



AMERICA'S FINEST UMBRELLAS SINCE 1947

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## SPRING HAS SPRUNG AT SHEDRAIN®

~ *ShedRain celebrates turning 60 with fresh new lines of umbrellas and raingear* ~

PORTLAND, OR, January 10, 2007 – ShedRain® -- the nation's leading umbrella and raingear manufacturer – has now officially been in the umbrella business 60 years. To celebrate its years of service, ShedRain® is launching one of the most innovative product lines in the company's history. The spring 2007 line offers a variety of new products including the ground-breaking *Walk Safe* safety umbrella, *WeatherTrek™* compact umbrellas, *Modern Mini* umbrellas, the *Modern Classic* umbrella and the freshest fashion umbrellas in a plethora of colors and patterns. Rounding out the new arrivals is the new *ShedRain Sport Rain Suit* – perfect for all those spring golf outings.

“Turning 60 means we are seasoned veterans in this industry,” said Jeff Blauer, executive vice president, business development for ShedRain®. “Through the years we've consistently provided a quality product that's fashionable and backed by ShedRain®'s exceptional reputation for integrity and outstanding customer service. We're proud to present our new spring product line, as it is one of the best to date.”

*ShedRain® spring standouts include:*

The *Walk Safe* umbrella was developed in response to the death of Sara Cogan, a Portland resident and personal friend of ShedRain® owners, the Blauer family. Ms. Cogan was struck and killed by an automobile in a pedestrian-oriented neighborhood. The new *Walk Safe* umbrella features a reflective pedestrian crossing caution symbol on its “safety yellow” canopy and has reflective binding around the canopy's edge. By pointing the opened umbrella at approaching motorists, pedestrians can deliver an important message, “I'm here.” Adding to the safety elements of this product, the umbrella provides four clear, see-through panels to assist with visibility. “It's a new way for pedestrians to take safety into their own hands,” said Blauer. This product will be available for consumer purchase beginning March 1, 2007.

*WeatherTrek™* by ShedRain® is designed for the outdoor enthusiast and the savvy consumer, who appreciate technological advancements – and its applications to everyday products. *WeatherTrek™* umbrellas combine new, state-of-the-art fiberglass frame construction with the attractive lightness of siliconized and rip-stop nylon. The combination makes the conventional umbrella extremely durable, lightweight and very easy to hold. Colors include black, Atlantic blue, wasabi, mesa orange, charcoal and flame red.

The *Modern Minis* are the latest in compact umbrellas. “These umbrellas are so small that they fit anywhere,” added Blauer. These mini umbrellas are less than 11 inches in length and 1 ½ inches thick. Their sleek design (smoky chromed-finished handles) coupled with their light-weight and super-strong frames make these a must-have for consumers on the go. Colors include: black, navy, hunter, red, charcoal, cargo and plum.

The *Modern Classic umbrella* features an elegant curved-wood handle, rarely offered in a compact umbrella. With an automatic open and close feature, this classic-styled umbrella provides a 48-inch arc of coverage and

- more -

## S H E D R A I N   C O R P O R A T I O N

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ShedRain® spring / Page 2

when closed is only 12 inches in length. Colors include black, navy, charcoal and hunter. This product will be available for consumer purchase beginning March 1, 2007.

The *Sport Rain Suit* is stylish, unisex and includes a convertible jacket and coordinating pants that fit conveniently over a golfer's clothing – providing the ultimate protection from wind and rain. This new suit features a 100 percent waterproof, nylon shell with taped seams and a mesh lining for breath-ability. The jacket also offers removable sleeves, a versatile hood with visor and drawstring cords that fold into the neck lining for quick storage as well as internal and external pockets. The pants provide multiple pockets (security-, internal small items-, back hip zippered- and pass-through pockets) for storage and accessibility to clothing underneath. Colors include black, navy and hunter.

Last, but not least, the ShedRain® spring fashion umbrellas come in a variety of bright-colored hues and patterns and feature unique accents such as clear “retro” button closures. Sure to be a winner is the patriotic *Independence* pattern, which offers a blue background with white polka-dots and a red and white striped border.

For additional information, product samples or images, please contact Angela Fisher (404-819-4917, [abrfisher@comcast.net](mailto:abrfisher@comcast.net)) or Kirstin Kendall (800-722-RAIN, [kirstink@shedrain.com](mailto:kirstink@shedrain.com)).

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#### **About ShedRain**

ShedRain®, a third-generation, family-owned company, is entering its 61<sup>th</sup> year as the leading expert in the umbrella and raingear industry. Founded in 1947 by the Blauer and the Liebreich families, ShedRain today boasts the best distribution in the umbrella industry. With customers such as Nordstrom, Neiman Marcus, Marshall Field's, Dillard's, Bloomingdale's and Macy's, ShedRain makes private label brands for some of the nation's largest retailers such as Brookstone, Eddie Bauer, Banana Republic, L.L.Bean, Timberland and GAP. Headquartered in Portland, Oregon (the rainy Northwest), ShedRain also has a Fifth Avenue showroom in New York, product development and quality assurance offices throughout Asia and a comprehensive online presence at [www.shedrain.com](http://www.shedrain.com). ShedRain offers a lifetime warranty on all its umbrellas and leads the industry with its innovation, style and service. ShedRain has received numerous awards and accolades from retailers such as Marshall Field's for the highest award in shipping excellence, *Consumer Reports* for best umbrella, *Dateline/NBC* for best waterproof fabric, *New York Magazine* for “Best Bets” umbrella and *The Wall Street Journal* for top wind umbrella – to name a few. After a two year mission to find the premier umbrella manufacturer for quality, innovation and styling, The Weather Channel® selected ShedRain as their exclusive umbrella and raingear supplier.

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