Switzerland in the 1920s, gender equality was not even on the agenda. The right to vote and the right to an academic education were just two of the many things that were denied to women at the time. Although Frieda Spahn did not have any formal business training, she did not let that stop her from being fully involved in the business. She attended many training seminars, and this soon allowed her to take responsibility for the retail shop and bookkeeping. Her foreign-language skills were also a huge advantage for the company. She was the one who made contacts with French and Italian merchants, thus laying the foundation for an international company at an early stage.

Between 1927 and 1939, the Glatz-Spahn family had four children: Heini, Rosemarie, Gustav Adolf (known as Dölf) and Peter, all of whom would later work in their parents' business. The pair started out at a difficult time because the world economic crisis was threatening companies in Switzerland just as in other countries. However, with plenty of ingenuity and tenacity, they managed to pull through it.

**STRONG WOMEN**

The strong positions held by the women of the company, such as Christine Louise Lätsch and Frieda Glatz-Spahn, are particularly remarkable in the context of a conservative country such as Switzerland, where women only obtained the vote on the federal level in 1979. Both of these women were fully integrated into the company and both gave it crucial momentum. Thanks to them, GLATZ has been a pioneer of gender equality.

### The Leonardo of the family: Albert Glatz Junior

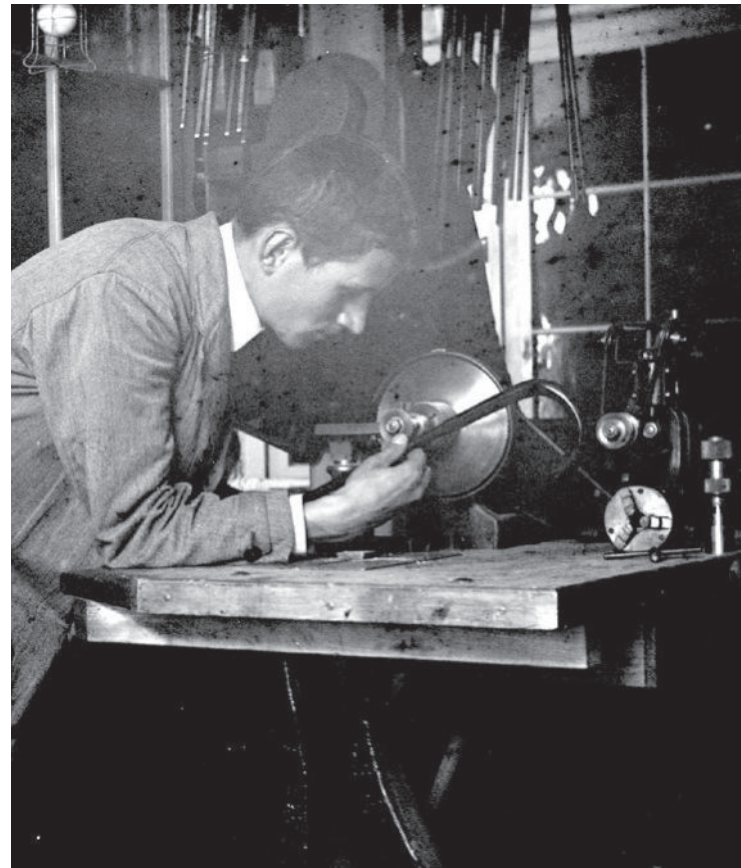
Albert Junior was passionate about geometry and mechanics. Alongside his work as an umbrella maker, he was particularly passionate about land surveying. He was also gifted at tinkering. After many failed attempts, in 1931, he finally patented a toothed gear joint made of brass, which he placed in the middle of an ebony wood shaft. The ALEXO® was born. Originally, Albert Junior designed the sunshade predominantly for land surveyors so that they could protect their sensitive instruments from the sun and rain. However, his wife, Frieda, quickly convinced him that the sunshade, which could be adjusted to various angles, would also be the perfect garden sunshade. At trade fairs, a hype soon developed around the ALEXO® and it became popular even beyond Swiss borders. With that, the crucial transformation from a small, workshop-based business to a major company was complete.

### Making a virtue of necessity: the period after the Second World War

Even once the world economic crisis and the Second World War were over, times were still hard. The former suppliers from Germany were no longer able to supply quenched and tempered spring steel struts. Many of them were closed or bombed out, or they were unable to obtain the necessary raw materials.

*The best remedy for a crisis is  
creativity.*

The company made a virtue of necessity. Luck helped: Albert's eldest son, Heini, was also a gifted design engineer. He developed a profiling machine for manufacturing umbrella struts, which gave the family business a considerable advantage over the competition. The company was now able to manufacture its own struts for its umbrellas. The expertise that was developed through this innovation immediately flowed into the design of new umbrella models.



↑ Albert Glatz Junior mills a spring slot into the umbrella shaft. Photo from around 1920.

### The PENDALEX® – the second revolution from GLATZ

Albert Junior had a good overview of the market. He paid particular attention at trade fairs. At the Brussels World's Fair in 1958, he saw sunshades that had no middle pole, and instead hovered over tables and chairs with the support of an arch. He immediately saw the value of a sunshade without a middle pole and soon found a way to build one – quite a challenge at the time. What particularly interested him was the option to bend the sunshade to protect guests when the sun was low. Just a year later, he unveiled the PENDALEX®, a sunshade with a freely adjustable arm that is easy to use and adjust to the position of the sun. The company would only harvest the fruits of this invention many years later.



← Sewing workshop at the Friedheim in 1944, prior to the renovation

**The third generation: Dölf Glatz**

Even as a schoolboy, Albert Junior's second son, Dölf Glatz, was already spending a great deal of time in the factory. He quickly began to follow in his father's footsteps. He completed training as an umbrella maker, obtained a diploma in business and worked the first few years of his career in France and Germany. When he came back, production at Schlossmühlenstrasse was already at maximum capacity. New premises had to be found. The family finally decided upon a new build at Neuuhofstrasse 12. For the company, which had now become well established, this was a significant financial risk. However, it offered ideal working conditions for a growing team. In conjunction with the opening of the new premises, the company was also converted into a joint stock company, and Dölf Glatz was appointed as Managing Director.

*“The conversion of our company into a joint stock company in 1970 was mainly done for practical reasons. We had to make sure that our capital remained within the company and that the value of the company was not divided up into various inheritances.”*

MARKUS GLATZ,  
FOURTH-GENERATION SUNSHADE MANUFACTURER

He steered the company through difficult times. The market was being flooded with cheap sunshades. The company tried to overcome fluctuating demand for sunshades by temporarily manufacturing covers for swimming pools, which were very much in fashion at the time. Bags for the army were also manufactured in Frauenfeld for a while, which kept the seamstresses in work.



**Large sunshades from Frauenfeld**

Dölf's talent was not only based on his entrepreneurial tenacity, but also on his penchant for design. He developed the principle of counter-rotating weight balancing in sunshades, which revolutionised the opening and closing of large sunshades. The centre of gravity of the sunshade now barely shifted, and a gearbox with hand crank made operation easy. In 1972, the patent for this principle was registered. Dölf was now fully focused on large sunshades. This was because in the 1970s, people were working less and leisure time was becoming more important. In addition, summer time, which was introduced in 1979, made evenings even longer. Restaurants and venues with gardens were now focusing more on their outdoor areas, and that meant they needed sunshades – especially large ones.

### The fourth generation: Markus Glatz

At the end of the 1980s, there were several upheavals that rocked the sunshade sector. The Iron Curtain fell and Asia was discovered as a new production location – and GLATZ started making new contacts at an early stage. Dölf's son Markus, who worked for GLATZ in production and distribution when he was a school pupil and at trade fairs as a student, initially took a different path, but later became fully involved in the family business. This was a crucial phase for the company. Both the organisation of the company and its production had to be future-proofed.

*“My mother told me: Don't go into the company before you've proven yourself elsewhere.”*

MARKUS GLATZ,  
FOURTH-GENERATION SUNSHADE MANUFACTURER

The negotiations surrounding manufacturing in China were long, but the ties became stronger over the years, and finally it was possible to ensure that the level of quality was right. In 2000, a joint venture was started together with Taiwanese partners in Ningbo. This made GLATZ competitive in Europe across its entire range of garden sunshade products.

*Ingenuity has always given GLATZ an edge over the competition.*

Today, production in Switzerland, which still accounts for the largest proportion of company turnover, is mainly focused on large sunshades and made-to-measure products. In the space of 14 days and with no minimum order quantity, made-to-measure sunshades are manufactured and then shipped around the world. This clearly illustrates the changes in the company: in 1980, exports accounted for 10 per cent of sales, in 2019, they account for 70 per cent. The small business that was founded by Albert and Christine Louise Glatz on Rheinstrasse has now, 125 years later, become the leading European developer and manufacturer of sunshades.



↑ Large sunshade from GLATZ, Mustermesse Basel, 1973  
← New build at Neuhofstrasse 12 on 5 July 1968

## BRANDS AND PATENTS

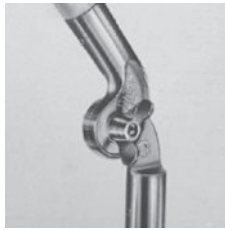
Ideas and product development as capital: GLATZ currently has more than 10 internationally registered functional patents, along with protected designs for assemblies and elements, and protected names for the most popular sunshade models.



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**INTERVIEW** *Sabrina Sailer* – **IMAGE** *Agi Simoes*





↑ The ALEXO® survey umbrella for land surveyors / Toothed gear joint in nickel-plated brass

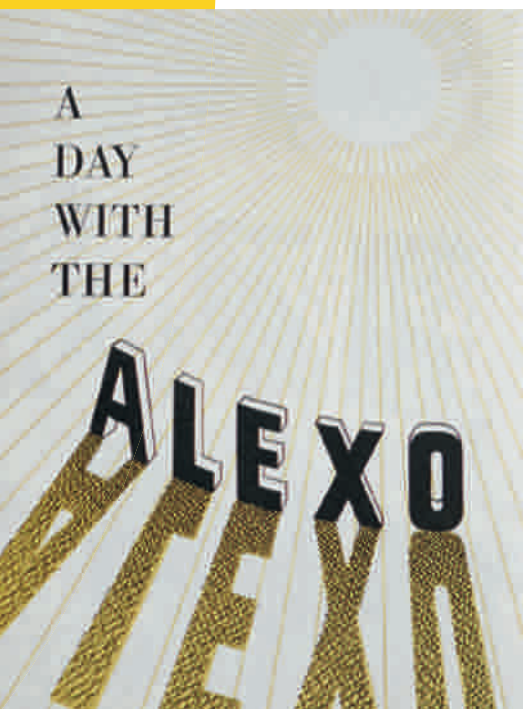
GLATZ AG did its own marketing for Africa and some English-speaking countries ↓

# ALEXO® THE PROTECTOR AGAINST THE SUN

The ALEXO® was developed in the 1930s by Albert Glatz Junior to help land surveyors in their work. It provided reliable, flexible protection for their sensitive measuring instruments. That function is what its name is based on. *alexein* means “to protect” in Ancient Greek, and the “O” is a symbolic representation of the sun. The design of the “protector against the sun” has hardly changed at all since then. It is still made of ash wood, and the joint that was patented in 1931 is still made of nickel-plated brass to this day.

Frieda Glatz-Spahn, Albert’s wife, quickly came up with the idea of putting the ALEXO® up in the garden, thus ensuring that it would have a stellar career. Because it was such a versatile product, this sunshade paved the way for the transformation of GLATZ from a workshop-based business into a major company. Therefore, ALEXO® was the pioneer product that laid the foundation for many other developments, and it also quickly became popular beyond Swiss borders. Today, ALEXO® is a truly timeless classic. Time and again, sunshades that are 50 or 60 years old come back to our workshop to be recovered. It is also worth noting that the word-for-word translation of the product name is “I protect”.

***So why don't we let the ALEXO® speak for itself?***



← Lawn spike for the ALEXO® survey umbrella

# AN INTERVIEW WITH A LEGEND

If the ALEXO® could talk, what would he say to us? We have worked hard on the responses from our golden icon, and we hope you enjoy reading them.



← The sunshade has also featured in advertisements in French-speaking Switzerland

**Welcome, ALEXO®, and thank you for taking the time to talk to us.** Please, call me Feldschirm. It means “survey umbrella”. After all, that’s how it all started. I was invented as the perfect companion for engineers, surveyors and architects. They spent a lot of time outdoors, but were not really able to protect themselves from the sun and rain while carrying out their measurements. Albert (Editor’s note: Albert Glatz Junior) thought it would be prudent to also think about how to protect the precision instruments. I was even available as an anti-magnetic version so that I wouldn’t affect the compass needle. And if the measuring instruments are warmed by the sun on only one side, the measurement results will fluctuate with the position of the sun. So much for precision! But I put a stop to all that. The land surveyor’s head and the measuring instrument stayed cool and safe in my shade. Thanks to my toothed gear joint and my slim design, I fit perfectly into any environment, of course. I was also far more practical than a parasol. That goes without saying. Also, at that time, you would never see a parasol in a man’s hands. They were considered more of a thing for women. So for a long time, men had to make do with rain umbrellas and hats. But that was no help at all in good summer weather.

**So you were a true innovation! But it didn’t take long for you to be replaced by other sunshade types. Isn’t that so?** Oh please! Even now, older and brand new versions of me are being carried around and set up on construction sites, and they are as popular as ever. You can also find me in gardens, on balconies and terraces, in restaurants and so on. Everywhere, really. But yes, it’s true that there were some innovations that came after me. But they were also made for different purposes. That’s the great thing about being part of a family of sunshades: we are really quite versatile. For instance, as a single, small sunshade, I wouldn’t be the right choice for a huge terrace. I’m fully aware of that. In that case, you’d be better off with one of my colleagues with a side arm. Then you will even have enough space for a dining table underneath. Although now that I think about it ... It would be even better to organise a whole group of ALEXO® sunshades. That would look far more impressive. I highly recommend it.

**Where do you like to be when the sun is shining?**

I like being carried around. There's something to be said for always seeing new places, don't you think? After all, I'm a portable sunshade really, so travel is deep in my struts. Construction sites were a huge part of my youth, but they weren't all that exciting, I must admit. But they did provide variety. With construction sites, you always get to see new areas. The sad thing about it is that I am only rarely lucky enough to get to see the finished building. Sometimes I get moved from corner to corner in a private garden. Then I can provide shade over a sandpit, at the pool or on a bit of grass. That's quite nice. You wouldn't believe all the things that have happened under my shade – I could tell you some stories! But I won't. I like to help people have a bit of privacy. I also like going to outdoor pools. There are far too few sunshades there, and most of them usually can't be tilted. That's why it's a smart idea to bring me along.

**As a sunshade, you probably don't like the rain very much, do you?**

Oh it's not that bad. If you are concerned about my durability, I have been tested in a wind tunnel. A few drops of water don't bother me at all – quite the opposite! Remember: I was originally THE survey umbrella. So I can cope with a bit of wind and rain. But do you want to know what I really can't stand?

**What?** Snow! That might seem strange, because of course I was developed in Switzerland. And one thing you can be sure of here is regular snow. We're famous for mountains and ski resorts, as I'm sure you know ... But I don't like snow very much. In theory, I could just spend the winter outside as long as I'm closed. I'm robust enough for that. But as I said, I'd rather not have to! After all, I am a sunshade – handmade and everything. So at the very least, I should be kept in a cellar or a shed when it's cold and wet outside. When I'm being used in sunny regions, I don't have to deal with any of that, thankfully. That means I can do my job 365 days a year and provide precise shade all the time. And that's what I like doing most.

**So that probably answers our question about whether you could see yourself doing anything else.**

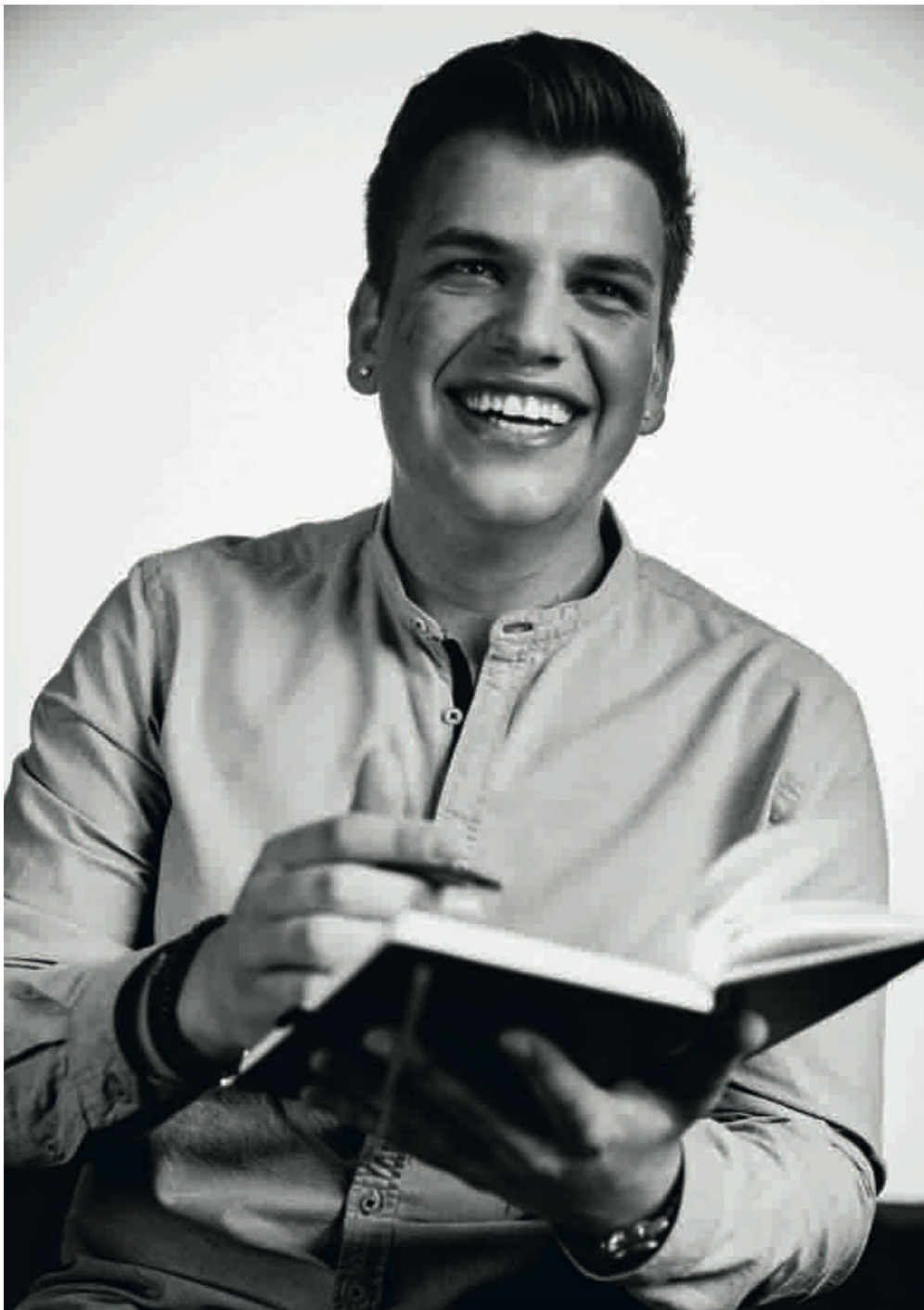
Exactly. I'm right where I want to be as a sunshade. And considering how old I am, that's saying something. I'm well over 80, but as much in demand as on my very first day. Although now that I think about it, I'd quite like to be in the city more. There, they have this concept of roof terraces, green balconies and such. That would be a nice change from private gardens in the countryside.

**In that case, we hope that you get what you are hoping for and we will see more of you in the city.**



↑ Now truly urban – ALEXO®, 2020

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*“Around here, I am one of the few people who turns up to every meeting with a notebook and pen.”*

EMPLOYEE PORTRAIT

*Marino Simone*

# Daring to take the plunge

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## GLATZ BANKS ON THE NEW GENERATION OF DIGITAL NATIVES

The fact that the older and younger generation complement each other perfectly is illustrated not only by how well father and son Dölf and Markus Glatz work together – it is also reflected by young employees such as Marino Simone. He is a qualified mediamatics technician and has been working in customer communications at the company since February 2019, bringing with him new ideas every day. The 22-year-old native of Switzerland is bringing the traditional company values into the digital era. It is a challenge that Marino does not shy away from. His sunny disposition is more than just contagious – it gets people on board.

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INTERVIEW *Nicole Trinkler-Jander* – PHOTOS *Mike Meyer*



*“I want to be recognised and taken seriously as a social media specialist.”*

**What expectations did you bring with you to GLATZ?**

One thing that struck me was the exciting job profile. GLATZ had only just created my position, so this was completely new territory for them. For me, it was an important step in my career. I come from media, so obviously it's exciting for me to get to know a completely new sector. Another expectation I had was that I would never again have to spend my lunch break in the baking sun. I knew that GLATZ would provide me with a space in the shade.

**What aspects of your job and your employer do you value the most?**

What I enjoy the most is when I can start off a project by myself and help shape it. In many ways, I find GLATZ to be a very open-minded employer. I'm given plenty of room to explore my ideas. The flexible working hours and the atmosphere here are just great, and I'm never left to grapple with a question alone. My colleagues and superiors support me to the best of their abilities and I always receive prompt, useful feedback on my work. It's a good feeling.

*“Flexible working hours, flat hierarchies and good feedback. That's what I value the most about GLATZ.”*

MARINO SIMIONE, CUSTOMER COMMUNICATIONS

**From your perspective, to what extent is GLATZ a traditional Swiss company? Are there any typical Swiss values that are prized here?**

At GLATZ, everyone has their feet on the ground. The hierarchies are flat. Everyone is friendly and open – from the Senior Partner to the CEO and the seamstresses in the workshop. For me, the typical Swiss aspects are quality and how the products are processed, as well as how close we are to our customers. The four national languages and the multicultural aspect of the company are reflected in the mutual respect that all the different nationalities here have for each other. Some people have been working here for decades! And, last but not least, we Swiss actually have the best tennis player, the best chocolate, the best watches and in my view – it's quite clear – the best sunshades.

**Being 22 years old makes you part of the generation of digital natives. How do you prefer to relax – online or offline?** Like so many other things, smartphone use has to be approached with moderation. Of course, most of my life takes place on and with my smartphone. Naturally, it sometimes tempts me into wasting time. But when I really need to concentrate on something or just want some peace, I switch it to “do not disturb” mode. At GLATZ, I don’t need to worry about immediately missing something important by doing that. I am also one of the few people who always comes to meetings with a notebook and pen instead of a tablet. So much for being a digital native!

*“It’s better to move with the times than have the times move you.”*

MARINO SIMIONE, MEDIAMATICS TECHNICIAN

**What do you think about an “old company” like GLATZ moving with the times and taking on young experts like you? Is GLATZ an open-minded company?** Digitalisation touches everything; you can’t escape it. That means GLATZ has to adapt like everyone else. Above all, it’s about being present on various social media channels. We are currently working on converting various analogue projects into digital formats. For example, these days, we show far more videos and we explain how to use our sunshades on YouTube. Also, our sunshades are being updated to meet the needs of customers today, for example with LED lighting, remote control functions and motorisation via mobile phone. We are also working on creating a 3D model view for our range of sunshades. GLATZ is giving me as a newcomer the chance to get off to a flying start and put new processes in motion. I think that’s a great thing. For me, tradition and modernity are not opposites. It’s better to move with the times than have the times move you, I think.

**What are the opportunities and risks of social media and what is your social media strategy?** Social media has the potential to expand the company’s reach enormously. There is plenty of room for improvement at GLATZ in that regard. I want to fix the brand more strongly in our customers’ minds. Social media also provides an alternative point of contact for our customers. Of course, the danger of social media is that it’s easy to lose control. Once a post is published, you no longer really have any control over the reactions online. In the worst-case scenario, there could be massive outrage, which requires a fast and professional response. For me, social media is all about getting closer to customers. I want to entertain them, inform them and talk to them. If we listen well, we will quickly be able to solve their problems and recognise their wants and needs, and respond appropriately.

**Where do you see yourself in 10 years? What is your vision of your private and professional life?** What’s important for me is to be recognised as a specialist and, above all, to be taken seriously. A big part of that is my specialisation being recognised as relevant. Now, everyone who has a question regarding the Internet comes to me, saying: “Ah, Marino knows about that.” Ten years from now, I would like to have improved my knowledge and skills to the point that I can take on more responsibility, and perhaps even a management position. But for me personally, all my biggest successes would be pointless if I couldn’t share them with those close to me. I want to spend lots of time with my girlfriend and my friends and not have to neglect them due to work. That’s why GLATZ is the right company for me.









# NEWS 2020

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## Our anniversary highlights

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## THE FORTANO® RELIABLE SHADE EVEN IN STRONG WINDS

### Where there's water, there's wind

“Location, location, location”: that’s what property experts will answer when you ask what makes a beautiful property a truly valuable property. What they mean by that is where a house is situated – its macro location. If you listen some more, you will hear them rave about places with lots of water or high mountains. Where water meets land – at the seaside or by large lakes – there is also a lot of wind. This is one of the reasons why it is important to look for wind resistance when choosing a sunshade. The other reason is late summer conditions. When the sun is low and the stronger winds first start to blow, you know that autumn is coming. However, a stable sunshade can lengthen your summer by a good few weeks. What is more, you will not have to worry about the wind blowing the sunshade over just because you have left it unsupervised for a short while.

### Clever meets robust

Our free-arm sunshades are some of our most popular products – and with good reason. The area underneath the sunshade is not limited by a middle pole. You can easily fit a table and chairs, and you do not even need to push them aside when taking the sunshade down at night because it floats elegantly above the furniture.

However, until recently, a wind speed of 45 km/h meant no more sunshade. This was a problem we were determined to solve. The FORTANO® is the result of our efforts. It combines the robustness of our F series with the practicality of a free-arm sunshade. With a size of three square metres and with a corresponding attachment, in a wind tunnel, the FORTANO® can withstand wind speeds of up to 60 km/h. That is equivalent to strong winds and a 7 on the Beaufort scale.

The stable construction fits perfectly with the clear design and ease of use. When opening, the canopy automatically orients itself horizontally and floats at a closing height of 80 centimetres above the furniture underneath it. This means it is not only the right sunshade for the terrace of an exclusive private home, it is also perfect for outdoor areas at hotels and restaurants.



**LED lighting system**

The optional LED lights are built into the struts of the canopy and into the pole, and they can be individually controlled and dimmed.

**THE AMBIENTE NOVA**  
**THE SUCCESSOR TO A LEGEND**

**Atmosphere at the flick of a switch**

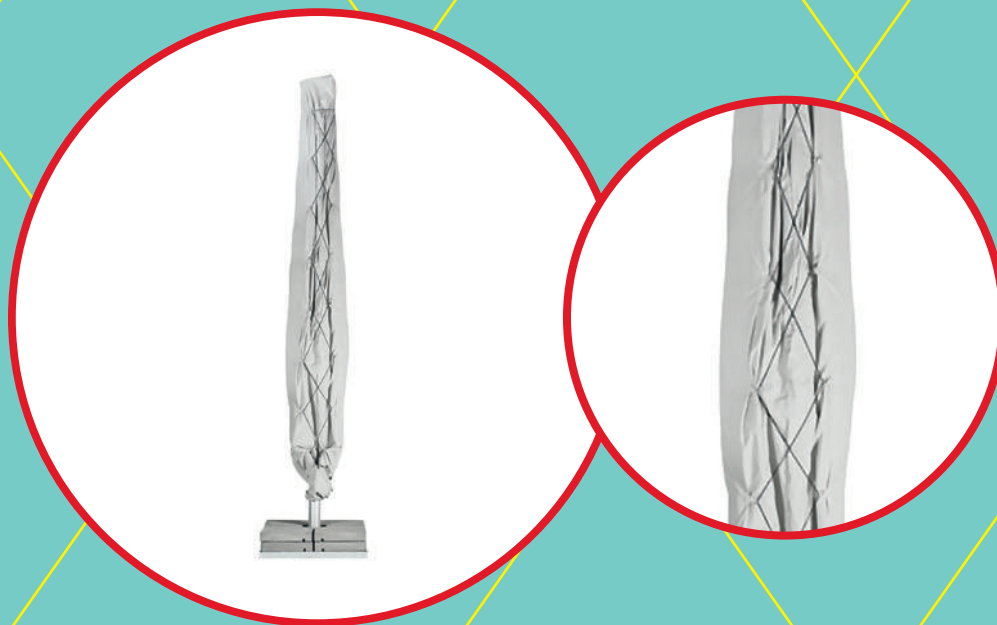
One of the most pleasant bonuses that a hot summer brings is the tropical nights that are best spent outside on the terrace. The only thing missing is the right illumination. When lanterns and torches are not within easy reach, or it is simply too far to go back into the house, you can now just flick the switch on your sunshade. The successor to our legendary AMBIENTE is also available with an optional LED lighting system that bathes the summer atmosphere in a pleasant, warm white light. The LED lights are built into the struts of the canopy and into the pole, and they can be individually controlled and dimmed. This means that you will be able to admire the updated design of the AMBIENTE NOVA also at night.

**Spend summer in the comfort zone**

As a free-arm sunshade, the AMBIENTE NOVA provides an area of optimal summer comfort directly underneath the canopy because there is no need to make allowances for a middle pole when placing tables, chairs and sunloungers – you do not even have to move furniture when you eventually take the sunshade down. This is because the canopy floats elegantly above the furniture when the sunshade is closed using the patented drive system with its simple rotation mechanism. If you are looking for even more comfort, you can opt for the version of the XL free-arm sunshade that also comes with a motor, heating and a rotary base.

**Customisable in colour, shape and size**

It is very unlikely that you will see your neighbour with an identically configured AMBIENTE NOVA. It is even available with a rectangular shape in the sizes 400 × 300 and 450 × 350 centimetres, as a square shape with a side length of 350 or 400 centimetres, and as a round shape with a diameter of 400 or 500 centimetres. And finally, it is available in all colours of fabric class 5 and with a natural anodised frame or, as an additional option, in any of the RAL colours. And if all this variety is still not enough for you: call and talk to us about bespoke sizes.



- + Lightfastness factor 6
- + Extremely resistant to tearing
- + Polyurethane coating to protect against moisture

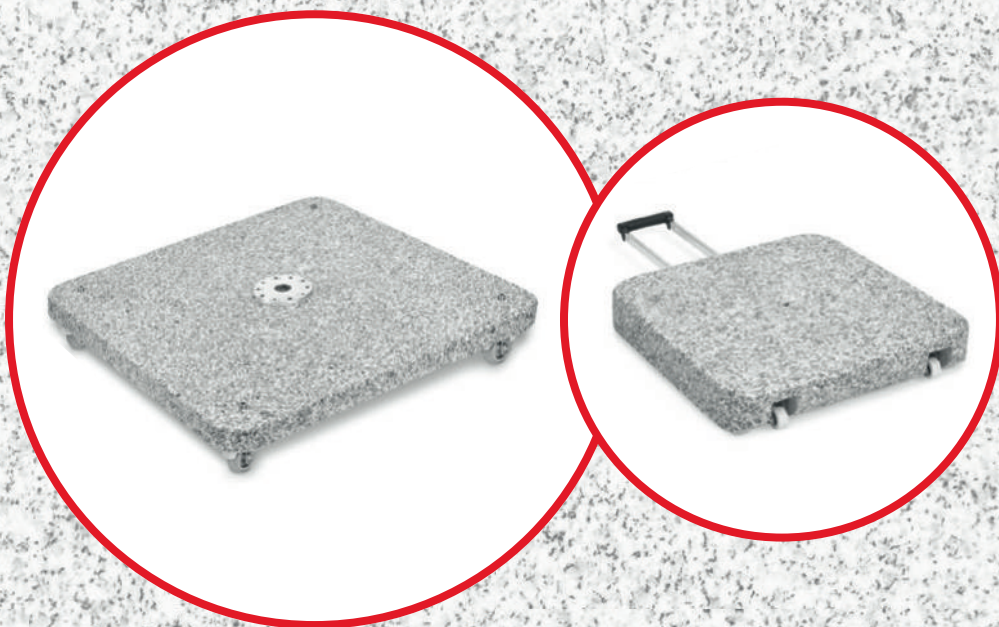
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There have also been some updates to the CASTELLO® and the PALAZZO®. In addition to a zip closure, there is now a new lacing system that protects the sunshades reliably.

#### Protection against wind and weather

Especially in the case of large sunshades, which are installed in the open spaces of restaurants and on terraces from spring to the end of autumn, effective protection against wind, weather and UV rays is crucial.

With the new protective covers, restaurateurs and private customers no longer need to worry if their sunshades are being kept outside when the weather turns nasty. They are woven with a lightfastness factor of 6, making them extremely resistant to the rays of the sun. They also have special ripstop technology built in. Thicker threads are woven into the fabric, which makes it extremely tear-resistant. A polyurethane coating ensures that no moisture can penetrate it.



**Mobile heavyweights**

Movable bases are a particularly good option for terraces and open spaces in addition to fixed anchoring of the sunshades using mounting plates. When used, they allow the sunshades to be pushed to wherever they are needed.

The new granite base, available in a lightweight, medium-weight and heavyweight version, expands the possibilities for securing sunshades. This stone goes particularly well with natural anodised aluminium. What makes these bases quintessentially GLATZ is the shape of the rounded corners and the bases' ergonomic nature. They stand on castors, which means they can glide across flat surfaces easily, for example on terraces.

The lighter 40-kilogram and 55-kilogram bases also come with a case handle. With these new bases, we are building on the success of our popular wet-cast concrete bases with castors.



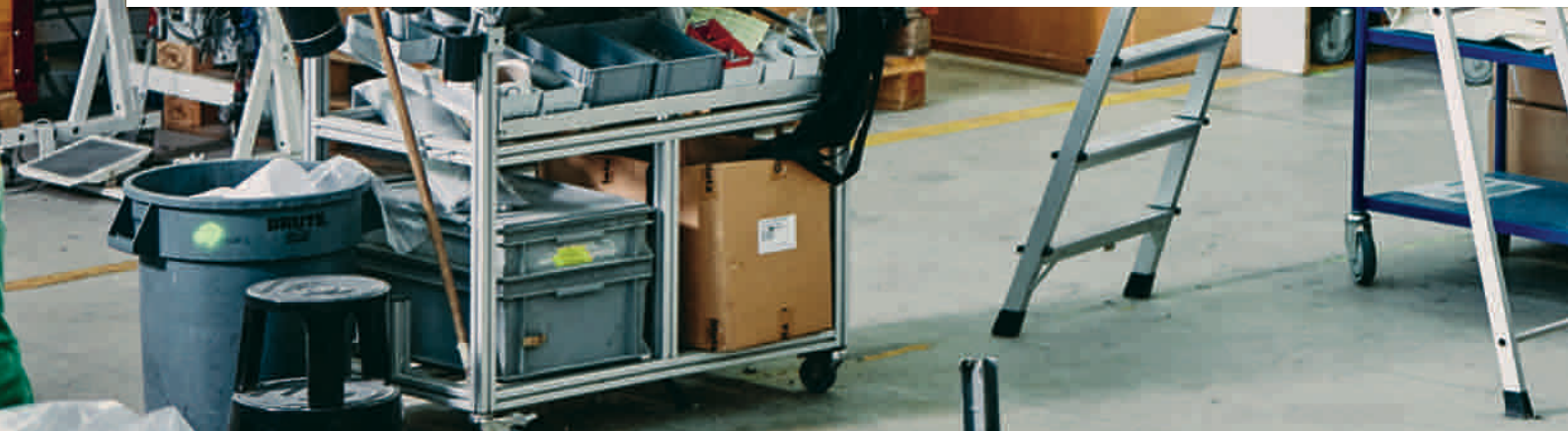
- + Solid granite
- + High-quality design
- + Flexibility thanks to castors

The new granite bases with castors for greater mobility. Available in 40-kilogram and 55-kilogram options with plastic handle.



# NEWS

– INSIDE GLATZ –





**TEXT** Carsten Blatt – **PHOTOS** Mike Meyer







## Typically Swiss since 1895

GLATZ quickly came to see itself as more than just a manufacturer. It is a company that develops its own solutions. But that is only one of the reasons for our company's success. The GLATZ brand is synonymous with values that are seen as typically Swiss: high precision, absolute reliability and excellent quality combined with functional design. We talked to Dölf and Markus Glatz and Robert Siegenthaler about innovation and production.



**Ingenuity plus tenacity  
equals success**

With the presentation of the ALEXO® 90 years ago, Albert Glatz Junior set the company on a path that it is still on today: innovation. Today, the company DNA is shaped by its ambition to keep bringing new and better products to market. The development of new sunshades is one of the core skills of GLATZ as a company, and numerous patented technologies and designs testify to that fact. In the development department alone, we have five employees working on even better solutions. “This is where the sunshades come into being that our customers will use to provide shade tomorrow and beyond,” says Head of Department Robert Siegenthaler. But innovation is found not only here, but also in production. Many ideas come from production; or in the words of Markus Glatz: “In our company, almost every employee is creative.”

**The team is what makes the difference**

“People are always the key to success,” says Dölf Glatz. The company’s many years of experience can be seen in every product, but that experience comes from the employees. When you visit GLATZ, you can feel that. In the large hall, there is a focused and familiar atmosphere; everyone is working towards the same goal. The workflows have been constantly perfected over the course of the years and everyone knows exactly what they are doing. No wonder – on average, employees work at GLATZ for more than eight years. “This number is all the more impressive when you consider that in the last five years, the number of employees has increased from 70 to 100,” says Markus Glatz.

*“My father, Dölf Glatz,  
completed training as an  
umbrella maker.”*

MARKUS GLATZ,  
FOURTH-GENERATION SUNSHADE MANUFACTURER

**A modern factory**

Every sunshade is made up of three parts: a shaft (or pole for larger sunshades), a frame and a canopy made of fabric. GLATZ only uses the very best materials, but also state-of-the-art production methods in the manufacturing process. The metal parts are precisely cut and pre-drilled by CNC milling machines that are accurate down to a tenth of a millimetre. However, the marriage of frame and canopy has to be performed by hand, just like the sewing of the fabric itself, which requires much skill and experience. Precision is a tradition at GLATZ, even though job titles have changed somewhat. “My father, Dölf Glatz, completed training as an umbrella maker,” says Markus Glatz. “But this job has essentially died out now. Instead, we now have a team of specialists coming from a variety of disciplines.”



#### From the knife to the laser

Many different process steps are required to make a sunshade. Modern technology helps us to work faster and more precisely. Much has changed over the last few decades in this regard. For instance, the electric knives that were used in the past required a great deal of skill to cut lengths of fabric precisely. “That meant that even the smallest error resulted in high costs,” says Dölf Glatz as he recalls his active time in the business. Today, the lengths of fabric are cut without moving them using a laser cutter. This rules out the possibility of cutting errors due to the length of material being accidentally pulled, or due to it sliding around. The laser beam melts the fabric. The result is clean, perfectly sealed edges, together with the highest level of accuracy and precision.



↑ Impressions from our factory in Frauenfeld – in the past and today



*“There is almost nowhere where we can’t offer the perfect solution.”*

ROBERT SIEGENTHALER,  
HEAD OF PRODUCT DEVELOPMENT



**Fade resistant, lightfast and environmentally friendly**

The fabric that provides the shade is the decisive factor in the longevity and look of a sunshade. Due to the high demands placed on the fabrics as a result of UV radiation from the sun, GLATZ pays special attention to maximum fabric quality. Our best fabrics only undergo a noticeable colour change after 700 days of direct sun exposure. Because the fabrics are impregnated with Teflon, they are protected against stains.

These fabrics are woven from spun-dyed acrylic threads, whereas cheaper fabrics are first woven and then dyed. Fabric class 5 also repels water and oil, plus it has rot protection. “By the way,” says Markus Glatz, “almost all the fabrics we use come from neighbouring European countries. This saves a great deal of time and transport costs.”

**Made to measure and produced to measure**

In addition to the 16 sunshade models on offer, GLATZ also provides bespoke solutions: made-to-measure sunshades manufactured to your specifications to match your garden, home, restaurant or hotel. Bespoke products can be manufactured within 14 days and then shipped around the world. They come with suitable fastenings, a motor-driven opening mechanism and, if you wish, also with a remote control function, lighting and a radiant heater. “There is almost nowhere where we can’t offer the perfect solution,” says Robert Siegenthaler.



### A Swiss product made to the Australian standard

Not every sunshade actually protects against the dangerous UV rays of the sun, which can cause premature skin ageing and increase the risk of skin cancer. “We always play it safe when it comes to UV protection,” says Markus Glatz. Thanks to their dense weave, all GLATZ fabric canopies provide optimal UV protection and carry the UVProtection test label. The polyacrylic and polyester fabrics filter out up to 100 per cent of harmful UV rays and are therefore also certified as UPF 50+ according to the Australian standard.

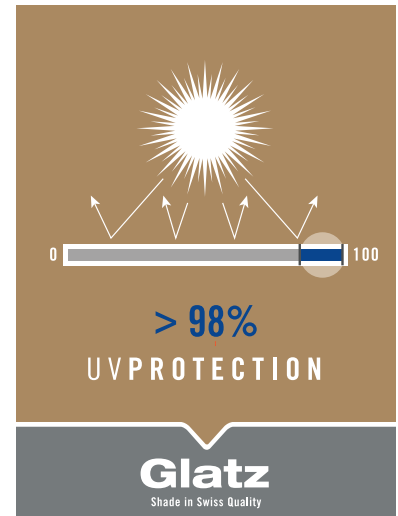
*“We don’t just use solar energy for environmental reasons. Every entrepreneur knows that waste is never profitable.”*

MARKUS GLATZ,  
FOURTH-GENERATION SUNSHADE MANUFACTURER



**SOLAR ENERGY MADE IN  
FRAUENFELD**

**EIGHTY PER CENT OF THE ELECTRICITY WE  
NEED TO MANUFACTURE OUR SUNSHADES IS  
GENERATED BY THE PHOTOVOLTAIC SYSTEM  
ON OUR ROOF.**



↑ Thanks to their dense weave, all GLATZ fabric canopies provide optimal UV protection and carry the UVProtection test label. The polyacrylic and polyester fabrics filter out up to 100 per cent of harmful UV rays.

### Sunshades made from solar energy

“Not only does a GLATZ sunshade allow you to sit outside in green spaces, it is also a sunshade that is manufactured using green energy,” says Markus Glatz. On sunny days, the photovoltaic system on top of the production hall in Frauenfeld produces around 80 per cent of the electricity needed for manufacturing. According to Markus Glatz, using resources sparingly has always been part of the GLATZ family business. He says, “We don’t do that just to be kind to the environment. A good entrepreneur knows that waste is never profitable.”



**“Looking at the tests, it’s clear that our sunshades can tolerate a great deal more wind than the people sitting under them.”**

ROBERT SIEGENTHALER, HEAD OF PRODUCT DEVELOPMENT

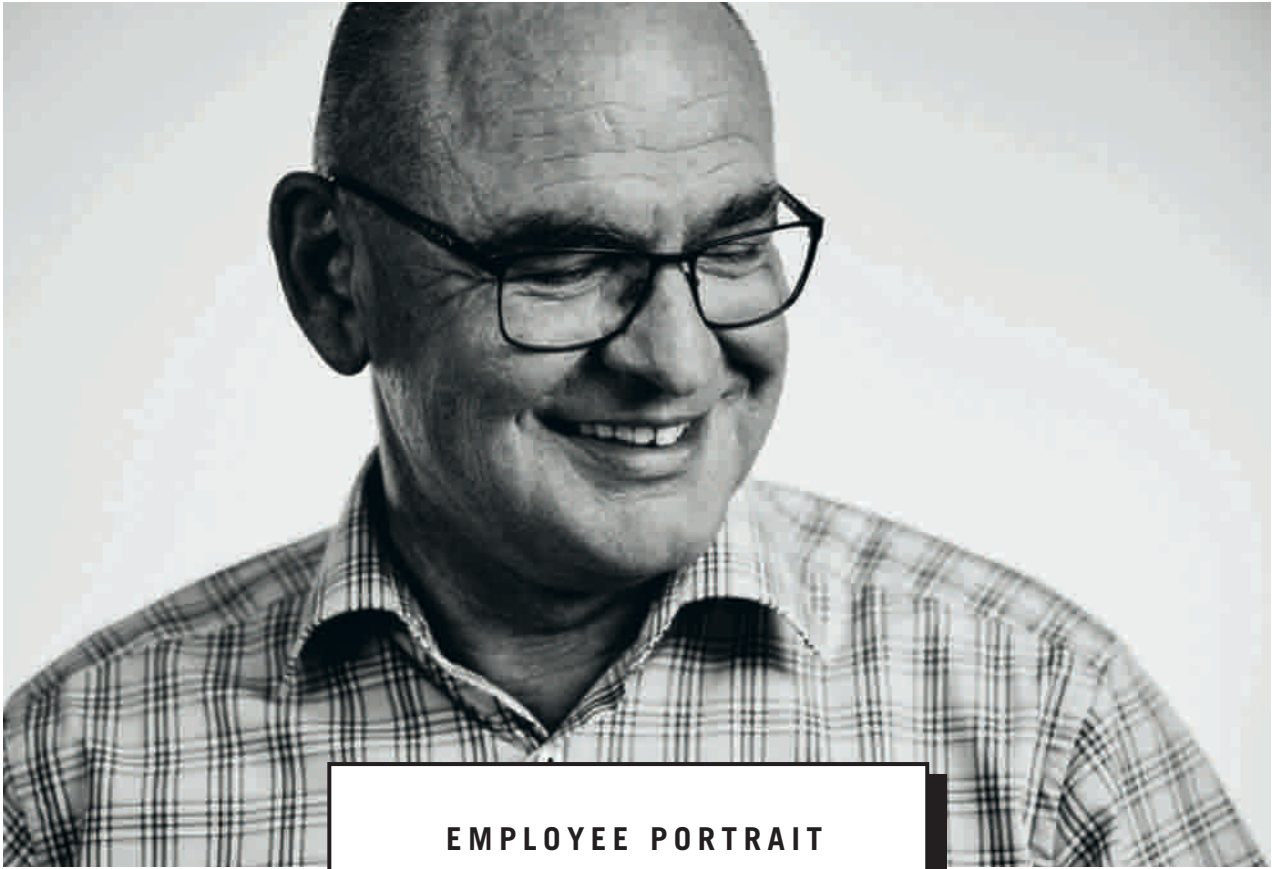


#### **The sunshade born of a wind tunnel**

Sunshade stability is becoming ever more important. Due to the effects of climate change, we are now being confronted with strong winds and storms more frequently. Since most damage that occurs is due to wind, we have been testing GLATZ sunshades in wind tunnels for over 20 years. For this, we rely on professional support from companies such as Mercedes-Benz. It is only at this point that we can see whether the designers have done everything correctly and whether the individual components fit together. You can view a few of these tests on YouTube. "Looking at the tests, it's clear that our sunshades can tolerate a great deal more wind than the people sitting under them," says Robert Siegenthaler.



QR code to access the  
YouTube video Wind  
Tunnel Test GLATZ AG



EMPLOYEE PORTRAIT

*Georg Mayer*

# EVERY DOG HAS ITS DAY

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TEXT *Nicole Trinkler-Jander* – PHOTOS *Mike Meyer*



**G**eorg Mayer certainly has a few years of experience under his belt. He has been a fixture at GLATZ since 2004, and has overcome many challenges with the Swiss sunshade manufacturer. Those challenges have not only been professional ones – for example when he built up and expanded the SUNCOMFORT® by GLATZ secondary brand and successfully introduced it to the market in his function as product manager – there have also been challenges in his private life. While his family and job were always the focus of his attention, fate dealt him a terrible hand in 2010. Mayer became severely ill. He did what he needed to do and underwent various treatments until he was able to return to the company, now recovered, in 2012.

*“Without my boss, I never would have got through it.”*

GEORG MAYER, PRODUCT MANAGER

“Without my boss, I never would have got through it” – there is no doubt in Mayer’s mind about that. Although Markus Glatz is an entrepreneur through and through, he is first and foremost someone who cares deeply about the welfare of his employees. “Thanks to the moral and financial support of my employer, I was spared a great burden, which meant that I was able to focus fully on my recovery.”



↑ Georg Mayer in his element as a dog trainer

Mayer is extremely thankful for this. He is also grateful to the others who helped see him through this difficult time. They include not only his wife and three children, but also his loyal companion Basco. Basco was a Labrador that came to the Mayer family 13 years ago as a puppy, but sadly died this July. From the beginning, he seemed to think he was in charge. “From the very first moment, he kept us on our toes. He would dig all over the garden, bite our clothes and dominate our daily life,” says Mayer. “It wasn’t long before I took him to dog training classes.”

Here, the dog and the master gained more than just an understanding of how to respect each other. Mayer also found his second calling and qualified as a puppy and dog trainer. Since then, he has continued to build on his knowledge. “Two years from now, I will be retiring. My dream is to start a dog training school,” says Mayer. No one doubts he will do it. Many people around him say that he is like Kevin Costner in *Dances with Wolves*. “I build relationships with animals, help them learn boundaries and teach them rules. It’s important to set boundaries and keep them consistent. Dog’s don’t understand commands that are used inconsistently.”

His colleagues on the team describe him as a sensitive man who prefers not to push his way into the limelight, but rather always sets the right tone and keeps the entire team calm in stressful situations. This company employee of many years suggests with a smile that this is probably due to his experiences with various dog breeds and their owners. “We can interpret the behaviour and facial expressions of people in the same way that we read puppies by their faces and body language,” says Georg Mayer.

*“Georg never pushes his way into the limelight. Even in really stressful situations, he sees the big picture and always sets the right tone. It’s no wonder he also has a talent for dog training: natural authority works everywhere.”*

GLATZ EMPLOYEES ON GEORG MAYER,  
THEIR COLLEAGUE OF MANY YEARS

“Whether it’s an owner-managed business like GLATZ or a family – both can be viewed as a pack in which everyone has their place. All social systems and social beings have a pecking order. Only once a dog accepts that I am a competent boss can I make progress with it. I make all of the decisions. If the dog obeys my orders, it is rewarded. If it doesn’t, there are consequences.” “The clearer the instruction, the better it is implemented,” says Mayer, who works as a product manager at GLATZ. Looking back over his last 15 years with the Swiss sunshade specialist, he sees that there has been constant improvement in communication, and therefore also in operational organisation and production processes on all channels, at all levels and in all departments, as well as in the back office and in field sales. “Although the company, as a family business, started out with the typical healthy chaos, today, I see GLATZ as a well-structured, expanding industrial en-

terprise that nevertheless would not be what it is today without the family aspect.” The decisive factor for him is the leadership style at the company and the great atmosphere. He feels truly at home at GLATZ. “Everyone is on first-name terms here, and everyone is ready to listen. The company’s social life is well maintained through Christmas parties, company parties, excursions and barbecues. Nevertheless, a friendly yes means yes and a friendly no means no. That means that everyone at the company knows where they stand, and they can approach their work accordingly. Interestingly, there are hardly any fluctuations in the number of staff members at GLATZ, which speaks very highly of our CEO Markus Glatz and the entire team,” says Georg Mayer.



Together with the good feeling of having overcome his illness, there came a complete shift in his priorities in life. “Since I came back to the company in 2012, I have been working at 50 per cent full-time equivalent. In my spare time, I focus on my wife, my children and my grandchildren and I wander about with the dogs.” All in all, it seems like a good work-life balance. The clock is ticking. Preparation for retirement starts now. And with retirement, Georg Mayer’s second big adventure will begin: his own dog training school. A growling sound interrupts him. “Oh, that’s my stomach! I’m hungry!” What for? “Definitely not a hot dog!” says Mayer, laughing as he takes a hearty bite of a sandwich.



QR code – [www.glatz.ch](http://www.glatz.ch)  
Go to the YouTube video  
portrait of Georg Mayer



# ALU- SMART

SMALL IS BEAUTIFUL – PERFECT FOR BALCONIES



# ALU- TWIST

TEXT *Dominik Neubauer* – PHOTOS *Mike Meyer*



# ALU- SMART ALU- TWIST



## Summer for the home

The words summer, sun, beach and sea go together perfectly. For some reason, summer is always associated with holidays and a trip to a favourite beach. It might therefore seem strange that most people spend the majority of their summer at home. In addition, more and more people are learning to appreciate spending summer at home – as long as they have a balcony or a garden. Although the current trend for interior decor is hygge (which roughly translates to “cosy”), outdoors, things are becoming ever more Mediterranean. There are herbs growing in flowerpots, such as rosemary, sage and mint, and life is lived outdoors. People are barbecuing, living and partying on their balconies. The two previous hot summers have clearly demonstrated that a sunshade should be a part of the standard equipment for summer.

## Small balcony, brilliant summer

Unfortunately, a balcony with a surface area of more than 10 square metres is still an exception. Reality for most people is a small balcony. In order to make this a favourite spot for summer, you need flexible protection against the sun. We designed the ALU SMART for the very smallest summer hot spots. The smallest version of this product has a diameter of only two metres and provides perfect shade for a very small space. It can also be easily attached to the balcony railing using a balcony clamp. This not only provides more legroom on the balcony, it also means that you can quickly attach the sunshade to another spot on the balcony as needed or as dictated by the position of the sun. Furthermore, with the ALU SMART, there is no need to worry about brisk winds.

*Provided it is secured properly, the ALU SMART can withstand wind speeds of 75 km/h.*

It is worth noting that 75 km/h is an 8 on the Beaufort scale. In such weather conditions, thicker branches begin to break off from trees. This means that the ALU SMART is still the right choice even for the windy conditions of early autumn.

### Specialists in nooks and crannies

Architects seem to have a tendency to plan balconies only once the four walls of a building have already been constructed. The situation becomes even more bizarre when balconies are grafted onto buildings afterwards. The result is often very narrow areas with many nooks and crannies, which in the best-case scenario face south-west. The ALU TWIST is the perfect solution for this type of balcony because it is one of the most flexible sunshades in our product range. Like the ALU SMART, it can be extended easily using a crank handle and then tilted into the desired incline using a rotary mechanism. Unlike with the ALU SMART, you do need to have a larger balcony for the ALU TWIST because even in its smallest configuration, it has a diameter of 270 centimetres, which translates to approximately six square metres of shade.



↑ Tilt joint for tilting the sunshade canopy



↑ Crank housing with the "twist" rotary mechanism for opening and closing

### Ideal for mild summer nights

The icing on the cake of having a balcony is the early evening. The heat slowly dies down and you can follow a light meal with some light summer wine. The sunshade also stays open for a time after the sun goes down because it keeps the heat of the day where it is needed. Plus, the optional lighting available with both sunshades makes a real impression. Both the ALU SMART and the ALU TWIST are available with an Osyrion battery light. The very thing that gives you shade in the daytime can now give you light at night – your silent companion in your very own midsummer night's dream.

### From small balconies to the terraces of luxury hotels

Every balcony is different. We have taken this into account when selecting the sizes that our two balcony sunshades come in. In addition to the round shape with a diameter of up to 330 centimetres for the ALU TWIST, both sunshades are also available as a rectangular shape of up to 240 square centimetres or with side lengths of 250 × 200 centimetres. These sizes rightly make restaurateurs and hoteliers sit up and take notice. They make the two sunshades the perfect companion to large outdoor sunshades because both are available in all colours and fabric classes.



**WE ADMIT IT: WE SWISS TEND  
TO CAST A SHADOW.**

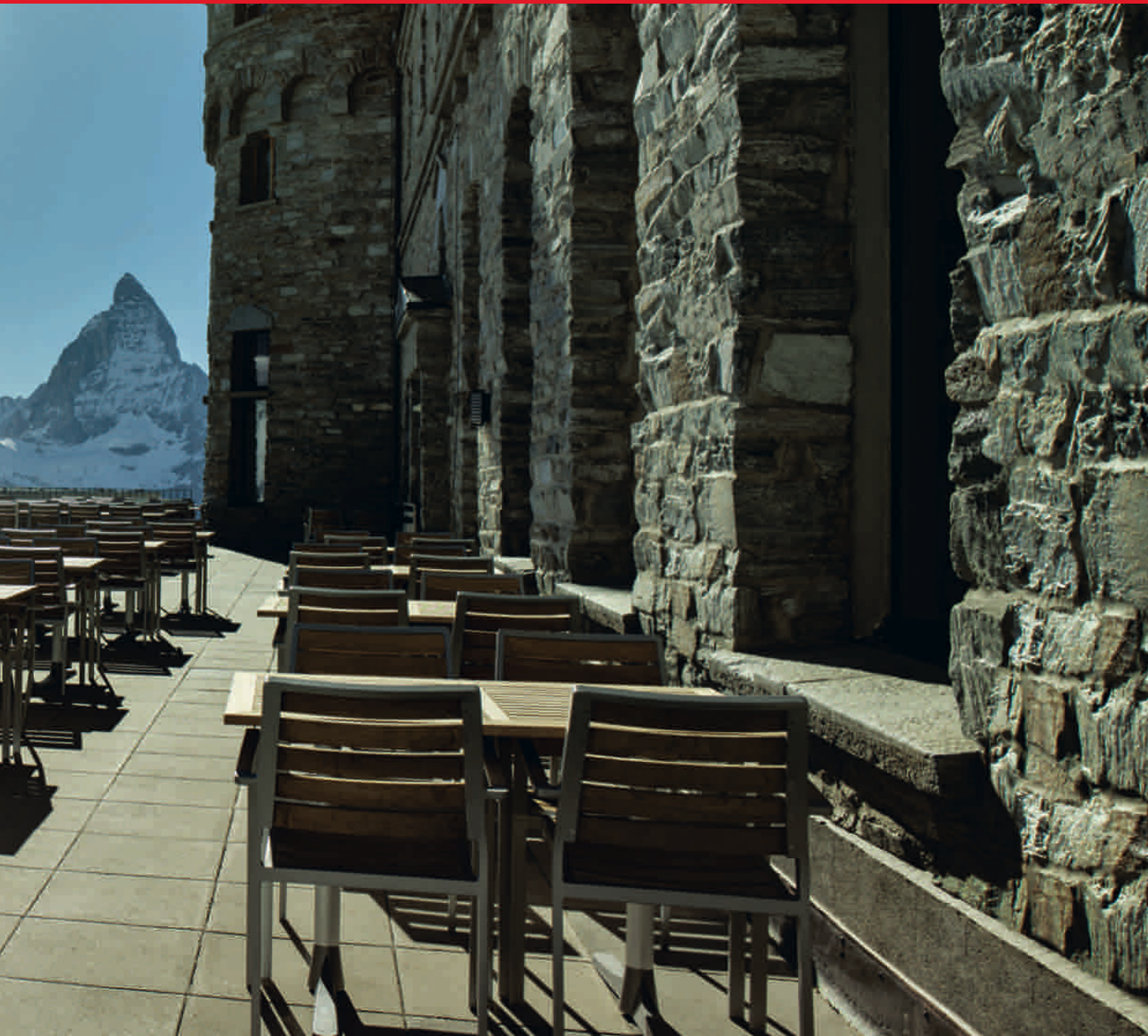


Sunshade model

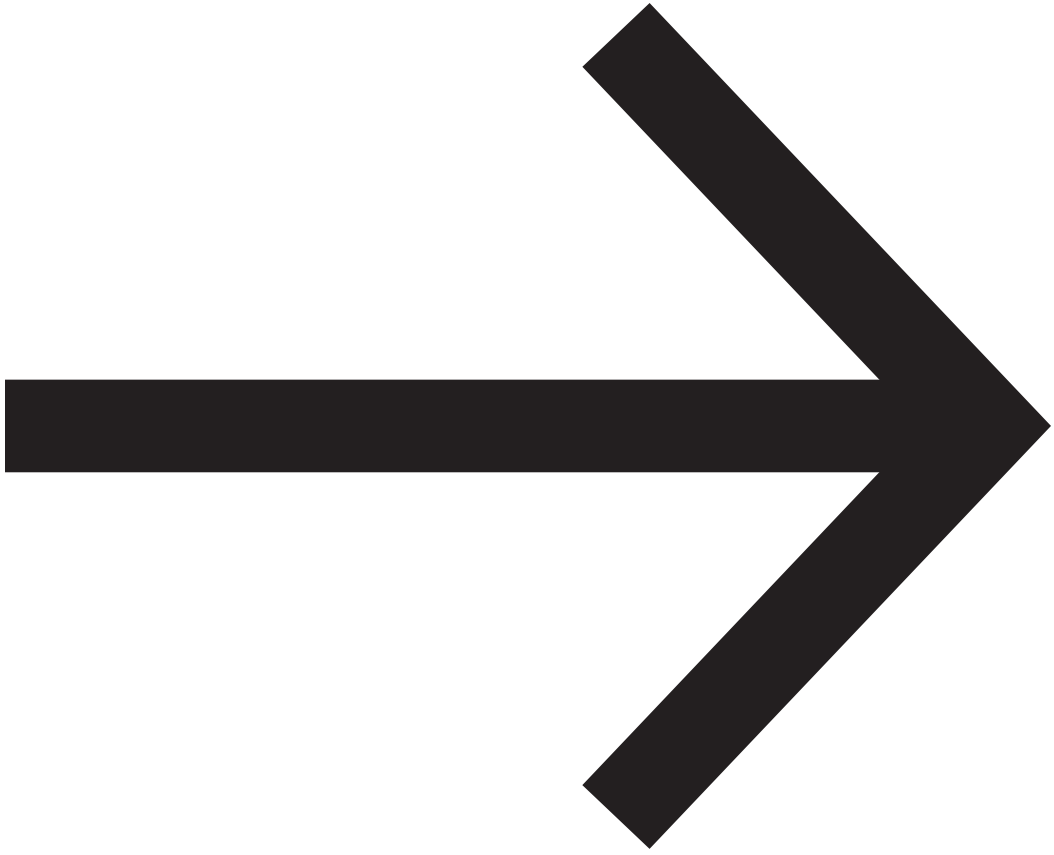
**AMBIENTE NOVA**



**Glatz**  
Shade in Swiss Quality



**Kulm Hotel Gornergrat, Zermatt – Valais**  
*3135 m.a.s.l.*

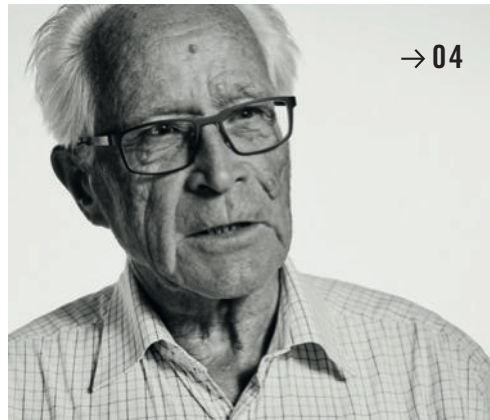


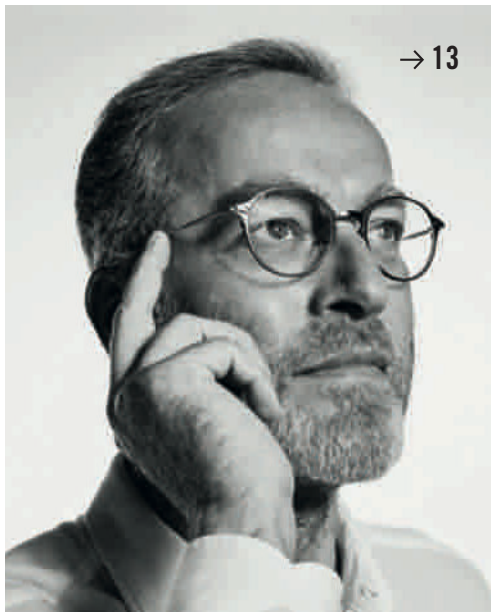
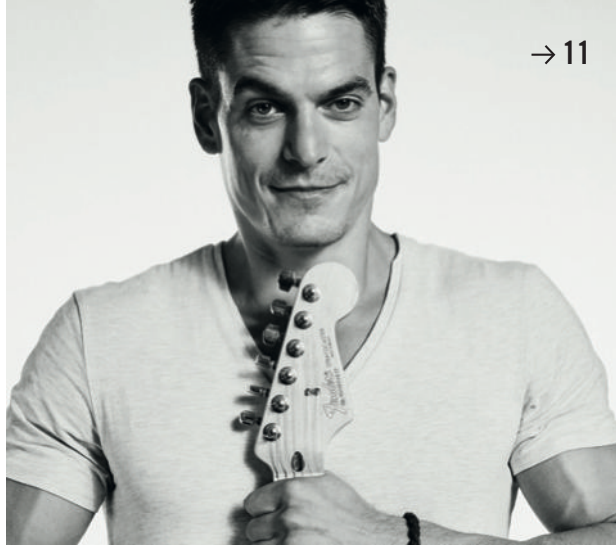
# PORTRAIT OF A COMPANY

A company is always a reflection of its employees. Ours are genuine, diverse and authentic. The photos on the following pages are our way of saying thank you to our employees whose commitment is what drives our company forward every day.

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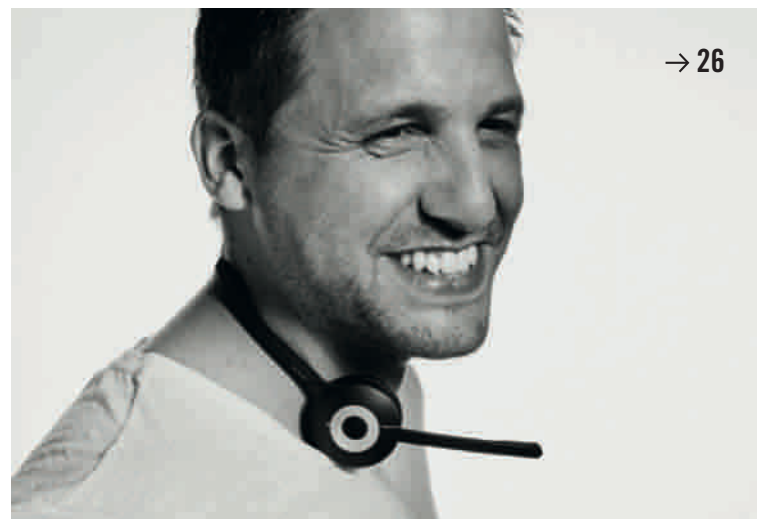
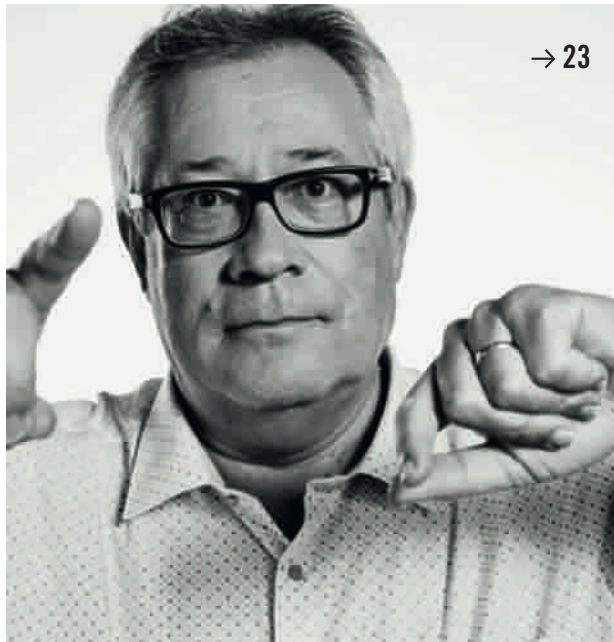
PHOTOS *Mike Meyer*






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01\_Vitina Ferra 02\_Giorgio Stefanelli 03\_Daniel Dienes 04\_Dölf Glatz 05\_Christoph Nick  
 06\_Eva Michaela Fröbli 07\_Sebastiana Rizzo 08\_Maximilian Andys 09\_Daniele Giannino  
 10\_Daniela Müller 11\_Marc Felber 12\_Lorena Voce 13\_Goris Verburg 14\_Carmelo Ferrante  
 15\_Sandra Weibel 16\_Pascale Fuger 17\_Sante Pelusi 18\_Brigitte Manns



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19\_ *Andreas Walter* 20\_ *Daniela Boretti* 21\_ *Denis Paysanov* 22\_ *Snezana Muretic* 23\_ *Markus Glatz*  
24\_ *Lucia Cicilano* 25\_ *Luigi Greco* 26\_ *Ivan Di Lauro* 27\_ *Christa Glatz* 28\_ *Henning Biler*  
29\_ *Amalia Cantiani* 30\_ *Rocco Mastrangelo* 31\_ *Isabelle Haag* 32\_ *Franco Fernando*  
33\_ *Franco Corso* 34\_ *Daniel Koch* 35\_ *Sonja Hardegger* 36\_ *Melina Angelino* 37\_ *Edina Hamzic*



→ 38



→ 39



→ 40



→ 41



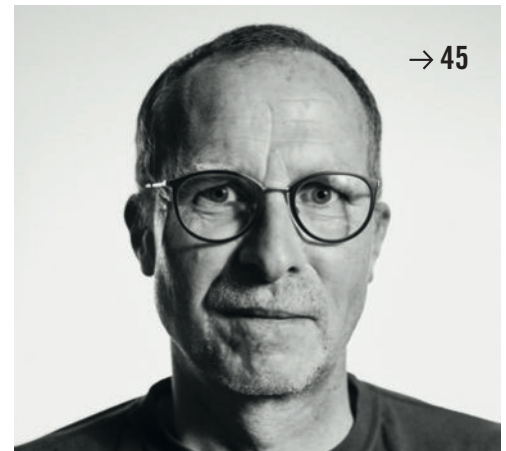
→ 42



→ 44



→ 43



→ 45



→ 46



→ 47



→ 48



→ 49



→ 50



→ 51



→ 52



→ 53



→ 55



→ 54




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38\_ *Gianna Chiera* 39\_ *Rolf Keller* 40\_ *Manuela Rech* 41\_ *Tëtiana Bakhtiar* 42\_ *Massimo Laino*  
 43\_ *Sergio Malacarne* 44\_ *Michael Burgauer* 45\_ *Klaus Hörtermann* 46\_ *Robert Siegenthaler*  
 47\_ *Heidi Turnbeer* 48\_ *Tanja Welsch* 49\_ *Ljurde Kristiq* 50\_ *Georg Mayer* 51\_ *Marino Simione*  
 52\_ *Isabelle Dürselen* 53\_ *Walter Buschmann* 54\_ *Sofia Rodriguez* 55\_ *Benno Bissoli*



**DANKE**

**MERCI**

**GRAZIE**

The background of the entire page is a light beige color with a subtle wood grain texture. Overlaid on this are several concentric, irregular circles in a slightly darker beige tone, creating a ripple effect that frames the central text.

# **WOODEN SUNSHADES BY GLATZ**

**– Beautiful by tradition –**

## The shade doesn't fall far from the tree

If you ask Markus Glatz about his favourite spot in the shade, you will be surprised: “A comfy bench under a big, broad chestnut tree – that’s my ideal spot in the shade.” And indeed, comfort and cosiness are the words that most people associate with wood. Wood has a natural air about it. It is a warm material that people like to touch. We also make allowances for wood to age, change colour and develop a tarnish. In that sense, it’s very different from materials such as aluminium. Naturally, you need to put a certain amount of effort into protecting wood, and especially into protecting it from moisture. But we have never shied away from making the necessary effort, and we still rely on teak, maple, ash and eucalyptus because our customers appreciate the special flair they bring. These woods are not only used in private gardens, but also in the best hotels and restaurants in the world.

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TEXT *Dominik Neubauer* – PHOTOS *Mike Meyer*

## The Olympics under the shade of GLATZ

At the Kulm Hotel St. Moritz, you can not only look out at the fantastic mountain views of the Swiss Alps, you can also look back on 160 years of history. This is a traditional home of the upper crust of politics and culture – and of course of sport. In 1928, the second Winter Olympics of modern times took place here, practically on the doorstep of the hotel terrace, where today, as then, the Country Club welcomes illustrious guests from all over the world. During the elaborate refurbishment that took place in 2017, a great effort was made to bring the stylish atmosphere of these spaces, and thus the spirit of the roaring twenties, back to life. It was a great success. The interiors and the terrace appear to be made purely of wood and light. It is therefore not surprising that such great efforts were also made when choosing the furnishings to restore the historical ambience of the building.



*The terrace is shaded by white TEAKWOOD sunshades by GLATZ. The fine wood fits perfectly with the atmosphere that the Kulm Hotel St. Moritz is trying to create here. This blend of elegance and charm lends a touch of nostalgia, reminiscent of a time when people still got by without remote controls and smartphones.*

↑ An advertising poster for the second Olympic Winter Games of modern times by Carl Moos

The typical GLATZ love of detail is reflected in the features of the TEAKWOOD. You can see it in the leather-reinforced corners of the fabric, the brass fittings and the double pulley. It is an approach that deliberately stands out from the ergonomic solutions of other sunshades from the GLATZ range.

*Left →*  
Leather-reinforced corners of the fabric and brass fittings

*Right →*  
Natural teak pole with a double pulley for opening and closing





← This is where the second Olympic Winter Games of modern times were opened in 1928 (source: Wikipedia / Bundesarchiv, image 102-05457 / CC-BY-SA 3.0). And the sporting tradition lives on: in 2017, the medals were handed over and the opening ceremony of the World Ski Championships took place right here: in the newly renovated Country Club.



↑ TEAKWOOD by GLATZ  
at the Kulm Hotel St. Moritz, 2019



## The ALEXO®

**A classic in the garden**

The trusty ALEXO® by GLATZ has been standing in gardens for quite some time now, showing that a good idea often works in a completely different environment to the one for which it was designed. The ALEXO® was originally designed for land surveyors.

That's why it comes with a brass toothed gear joint, which allows the sunshade to be tilted against the sun in stages. Despite its origins, this sunshade quickly found its way into gardens. It is made of lacquered ash wood and has already proven its robustness by the simple fact that we still have sunshades come in for recovering that are 50 years old or older. This is further proof that wood does not rust.



## The TEAKWOOD

**The Rolls-Royce of classic sunshades**

The TEAKWOOD is our take on timelessness. Using precious materials such as natural teak, and with fabric corners reinforced with leather, rustproof fittings and a double pulley, it lends ambience and charm to any space and entices guests to stay.

The only effort involved here is the effort that goes into the high-quality materials. And you can leave that part to us. All you have to do is pull briefly on the pulley and fasten it with the metal pin. The TEAKWOOD will immediately lend an elegant flair to your terrace – with a subtle nostalgic touch.

## Still comfortable, even in a brisk wind

Our wooden sunshades have never disappointed, even in brisk winds. After all, wood is more than just a beautiful material, it is also an extremely stable one. The sunshades with central arms, PIAZZINO and TEAKWOOD, have both withstood test wind speeds of up to 30 km/h before being blown away. So you only have to take them in when there are strong winds. The ALEXO®, on the other hand, can only withstand 20 km/h. In the case of the AURA, we had to use a little trick to give it sufficient stability. The eucalyptus side pole has an aluminium core that gives it extra support. This means that the larger version with a side length of 4 metres can withstand wind speeds of 40 km/h, and with a side length of 3.5 metres, it can even withstand 45 km/h. This is equivalent to a 6 on the Beaufort scale – quite a strong wind.





## The PIAZZINO

**A little spot in the shade**

Cosiness, atmosphere and a touch of nostalgia are words that perfectly describe a sunshade standing on the terrace or in the garden at home, together with an ensemble of wooden tables and chairs that, like our classic sunshade, are also made of teak. The PIAZZINO is an inexpensive option for creating this scene. It is supported by a sunshade stand made of natural maple wood, which is considered particularly robust.

Therefore, the PIAZZINO will be able to reliably perform its role for many long summers and give your favourite spot plenty of shade and a romantic touch in the summer.

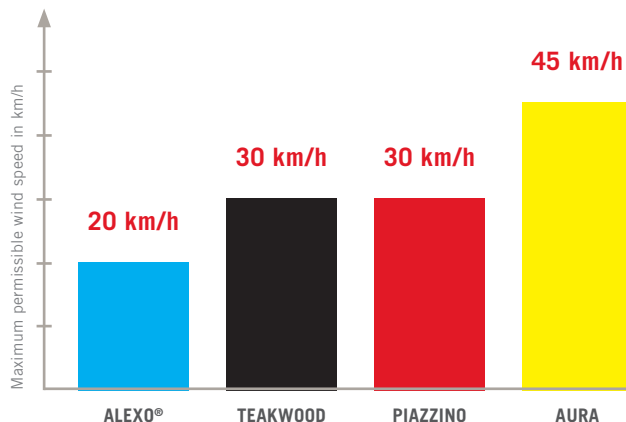


## The AURA

**A side-arm sunshade made of wood**

Wood as a material is perhaps most often associated with the classic sunshade with a middle pole. Nevertheless, with the AURA, we have attempted to incorporate a wooden side-arm sunshade into our product range. This is probably part of our DNA as a family business: we want to try out absolutely everything.

For the AURA, we opted to use the wood of the eucalyptus tree. This solid hardwood is extremely weather-resistant provided it is properly varnished and cared for, and its quality is almost comparable with oak. Of course, we also chose this wood because of its unique look. The AURA lends an air of comfort and a special touch even to very spacious terraces. As a side-arm sunshade, it does not have a base that takes up the space in the shade and therefore offers a level of comfort that a sunshade with a middle pole cannot. Restaurateurs and hoteliers can easily place tables and chairs in such a way that all their guests can sit comfortably in the shade. The largest version of this top-quality wooden sunshade provides 16 square metres of shade, which means that it will turn heads wherever you put it.



Heaven on Earth  
is found  
in the shade



**W**ords such as elegance, atmosphere, cosiness and safety describe the perfect sunshade far better than a run-down of its technical features and the dimensions of its sides in centimetres. Added to these, there are of course characteristics such as longevity and ease of use. These are the features that best reflect the DNA of our sunshades: all from the small but flexible ALU TWIST to the great PALAZZO® Royal share this same genome. These characteristics also highlight one aspect of our brand that we are particularly proud of as a family business with a 125-year history: all our sunshades are designed in Switzerland.

*Get excited for next summer by perusing the following pages.*

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**PHOTOS** *Mike Meyer, AR Visual*

# GARDEN SUNSHADES



## ALEXO®

This design icon is more in demand than ever. The ALEXO® is available with a diameter of 200 or 220 centimetres, with or without flounce. The pole is made of varnished ash and the toothed gear joint is made of nickel-plated brass. The joint allows the sunshade to be tilted to various settings. But even when completely secured, the ALEXO® remains flexible.



## PIAZZINO

Less is often more – the PIAZZINO is a good example of this. This robust sunshade made of natural maple wood brings a romantic touch to summer and provides guests with plenty of shade. Even though it has a timeless design and is ergonomic and robust, the PIAZZINO still shines in terms of price.





## TEAKWOOD

Precious materials such as teak and leather along with rustproof fittings mean that the TEAKWOOD lends ambience and charm to any space and entices you to stay. The only effort involved here is the effort that goes into the high-quality materials. And you can leave that part to us. All you have to do is pull briefly on the pulley and you are ready for summer. Thanks to the careful processing of the tropical wood, the TEAKWOOD stays young for a long time. This is a characteristic that the material shares with the sunshade's timeless design.



## ALU SMART

The ALU SMART is perfect for narrow balconies or balconies with many nooks and crannies. The ergonomic, slim slider makes it easy to open and close the canopy. The stable aluminium frame subtly reflects the colours of its surroundings. It also looks great when used alongside large sunshades by GLATZ.



## ALU TWIST

The ALU TWIST perfectly combines aesthetics and comfort. The canopy can be opened easily thanks to a crank handle and tilted smoothly to any angle thanks to a rotary mechanism. The ALU TWIST is made of natural anodised aluminium and is perfect for outdoor areas with many nooks and crannies, for narrow balconies, or to complement larger GLATZ sunshades.



# FREE-ARM SUNSHADES



## SUNWING® C+

The SUNWING® C+ is made of natural anodised aluminium and elegantly combines ergonomics and design. The canopy is opened using a self-locking crank drive. It can be tilted by up to 90 degrees on both sides using an integrated tilting rod and rotated by 360 degrees thanks to the round pole. The SUNWING® C+ is available in fabric classes 4 and 5.



## SOMBRANO® S+

So practical: the pole of the SOMBRANO® S+ stands next to the shaded area, freeing up the space underneath for you to use. Thanks to the tilting rod, the canopy can be tilted by up to 54 degrees on both sides. Using the rotary base with ball bearing, it can also be easily rotated by 360 degrees around its own axis.



## PENDALEX® P+

The PENDALEX® P+ impresses with high-quality materials such as aluminium, fibre-reinforced thermoplastic foam injection plastic and galvanised struts made of quenched and tempered spring steel. In addition, it has a gas spring that allows you to easily adjust the height. The canopy can be smoothly tilted to any angle in all directions and rotated by 360 degrees.





## AURA

The AURA is made of eucalyptus wood and designed for a long life. This first free-arm sunshade made of wood has a stabilising aluminium core, allowing it to withstand wind speeds of 45 km/h. The AURA is very easy to operate and can even be turned against the pole or turned by 360 degrees around the pole for when the sun is low.



## AMBIENTE NOVA

The AMBIENTE NOVA, with its new design, really makes an impression. Its lighting with integrated LED strips provides both direct and indirect light in the canopy, and the lights can be individually controlled and dimmed. The additional LED strip on the pole lights up the surrounding area and ensures a visually inviting ambience.



## FORTANO®

The FORTANO® combines robustness with the practicality of a free-arm sunshade. With a size of three square metres, it can stand up to wind speeds of up to 60 km/h. The stable construction fits perfectly with the clear design and ease of use. When opening, the canopy floats at a height of 80 centimetres above the furniture underneath.



# F SERIES



## FORTINO®

The wind-resistant FORTINO® impresses with natural anodised aluminium and a two-part profiled pole. The servomechanism ensures optimal ease of use. Simply pull the tensioning lever downwards and hook it into the slider. To make sure that it is only the sun that is wandering, this sunshade can be secured either using one of our bases or in a ground socket.



## FORTERO®

The FORTERO® can withstand wind speeds of up to 70 km/h. However, thanks to the servomechanism, it is easy to use. It provides generous, reliable shade for large spaces and terraces. Options for securing it include concrete and granite bases and bases with castors, as well as various options for permanent attachment.







## FORTELLO®

The FORTELLO® is stable in the wind, but still easy to transport. To make it also easy to use, we have opted for a counter-rotating servomechanism. This sunshade can easily withstand winds of up to 100 km/h, which makes it the perfect choice for large, exposed spaces. The FORTELLO® is also available with an Osyrion light.



## FORTELLO® LED

Too nice to take down at night: the FORTELLO® LED comes with LED lighting that bathes the garden in warm, white light after the sun goes down. It shares all of its other good points with its brother, the FORTELLO®: easy to use thanks to a servomechanism and stable even at high wind speeds.



# LARGE SUNSHADES



## CASTELLO®

The CASTELLO® shines thanks to its robust technology, fine materials and fresh design. Its highlight is its counter-rotating telescopic opening mechanism: the canopy is easy to put up and take down thanks to sliders and the canopy's tensile design. To ensure that no heat accumulates under it, there is an exhaust air opening under the top guaranteeing a constant fresh breeze.



## PALAZZO® Style

You can sit at ease under a PALAZZO® Style. It stays standing even at wind speeds of up to 115 km/h. Furthermore, it is easy to put up and take down, requiring only nine turns of the crank. With optional heating and LED lighting, the PALAZZO® Style is also very welcoming in autumn and at night.





## PALAZZO® Noblesse

The PALAZZO® Noblesse has it all: elegance, functionality and robustness. It can withstand wind speeds of up to 95 km/h, is simple to use and is impressive thanks to its natural anodised aluminium. It only takes 12 crank turns to open it. Unless you opt for the optional integrated motor with radio control, that is.



## PALAZZO® Royal

The PALAZZO® Royal was specially designed for the hotel and restaurant sector and, with a diameter of eight metres, it certainly is eye-catching. The natural anodised aluminium also works perfectly with its graphite-grey surfaces. Since it has a wide range of optional extras such as LED lighting and heating, the PALAZZO® Royal has everything you could want.



# DR2

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**TEXT** *Carsten Blatt*  
**PHOTOS** *Mike Meyer*

# THE DOUBLE REVOLUTION

## Reinventing the sunshade



Being a pioneer is not always easy. First you need a really good idea, then you need to develop it technically and then implement it so that it is ready for the market. Sometimes, a new invention is so impressive that it becomes an immediate success. The ALEXO® was an instant hit: both for special applications in the field of land surveying and as a versatile garden sunshade. Sometimes, it can happen that an idea and its technical implementation are convincing and there are some fans, but the market has not caught on – at least not yet. In such cases, what is needed is perseverance and persuasion. This is what happened with the free-arm sunshade by GLATZ and the invention that revolutionised the opening and closing of large sunshades.

# FREE-ARM SUNSHADES

## Simply more shade

### A fateful trip to Brussels

There are situations where the stand of the sunshade is in the way because the sunshade is standing precisely where you want to be – in the shade. For many years, the solution to this was a hole: a hole in the table that allowed the sunshade to be placed in the middle of it, thus putting the shade directly over the table. But then the sun moves. So what now?

Keen tinkerer and inventor Albert Glatz Junior had already been thinking hard about a possible solution for some time when he travelled to the Brussels World's Fair in 1958. There, he saw sunshades with canopies that were not attached to a pole below, but rather hung on an arch that held up the canopy from above. But what to do when the sun moves? His idea was that he would need to design a way to move the canopy of the sunshade and secure it in various positions.

*“How can we tell that this was the birth of a revolutionary idea? By the many imitators who jumped on the bandwagon to use the innovation.”*

DÖLF GLATZ,  
THIRD-GENERATION UMBRELLA MAKER

### The birth of the free-arm sunshade

By the end of the 1950s, Albert Glatz had accumulated over 30 years of experience in the design of new sunshade solutions. He designed ball-and-socket joints, sunshade stands, sunshades for chairs, small sunshades and much more. All that experience served him well when he started to work on implementing his idea of a decentralised sunshade pole combined with a canopy that could be smoothly tilted to any angle and rotated. After much tinkering and about half a dozen attempts, he finally registered the patent for the PENDALEX® in 1959.

### Far ahead of its time: the PENDALEX®

The new sunshade was presented to the public at trade fairs and exhibitions. But reactions were rather reserved. The message seemed to be: the principle is interesting, but what a shame about its strange appearance. It appeared that people had a very fixed idea about how a sunshade should look, and how it should not look. It was only in the period from the end of the 1970s to the start of the 1990s, when people began to spend more time outside, that this sunshade began to have some success on the market. Today, you can see these practical, aesthetically pleasing free-arm sunshades everywhere, simply because they provide large areas of shade, are easy to use and, most importantly, do not get in the way.

GLATZ currently makes five different free-arm models for private and professional applications. The standard sizes available range from 2.65 to 5 metres in diameter.

**PENDALEX®**

1959

International  
patent registration

1964

Toothed gear  
mechanism

1984

Bayonet lock and  
double safety clamp

**PENDALEX® V+**

1996

Collapsible thanks to  
the V+ joint

**PENDALEX® P+**

2007

Aluminium profiles for  
greater stability in wind



# LARGE SUNSHADES

## Small effort

### Shade without limits

The bigger the sunshade, the bigger the shadow. So far so good. But the larger the canopy gets, the more difficult it is to handle – for instance when opening and closing. For a long time, the size of the canopy was therefore limited by the height of the sunshade. The new invention by GLATZ changed the technology surrounding large sunshades and made it possible to make canopies with completely new dimensions.

### Dölf Glatz has an idea

At the end of the 1960s, the third generation entered the company with Dölf Glatz. He had a business qualification, had completed an apprenticeship as an umbrella maker and had gained experience with several umbrella manufacturers in Europe.

He inherited his passion for design from his father. His idea revolutionised the operation of large sunshades. Thanks to a counter-rotating mechanism, the centre of gravity of the sunshade remained at the same height. This made it possible to open the sunshade over chairs and tables. This is a very important detail, because hardly any restaurateur has the time to put away tables and chairs twice a day in order to open or close the sunshade. A gearbox was also developed. It had a hand crank, which allowed the sunshade to be operated with just a few turns. The first such sunshade model at that time was called PERGULA, but today it is known as PALAZZO®, and it was introduced to the market in 1972.

At the start of the 1990s, the al fresco dining trend was growing. With large sunshades, hoteliers and restaurateurs can make use of outdoor areas for longer and thus generate more sales. Under a sunshade, people are simply more comfortable: not too hot, and also not too cool in the evening thanks to the retained heat or optional built-in radiant heaters.

*“Ingenuity and quality endure. But if you are going to be ahead of your time, you need a lot of patience.”*

DÖLF GLATZ,  
THIRD-GENERATION UMBRELLA MAKER

GLATZ has been consistently improving its large sunshades over the years, for instance with the addition of remote-controlled motorisation. Today, these sunshades, which are often custom-made with a diameter of up to nine metres, are used in public spaces all over the world and particularly in front of restaurants and hotels in the upper price range.



**PERGOLA**

1972

Market launch

1975

Drive with toothed belt and counter-rotating slider and crown

**PALAZZO® S**

1991

Drive crank for spindle in pole with counter-rotating slider and crown

**PALAZZO® Noblesse/Royal**

2013

Crank for toothed belt integrated in the pole for counter-rotating slider and crown (international patents) (for models driven by motor via spindle)



Sechseläuten Platz in Zurich is a well-known central square on which large sunshades were recently installed following a redevelopment. Unfortunately, the sunshades that were initially installed fell victim to the first strong gusts after only one day. Following this experience, help was sought from GLATZ, somewhat sheepishly. The brief was for high-quality sunshades that were sufficiently durable and robust that the wind could not harm them. Today, the square has 15 PALAZZO® Noblesse sunshades in a special size

of 4.20 metres with a round canopy. Suitable ground fastenings were specially developed to make use of the sunken anchors used for the circus that takes place there every year. The sunshades can withstand a maximum wind speed of 90 km/h, which corresponds to a wind strength of 9 to 10, i.e. a severe storm. The sunshades were donated by the Bellevue und Stadelhofen association.

# A place in the sun

**TEXT** *Dominik Neubauer*  
**PHOTOS** *GLATZ archive*

We have been building sunshades for 125 years. We have been protecting people from the sun for 125 years. So it is high time that we take the sunshades down for a moment and pay homage to our central star.



## **Solar energy**

The Earth's fossil fuels are almost laughably finite when compared to the energy provided by the sun: every second, the sun radiates more energy than all of the power stations of the Earth could produce in the next 750,000 years. That is why we have a photovoltaic system on our roof. Our central star provides all living things with the energy they need to live. From the individual plant cell to vitamin D levels in humans, the needs of all of Earth's living things mean that they have one thing in common above all: they are all of the sun.

## **Days of sun**

Everyone wants their place in the sun, and here as elsewhere, it rises and sets every day. If you look in a travel guide, one of the first things you will see is the number of days of sun per month and the average temperature. That is why we tend to go south in the winter and north in the summer. We mainly associate the feeling of sun and heat on the skin with holidays. All that could change soon. Perhaps, a few years from now, we will be travelling to places where the sun tends to shine less. Until then, a sunshade by GLATZ is a great help in the world's most beautiful destinations.



### Sunlight

Alexander the Great is said to have asked Diogenes whether he had a wish. He lived in a barrel, it is said, and certainly did not have a sunshade of his own. "Yes," Diogenes replied, "stand a little out of my sun." Such an answer requires one to be very much at ease with oneself, so it impressed the Macedonian commander greatly. He said: "If I were not Alexander, I wish I were Diogenes."

### Sunburn

Everyone knows that skin does not react well to a large dose of UV radiation. Despite that, most people walk around almost completely uncovered at the beach and at the outdoor pool, and unfortunately, many of them do not use any of our sun protection products. Having brown skin on the first day back at work is a sure sign of a good holiday, but when you ask many a Spaniard how it feels to have amazing weather day after day, they will say: "The sun is our rain."

### Solstice

The calculation of the sun's course was to our ancestors almost what rocket science is to us today. Anyone who imagines the people of the Neolithic Age to be rather intellectually limited should simply take a closer look at the huge stone circles at Salisbury, England, at the time of the solstice. Then they may come to the realisation that Cape Canaveral is nothing more than the new Stonehenge. It is a good thing that most of our sunshades can be easily rotated by 360 degrees.

### Sundown

Anyone who likes to stay on La Gomera in the Canary Islands will be familiar with this: tanned Central Europeans who sit on the beach every day drumming with bongos, their bare hands and other percussion instruments while the sun is setting. Even if you do not usually take part in such archaic rites, you will find that the evening sky by the sea will make a beautiful background for your PC at home. And everyone is different, of course. Sitting under a GLATZ sunshade does not require clapping. Instead, you can show your respect for our power station in the sky by simply popping the sunshade open and closed.

### Solar system

What with Copernicus, Kepler and most recently Galileo, it should be clear that the Earth revolves around the sun and not vice versa. It is worth mentioning that ancient Greeks already understood this. Today, the dimensions of our solar system seem as familiar to us as our own front garden. However, it is still difficult to grasp that a single ray of sunlight travels through space for eight minutes before it lands on one of our sunshades.

### Sunbeds

Have you ever seen a sunshade under a sunbed?

# PANNO



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**TEXT** *Nicole Trinkler-Jander* – **PHOTOS** *Andrea Scavini*

# RAMMA



Anyone who travels regularly at home and abroad will soon notice that GLATZ is well represented around the world, with sunshades in many dream locations. One of those is at Lake Lucerne. The Park Hotel Vitznau is fully committed to our traditional Swiss brand when it comes to shading solutions.

# 360°



## Time to think big

Complete with durable, multifunctional designs, large sunshades by GLATZ – PALAZZO® Style, Royal and Noblesse and the CASTELLO® model – come in 62 standard sizes and over 1,000 special sizes, which is testament to our expertise in sunshades for the hotel and restaurant sector. Customised to fit your outdoor requirements, we make each PALAZZO® and CASTELLO® to measure, with options at five-centimetre intervals. This means we have the widest selection of large sunshades. Anyone who travels regularly at home and abroad will notice that GLATZ is well represented with sunshades in many of the world’s most beautiful locations. They can be found in the Residence & Spa at One&Only Royal Mirage in Dubai, in 7Pines Resort Ibiza, in the Oslo Opera House and in the Park Hotel Vitznau by Lake Lucerne.

*“What convinced us about GLATZ was their high standards when it comes to their safety philosophy – from base to canopy.”*

URS LANGENEGGER, GENERAL MANAGER  
OF THE PARK HOTEL VITZNAU

## Park Hotel Vitznau: kissed by the sun

There is almost nowhere in Switzerland that gets more hours of sun than this idyllic luxury hotel. That makes it all the more important for Urs Langenegger, General Manager of the Park Hotel Vitznau, to be able to offer his discerning guests suitable areas of shade in the hotel’s spacious outdoor area. Be it on the pool deck or on the lakeside terrace, with the SOMBRANO® S+ free-arm sunshades and the ALU TWIST and ALU SMART middle-pole models by GLATZ, he has found the ideal shading solution for his hotel.

## The highest quality to meet the highest expectations

“There are as many sunshades as there are grains of sand on the beach; but there are only a few that meet the requirements of the hotel industry,” says Urs Langenegger, General Manager of the Park Hotel Vitznau. The sunshades he uses outside must be able to withstand severe weather conditions, which places high demands on them in terms of material and manufacturing quality. Design, ease of use and functionality also play an important role. “In addition to longevity, it is also important to us that we can use the sunshades flexibly and that they don’t take up too much space and provide as much shade as possible.”

After a prior analysis of the ground conditions, the sun’s course and the available space, Langenegger and his team consulted with the authorised GLATZ dealer on-site and opted for the flexible ALU TWIST and ALU SMART middle-pole sunshades and the SOMBRANO® S+ free-arm sunshade. This model is currently the only free-arm sunshade on the market whose canopy can be opened automatically using a hand crank and adjusted horizontally. In this way, it is possible to make use of the entire area beneath the sunshade. Other benefits

# VIDEO

include a tilting rod with which the canopy can be tilted on both sides with 18 available angle settings and fixed in the desired location based on the position of the sun. Not to mention the rotary base, which allows the canopy to be turned completely around its own axis using a foot pedal.

*Instead of ground sockets to be secured in concrete, heavy bases were chosen for the free-arm sunshades that can be placed where they are needed.*

## **Comfort that comes with a guarantee**

Free-arm sunshades are more susceptible to wind than middle-pole sunshades. The wind can easily get under the side-mounted canopy and blow it upwards. To ensure the greatest possible level of safety, GLATZ has tested each individual sunshade model in a wind tunnel and has optimised the details in accordance with the result. What is even more important for safety is professional fastening – especially in windy locations such as the Park Hotel Vitznau by Lake Lucerne.

“Instead of ground sockets to be secured in concrete, we chose heavy bases for our free-arm sunshades.”

Depending on the occasion, these can be put where needed while still providing optimal safety.

“If we need more shade, we expand the shaded area using the ALU TWIST and ALU SMART middle-pole sunshades, since these can be put up and down in no time,” says Langenegger. In summary, a perfect shading solution for the Park Hotel Vitznau and an excellent testimonial for GLATZ.



QR code – [www.glatz.ch](http://www.glatz.ch)  
360-degree panoramic view  
Park Hotel Vitznau

EMPLOYEE PORTRAIT

*Liliana Hinder*

*The clothes  
make the  
person*

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TEXT *Nicole Trinkler-Jander* – PHOTOS *Mike Meyer*





**A** company is only creative when it gives employees space to explore their own ideas. Liliana Hinder, or Lilli, is the perfect example of this. After years of self-employment working in her own studio for tailor-made fashion, this highly qualified fashion designer joined the production department at GLATZ a year ago, and she is completely in her element. “Fabric is my life. With it, I make my dreams come true,” she explains excitedly. Quickly she rolls out bales of fabric with her hands, lays them out precisely, edge to edge, and inserts a new bobbin into her sewing machine. The needle dives in and out. And it stabs! So fast the eyes cannot keep up. Again and again. Across many tables. Here a purple thread gets woven in, there a grey one. In just a few minutes, many parts become a whole. A monotone buzzing fills the light-flooded hall. Sometimes the noise level decreases and sometimes increases. Each seamstress keeps her own pace.



*“I don’t care what others think of me. I want to have fun and enjoy life in the fast lane.”*

LILIANA HINDER, FASHION DESIGNER



QR code – [www.glatz.ch](http://www.glatz.ch)  
Go to the YouTube video portrait of Liliana Hinder

Lilli appears to be number one in terms of speed, and not only in sewing. Talking too. “Even if my boss, Franco Corso, says he is satisfied with my work, I’m definitely not. I’m a perfectionist and I can see from a hundred metres away whether the needle went in a millimetre out.” What is more, she not only has an eye for fine detail, she also has a knack for the right proportions. Opera singer Luciano Pavarotti would have a lot to say about that, since she made his shirts to measure. In the run-up to the 125-year anniversary of GLATZ, Lilli reflected on what she could contribute. This lively Brazilian with an Italian passport and a Swiss last name was bursting with ideas. One of them was to make a ball gown out of the sunshade fabric. Corso and the rest of the team loved the idea and gave her the green light for this unusual project.

“What inspired me was the various fabric covers and accessories that go with the sunshades,” says Lilli, walking on her high heels over to the mannequin that is standing in for a model to show off the beautiful dress. Whereas the headgear and long gloves are made of the protective covers for sunshades, the buckle straps are used to support the top. The long skirt is made of sunshade fabrics used in the ALEXO® design classic, and the top is sewn from the covers of the PALAZZO® large sunshade range. The longer you look at the dress, taking in all the different angles, the more you notice the details of what comes from which sunshade model. Lilli lined up hooks from the TEAKWOOD wooden sunshade to make a necklace – quite a departure from their intended use. All in all: incredibly impressive!



← Totally GLATZ:  
the skirt comes from the ALEXO®,  
the top from the PALAZZO® and  
the hooks from the TEAKWOOD.

When asked if she has ever made a sketch in order to create her designs, the fashion designer nudges her big glasses, leans back and then laughs heartily. “I sketch it all in my head. I created the GLATZ dress within a day.” Even when she was a little girl, the bed and table linen at home were not safe. “The first dress I made was made from a tablecloth. Before my mother knew it, I had taken the scissors to the beautiful material,” Lilli says happily, recounting the entertaining anecdote.

*Sketches for her designs? No way.  
Lilli sketches everything in her head.*

And if anyone can be said to be an artist through and through, it is her. After work, Liliana does salsa, sings and plays drums. She often approaches other people, is open to other cultures and countries, and wants to learn and experience new things every day. “Live and let live” – that is her motto. “I don’t care what others think of me. I can’t live without my work. To me, work is life. I want to have fun and enjoy life in the fast lane.” Lilli is aware of her potential. GLATZ is too – and is thrilled to have this great character to provide creative input for the team.



↑ An eye for the smallest details and  
a knack for the right proportions.  
Liliana at her workstation.



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**TEXT** *Sabrina Sailer* – **PHOTOS** *Mike Meyer*

# Switzerland shades the world

**Wherever there's sun, there's shade.  
And great GLATZ service.**

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We cast a shadow over the world. Not in the supervillain sense. In the good sense. GLATZ sunshades are truly international, providing shade in almost every country in the world. Restaurants both large and small rely on our Swiss precision and traditional expertise in sunshade manufacturing. 125 years of craftsmanship, which we live and breathe. Our service partners and dealers can be found almost everywhere. Our goal is to always have someone for customers to consult wherever they are needed. After all, even though GLATZ manufacturing is precise and streamlined, the weather does not play by the same rules. So we want to make sure that if a storm turns out to be worse than expected and ends up damaging a GLATZ sunshade, there will be a specialist dealer nearby to help. Depending on the type of sunshade and the severity of the damage, your local specialist dealer can immediately arrange a repair. What if the damage is too severe or if the sunshade is very different from standard? Then contact our call centre. We will take care of the repair. Even if the sunshade has been in use for many years.



Our service team is always happy to answer repair queries. Use the QR code to see the interactive contact details of all dealers.

## The principle of precise hands

The expertise of a true sunshade expert, combined with Swiss precision. Only this way are GLATZ sunshades made every day. It involves many skilled hands and expert heads. What was once a one-man show has now grown into a family business with around 100 employees working at the company's Swiss site. This is how our sunshade manufacturing traditions have been passed down from generation to generation. We bring shade where there is none. That could be Brazil, New York, Marrakech or Réunion, or even Norway, Sweden or Estonia.



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# 499

tonnes of aluminium are used each year to make sunshades.

# 20869

different combinations are possible from all the sunshades in our standard range. This number is based on the various GLATZ models and their various available sizes and colours.

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# 1740

specialist dealers, importers and hotel industry specialists are near you, all over the world.

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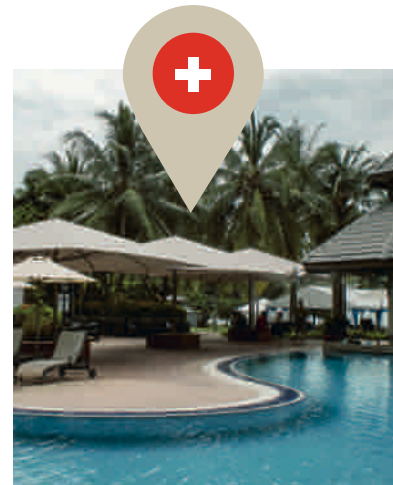
# 19/118

models and size options

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# 7

specialist dealers in countries without rain. Israel, Abu Dhabi, Qatar, Western Sahara, Morocco and the Canary Islands: customers in all of these countries put their trust in us. Without question, the focus here is on constant use in very strong sunlight.



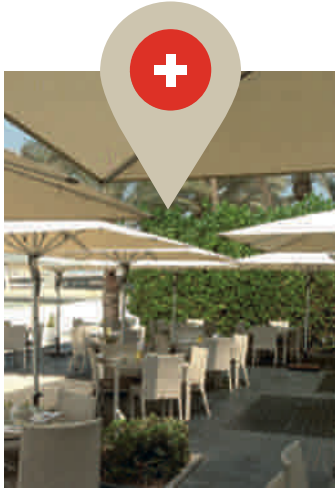
**MALAYSIA, PORT DICKSON**

—  
Thistle Port Dickson Resort

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# 66

countries are home to GLATZ subsidiaries or licensed dealers.



UNITED ARAB EMIRATES,  
DUBAI

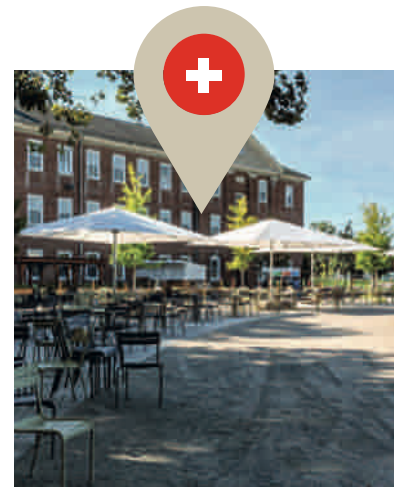
—  
Residence & Spa at  
One&Only Royal Mirage

64

specialist dealers and restaurant sector specialists can be found throughout the Mediterranean region. Shading is a living tradition here: taking a siesta in a shady corner is part of the culture. On-site, we equip hotels, holiday resorts and private resorts with intelligent solutions. Practical, long-lasting, precise.

78

colours are available for  
our sunshades.



US

—  
Governors Island, New York

## The sum of all things: Swiss precision

There is one thing that sets high-quality handmade products apart: they last forever. GLATZ sunshades stand up to years of storms, rain and sun. But sometimes, the weather wins. For those times, our specialist dealers will be there to either do on-the-spot repairs, or to arrange for you to use our repair service based in Switzerland. All of our specialist dealers receive training every year to ensure that they can give you the best-possible advice. Even though GLATZ sunshades are quick to assemble and disassemble, we believe every move in a repair should be perfect. This is what we are careful about when selecting partners. After all, they are who we rely on when wind and weather make repairs necessary. We want you to have your sun protection ready for action as quickly as possible – for whenever you need it.

5

specialist dealers provide their service on the east and west coast of the US – from New York to Colorado to California, GLATZ sunshades are valued by upmarket restaurants and are used on private sun terraces.





A large white patio umbrella stands on a rooftop terrace. The terrace has a dark metal railing and a dark rug. In the background, a city skyline is visible under a hazy sky. The umbrella is the central focus, casting a shadow on the ground.

# Islands of shade in the city

Thoughts on the modern urban lifestyle

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TEXT *Sabrina Sailer* – PHOTOS *Mike Meyer*

At a time characterised by extensive use of individual transport and an average of 505 cars per 1,000 inhabitants in Europe, the city clearly belongs to traffic on wheels. Urban life is above all a space for cars. Cars before everything and everyone else.

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**The city was built for cars. Less thought was given to the people sitting in them.**

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Since the 1950s, entire cities have been completely redesigned to accommodate cars, bringing highways, motorways and multitudes of multi-storey car parks. The city was designed to be a comfortable place for commuters and workers on their way to work. But everyone wanted to get back to the periphery, away from the traffic. The city became just a place to pass through. It had been transformed into something purely functional, just about good enough for working and no more.



What was happening to our cities had already been noticed in 1961. Journalist Jane Jacobs wrote about the death of great American cities – killed by being reduced to how easy they were to drive in and by being ignored as a living space for people. But her provocative piece changed nothing.

Quality of life in the city suffered as a result of this move towards better mobility. People preferred to live in the countryside, and living space became more expensive. The cultural richness of the city declined and its focus shifted to day-to-day essentials. More space for work and traffic, less space for people.

Once a rare question, it is now quite common to ask: How do we keep people in the city? It is a clear goal for city planners, city councils and communities everywhere. Because having people in the city also means a flourishing retail sector, hospitality business and culture. These things make cities attractive for everyone. This may also be the answer to some of the bigger questions of our time: “How can we reduce individual transport to a level that the environment can tolerate?” and “How can we ensure that everyone has an affordable place to live?”

↑ Jane Jacobs: The Death and Life of Great American Cities. Bauwelt Fundamente Volume 4, Ullstein 1961.



**Work, live and play in the city – that is urban life. The hope is that we can achieve it while conserving resources and developing the city sustainably without growth pressure. The urban lifestyle is currently on trend and something we sorely need if we are to shape city growth to accommodate everyone without losing sight of the individual.**



↑ A houseboat with our PENDALEX® sunshade on board.

## A lack of space and shade

The urban lifestyle trend started at the periphery. It started with people who were creating new living space from old factories. It started with pop-up stores that transformed neighbourhoods that were usually empty during the day into hip people magnets with miniature, temporary places to shop. It started with city planners who made a conscious effort to entice people back to inner city areas by creating spaces for pedestrians, children and older people.

In Barcelona, there is a completely car-free zone, even though there is no historical old town area there. The concept of creating spaces for many different kinds of people and many different activities is growing in popularity. Here you can find culture and sports right on the street; you can live, laugh, eat and work in one central place that is for everyone.

Cyclists and pedestrians are not disruptions; they are a normal part of a city in which people live consciously. More sustainable, more conscious, more intensive. That also means resting and relaxing, right in the city. It means enjoying a coffee break in a restaurant – not in a fully air-conditioned space, but outside. It means feeling the heartbeat of the city without later getting stuck in commuter traffic.

Cities made for cars become intolerably hot at the height of summer. Concrete, asphalt, steel and glass make the street a kind of stylish furnace. What is missing is nature and trees, and consequently shade. So what do modern cities with real quality of life do? They work with shade-gaining concepts. They plant trees and areas of greenery to get the excessive heat from the asphalt under control. They integrate islands for relaxation into well-frequented spaces and equip them with artificial and natural shade.

## Urban life on a small scale

Residents are also getting on board. Urban nature islands are being created on unused pieces of land using seed bombs – sometimes officially mandated, sometimes less so. Vertical gardening is turning desolate balconies into green oases that invite you to linger and that delight passers-by. A garden in the centre of town is possible – without the need to leave the house – on a balcony or a roof terrace.

The urban lifestyle is more than a latte to go in the park. It starts on the small scale, in our own homes. It starts with who consumes what. It comes down to the extent to which our own attitudes affect the immediate and non-immediate environment. It comes down to how much of ourselves we invest in our neighbourhood to create a sustainable space for all. Right there in the city. A place to play, live and work. In that order.



→ **Urban lifestyle**

If you want to live the urban way, you need more than just a roof over your head. Culture, art and the grocery shop just around the corner are indispensable. Elements of the city that were once agglomerated and moved out of residential areas for reasons of efficiency are now being brought back in. Sport and the arts right there in the town are also key elements of the urban lifestyle, as are pop-up stores, neighbourhood initiatives and people. They all have a part to play in remaking the city.

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→ **Pop-up store**

There is no urban lifestyle without pop-up stores. These small, out-of-the-box shops stay only for a short time, expanding what is on offer in existing spaces while they are there. The museum becomes a coffee bar, the bookshop becomes a vintage fashion boutique and the empty factory becomes a place to buy regional fair-trade goods. Symbiosis is the magic word when it comes to expanding upon what is available at existing locations with new concepts but without consuming too many additional resources.

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→ **Urban gardening**

Urban gardening can go far beyond allotments and geraniums on the balcony. It can take the form of community gardens on unused land that are available to everyone. It can also take the form of maximum-efficiency roof gardens and vertical installations for the local production of food. This approach uses existing space on and at high-rise buildings sustainably. It is all about reclaiming nature as part of city life, whether in big things or small.

# What will the future bring




In its long history, GLATZ has seen many trends come and go, and has in many cases started them. Our experience has taught us to distinguish between a lasting trend and a short-term fad. And we always listen carefully to what our customers have to say.



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TEXT *Carsten Blatt, Dominik Neubauer* – PHOTOS *Mike Meyer*

Ergonomics, UV radiation, electrical controls, sustainability, disposal, connectivity, customisation, photovoltaics, material thicknesses, ease of use, networking, weather resistance, mounting solutions, remote controls, wind tunnel tests, water column tests, lightfastness, lighting, smartphones, weather forecasts, intelligent textiles ...



**A flying sunshade with continuously adjustable UV protection that always floats to exactly where you need it? A fully automated sunshade that opens and closes automatically, and aligns itself to the position of the sun? A sunshade that changes colour to match the selected music? A self-propelled sunshade stand controlled by smartphone? Sounds exciting, right? Of course, the major trends of our time are bigger than the very unique vision of a single sunshade manufacturer. They affect us all. What we are currently interested in is climate change, environmental protection and the Internet of Things, which means web-based communication between products.**

**“We need to ask ourselves how we will create shade in the twenty-first century without actually contributing to hotter summers.”**

MARKUS GLATZ,  
FOURTH-GENERATION SUNSHADE  
MANUFACTURER



## **Shelter in stormy times**

Climate change is a fact. What is more, it will not change if politicians use questionable arguments to try to divert attention from the fact that it is a product of our civilisation, which is to say a product of global industry and our emissions. Hot summers and violent storms are the consequences that affect us directly as sunshade manufacturers. The safety of our sunshades is incredibly important to us because we take our responsibility for the safety of the people who enjoy the summer using our products very seriously. That is why we test every one of our sunshades in a wind tunnel. It is also why we endeavour to build and secure large umbrellas in particular in such a way that they do not take on a life of their own in strong gusts.



**“We employ new technologies precisely where they bring added value to our customers.”**

MICHAEL BURG AUER,  
HEAD OF PRODUCT MANAGEMENT

## **Economy plus ecology equals environmental protection**

Climate change requires production methods that conserve as much of our natural resources as possible. In summer, the solar energy installation on the roof of our production hall provides 80 per cent of the energy required for production. This is one of the most visible ways in which we are trying to be more environmentally friendly in our production, but it is only a small part of what we are doing. We are also trying to make transport routes as short as possible, so we are sourcing our materials from neighbouring countries. But it is in development where the biggest and, in our view, most important difference can be made in terms of the environment. State-of-the-art computer simulations now make it possible for us to optimise material thicknesses so that we can ensure that our sunshades remain extremely robust while using the smallest possible amount of resources. This saves a great deal of money and helps protect the environment. We also see this as a way to fight against planned obsolescence. Many manufacturers deliberately design everyday objects to wear out with normal use so that demand for their products is kept artificially high. But our sunshades are built to last and bring our customers happiness for a very long time. The fabrics used in the canopies have a high level of lightfastness, so that our sunshades only start to show their age after many years. In addition, the service we provide ensures that the individual components of a sunshade, such as the struts and the covering, can be replaced without fuss.

## **Sunshade 4.0**

The Internet of Things will revolutionise many everyday products. There is already a great deal of hype about networking household appliances. Soon, you will be able to ask the fridge about its contents while on the go. Furthermore, being able to control domestic heating via a smartphone is already almost a standard feature in any new apartment. What all this means for sunshades remains to be seen. But if a sunshade already has a remote-controlled motor, controlling it with a smartphone will not be rocket science. This is all we will reveal for now. In any case, there is one thing our customers should bear in mind: not everything that can be done is worth doing. We really value the fact that a sunshade requires very few or no instructions. A coherent concept, ease of use, an attractive design, high-quality materials and great workmanship will always be more important to us than a long list of technical features. In that respect, we are and remain typically Swiss.



## IMPRINT

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