



How much profit do you get from parasols?

Find out with our parasol coach



FOREWORD



It seems as if parasols never changed for thousands of years: a stick with a little canopy. But nothing is further from the truth!

Although we continue to produce our handmade parasols with an eye for traditional quality, our parasols have dramatically evolved in the last few years. Of course, they still do what you expect from parasols: they protect you against the sun, UV rays and even the rain. But parasols are so much more.

Well-chosen parasols are a statement. They exude your business' identity and represent a landmark for customers. And once those customers are sitting on your terrace, parasols create ambience and offer shelter. They protect your guests against bright sunshine and drizzling rain,

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Each terrace is different.
That's why it's so
important to choose
the right parasol.

increase the surface area where guests can eat and drink, and will keep guests on the terrace longer if equipped with lighting and heating. In this way, you will soon recover more than their cost. Parasols are the ideal investment for a professional catering sector terrace.

However, each terrace is different. That's why it's so important to choose the right parasol. In this magazine we take you with us on several trips. A trip to sunny holiday destinations and to see international design, but also to look at outdoor textile, care facilities, and advertising parasols. Along the way, the parasol coach will explain to you why no two parasols are the same.

Pierre Christiaens,
Parasolcoach & CEO
Symo Parasols

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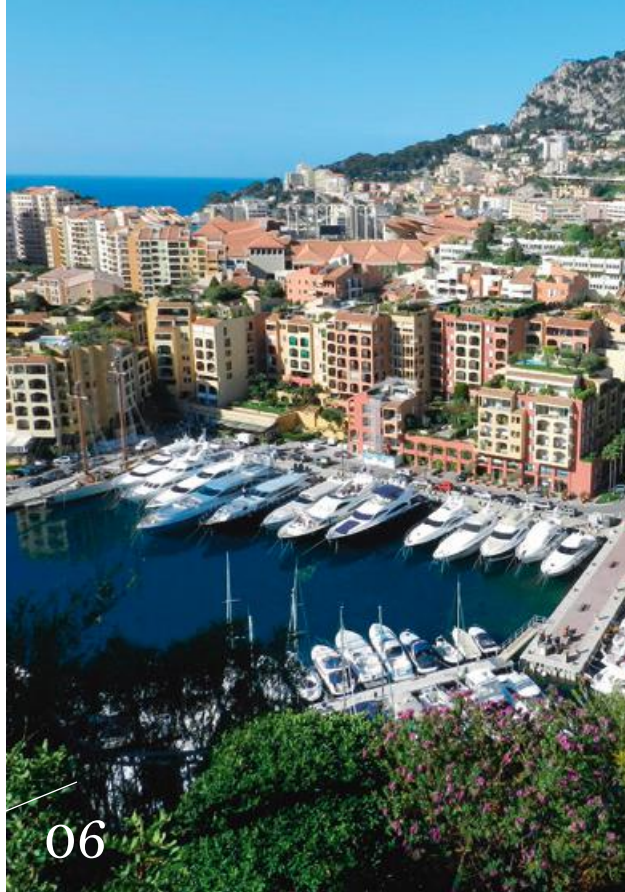
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Colofon

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Cruising along the **Côte d'Azur**



A deep-blue sea, endless beaches and picturesque little ports. For many centuries, the Côte d'Azur has enchanted artists, tourists and millionaires. We offer a few tips and highlights for this well-loved holiday destination.

Who doesn't dream of a holiday on endless beaches along a deep-blue sea? Of enjoying the fabulous weather and a magnificent view from under a beautiful parasol. The Côte D'Azur has had great pull on holidaymakers for a long time now.

Once, everyone called this glamorous stretch of coast on the Mediterranean the "French Riviera". In 1888, writer Stéphen Liégeard called it the "Côte d'Azur" and the name stuck. One look at the azure blue sea and you understand why.

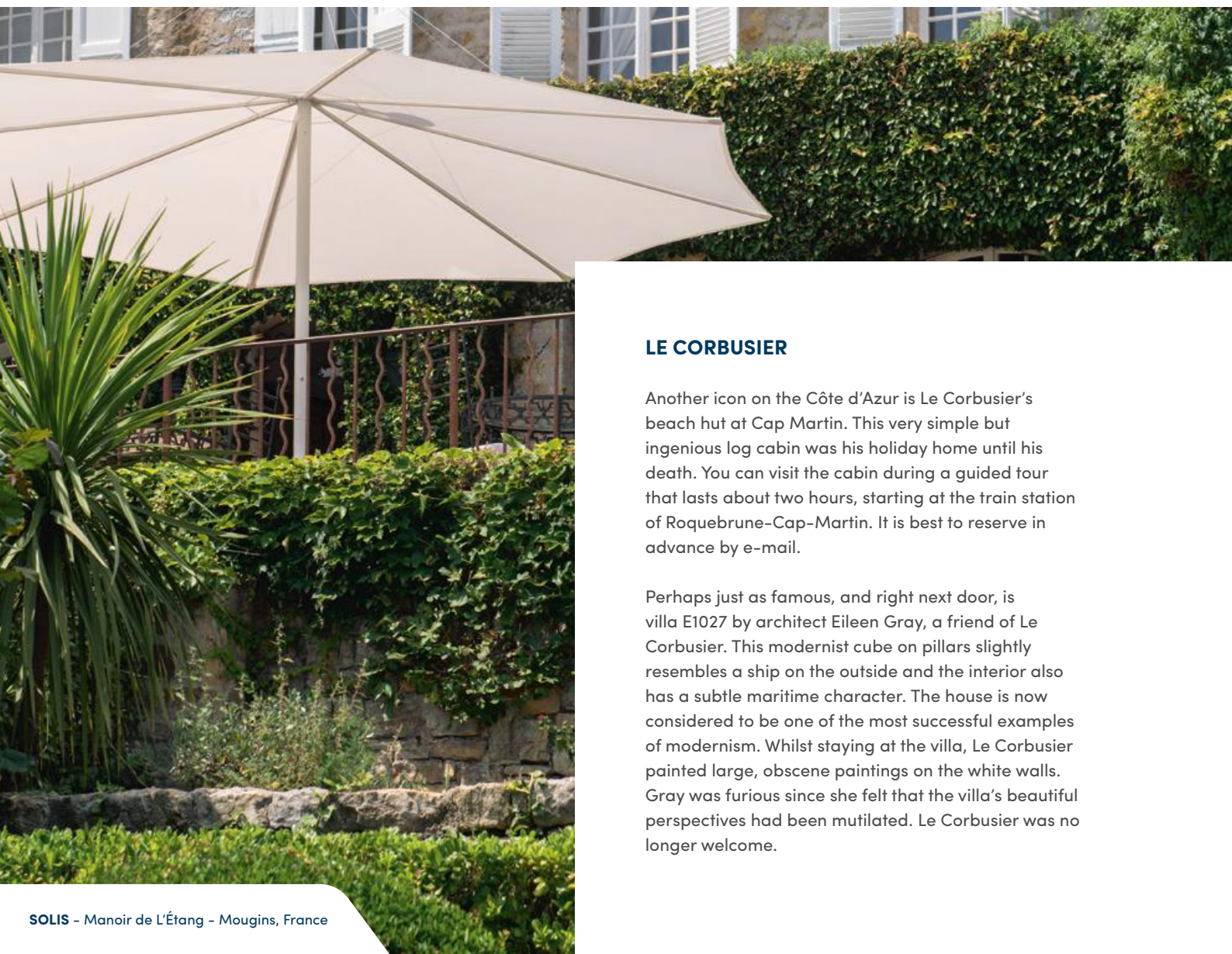
For a long time, the Côte d'Azur was known as a holiday destination for the well-to-do. Although cities such as St-Tropez and Monaco still boast the flashy cars and impressive yachts of the jet set, in recent years you could also find visitors on a lower budget. Contemporary alternatives such as Airbnb and booking.com offer affordable alternatives even in the high season.

Whatever you call it, the coast that stretches from St-Tropez to the Franco-Italian border is one of the world's most beautiful holiday destinations, full of gorgeous beaches, luxury hotels, museums, restaurants, design bars, belle-époque villas, headlands with meandering coastal paths, and spectacular hill-top villages. Together, they make the Côte d'Azur one of the most iconic regions of Europe.

NICE

Nice, the capital of the department, is a good place to start a visit. In the 19th and early 20th century, this former Italian city was very popular with wealthy Brits. Whilst the rest of Europe shivered during the wet and cold winters, they enjoyed the fair weather and the many social activities there. The 5-km-long seafront where they liked to strut, and which was funded by British expats in 1822, is appropriately called the Promenade des Anglais.

The old city of Nice is an atmospheric maze of small alleys between old town houses with high shutters and attractive restaurants. Getting lost here for a few hours is definitely a highlight. The lay-out has barely changed since 1700 and is now full of delis, restaurants, boutiques and bars, but its heart remains cours Saleya: a big, bustling market square. The market is perfect for fresh produce and foodie souvenirs, whilst the flower market deserves a visit merely because of all the colours and smells.



LE CORBUSIER

Another icon on the Côte d'Azur is Le Corbusier's beach hut at Cap Martin. This very simple but ingenious log cabin was his holiday home until his death. You can visit the cabin during a guided tour that lasts about two hours, starting at the train station of Roquebrune-Cap-Martin. It is best to reserve in advance by e-mail.

Perhaps just as famous, and right next door, is villa E1027 by architect Eileen Gray, a friend of Le Corbusier. This modernist cube on pillars slightly resembles a ship on the outside and the interior also has a subtle maritime character. The house is now considered to be one of the most successful examples of modernism. Whilst staying at the villa, Le Corbusier painted large, obscene paintings on the white walls. Gray was furious since she felt that the villa's beautiful perspectives had been mutilated. Le Corbusier was no longer welcome.



FLAMBOYANT PINK

Another remarkable villa on the Côte d'Azur is Villa Ephrussi de Rothschild, near Saint-Jean-Cap-Ferrat. This belle-époque villa was built by Béatrice Ephrussi de Rothschild. The baroness loved the colour pink and had a rather flamboyant style, which you can definitely see everywhere in and around the villa. Not only the building is worth the trip; the baroness was an ardent art collector and filled the villa with paintings by Fragonard, Louis XVI furniture and Sèvres porcelain. From the balcony you look out onto nine, beautiful, themed gardens and dancing fountains. In spring, the Spanish, Japanese, Florentine, stone, cactus, rose and French gardens are beautiful to stroll in – the view of the sea is magnificent, and the fountains 'dance' to classical music every 20 minutes.

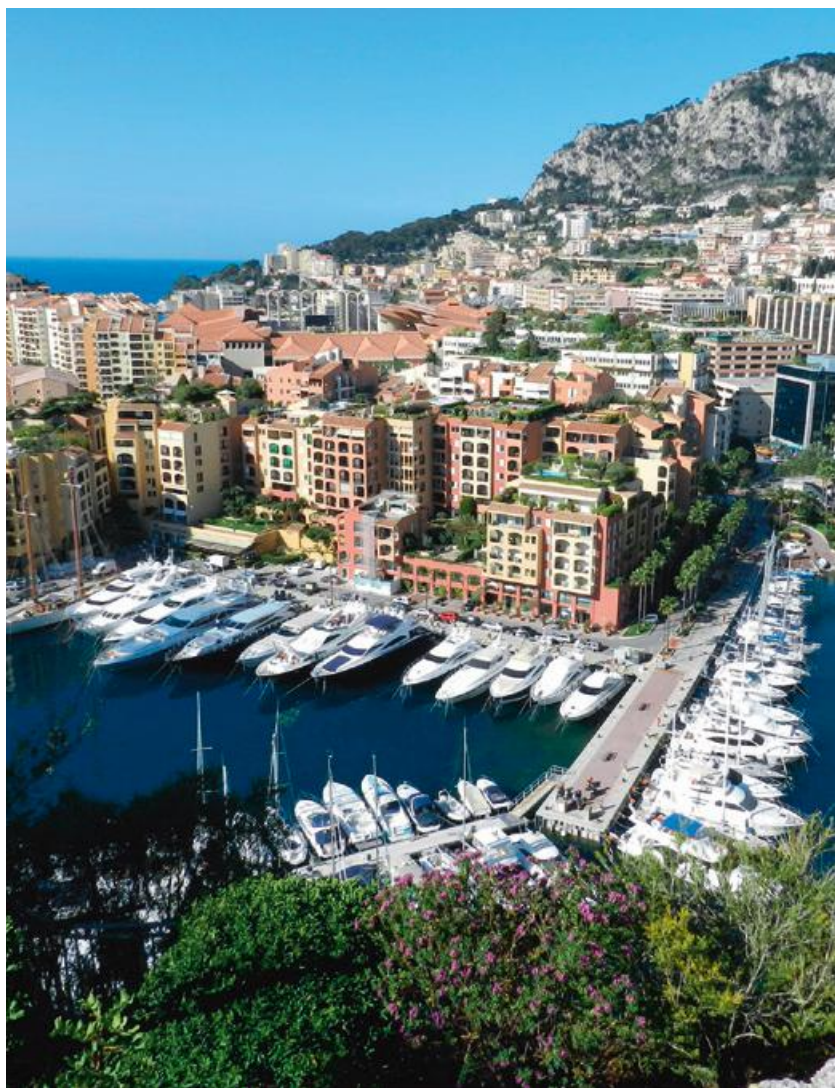


FROU FROU - Club les Palmiers - St-Tropez, France

EXCESSES IN SAINT-TROPEZ

Of course, the symbol for the glamorous life on the Côte d'Azur is Saint-Tropez. Since Brigitte Bardot was magnificent there in the movie "Et Dieu Créa la Femme", the previously quiet fishing village has changed into a bustling meeting place for the beau monde. In the old port, masses of tourists come to marvel at the millionaire's enormous yachts. In summer, every day over 60,000 tourists overrun the city that only has a population of just over 6000.

If you want to experience the famous picturesque beauty of 'Saint-Trop' it's better to come in the low season when most of the restaurants are closed and the little fishing boats dominate the port once again. Enjoy the people playing pétanque on the delightful square Lices or stroll through the authentic quarter of La Ponche. The Tropicézienne cake – a local calorie bomb – is also famous!



POSH MONACO

Are you impressed by the decadence in the port of Saint-Tropez? You will also be surrounded by luxury and ostentation in the microstate of Monaco. This tax haven it attracts the superrich and even has its own Formula One Grand Prix that roars through the streets once a year.

The highlights of Monaco are the Palace, the Monte Carlo Casino and the marina where the most expensive yachts lie gleaming. Spanning just 200 hectares, Monaco is bursting at the seams. High-rise hotels and apartment buildings stick to the rocks like an explosion of building blocks around a very confusing street layout where you will see more luxury sports cars than pedestrians.

More peaceful than the hustle and bustle of Monte Carlo is the rock to the south of the port where the royal palace stands and the old city charms visitors.

PICASSO

After Saint-Tropez, Cannes and Monaco, Antibes is the most visited town on the Côte d'Azur. It provides a great view of the beautiful beaches and old town at sea. Little streets and squares cross the Provencal market and baroque cathedral. You will also find many artisanal boutiques and cosy restaurants and cafés. Like in many French towns, you can still walk along the ramparts that were built by Vauban in the 17th century.

And be sure to visit the Picasso Museum in Château Grimaldi, built on the remains of the old Greek city of Antipolis. You can enjoy some two hundred works by the famous cubist who lived in the castle for a while. Antibes also stole the heart of many other writers and artists such as Graham Greene, Chagall, Monet, Renoir and Max Ernst. The little cobbled streets full of flowers and the port full of boats still give the town its enchanting beauty.





MEDIAEVAL MAGIC

Between Nice and Saint-Tropez, the picturesque village of Èze lies perched on the hill like an eagle's nest. At 429 m above sea level, there is a fabulous 360° view over the bay and the Mediterranean. Little mountain roads meander between the belle époque villas, maritime pine forests and botanic gardens.

The famous philosopher Friedrich Nietzsche wrote his famous work "Also sprach Zarathustra" here. His memory lives on in the small meandering path named after him that connects the village centre to the coast. In summer Èze can get fairly busy, when herds of tourists, artists and craftsmen overrun this picturesque little village.

RECIPE FOR TROPÉZIENNE CAKE

INGREDIENTS

For the dough:

300 g flour
125 ml luke-warm milk
75 g butter
50 g sugar
1 egg
1 egg yolk
2 tbsp orange flower water
1 tsp fresh yeast
1 tsp salt
white candy sugar (fine)

For the filling:

4 dl milk
200 g sugar
2 eggs
1 egg yolk
60 g cornflour
200 g butter
2 tbsp orange flower water
13 cl whipping cream

INSTRUCTIONS

Dissolve the yeast in a little of the luke-warm milk. Mix the flour, salt and sugar together in a large bowl. Add the yeast, the rest of the milk, the butter, the orange flower water and the egg and knead everything until it is a supple ball of dough. Cover the bowl with a tea towel and leave it for 2 hours. Grease a springform pan and divide the dough evenly over the bottom. Leave to rise for another 30 minutes.

Preheat the oven to 180 degrees. Brush the top of the dough with the beaten egg yolk, sprinkle with the finely chopped candy sugar and bake the cake for 20 minutes.

In the meantime, prepare the filling by lightly beating the eggs in a large bowl with half of the sugar and the cornflour. Heat the milk (until almost boiling) together with the rest of the sugar and the orange flower water. Mix the milk mixture through the egg mixture, pour it all back into the pan and warm it on a low heat (do not let it boil!). Then mix in half the butter. Leave to cool and then add the rest of the butter (at room temperature). Mix everything thoroughly with a fork to form a smooth cream.

Whip the whipping cream with a mixer until it forms peaks, then carefully fold it through the cream you made previously. Slice the cooled cake in two horizontally to obtain two, even round disks. Spread the cream onto the bottom half. Place the top half on top and leave the Tropézienne cake to set in the refrigerator for at least an hour.







In search of ideal **TERRACE FOOD**

Fine weather draws us outside. And a delicious meal on a cosy terrace is certainly part of the attraction. But not all food is convenient for serving outside. After all, the bigger the dish, the harder it falls. What should you be aware of when serving food on a terrace?



7 TIPS FOR IDEAL TERRACE FOOD

1 **SIMPLE DISHES WIN**

Beautifully stacked food and complexly dressed plates look fabulous, but the further you have to carry the plate, the greater the risk of the stack falling over. Or worse still: blowing away. So keep your terrace plates simple. Preparation is faster and they will arrive at the table still nice and hot. Terrace tables are often smaller than indoor tables. Take that into account when choosing your plates and the number of additional garnishes, dishes and sauces.

2 **WATCH OUT FOR FOOD COOLING DOWN**

Speaking of heat: as a result of temperature differences, and the wind, hot dishes will cool down faster on the terrace. So it's best to warm the plates or if possible serve your meals about 10 degrees hotter than you would inside. Compact food stays hot longer than loose items or flat food such as pizza.





3 DON'T GIVE THE WIND A CHANCE

Just like napkins, individual lettuce leaves get blown away easily by the wind. Avoid too many individual elements or place them in a deeper plate or bowl which will keep things safer. This also facilitates walking from the kitchen to the table.

5 CLASSICS ALWAYS DO WELL

Many terrace guests want to eat something fast and don't want to spend a long time making a choice. They are often happy to find well-known dishes on your menu. So make sure you have a number of classics such as vol-au-vent, cheese croquettes, spaghetti or soup. These well-known dishes are classics for a reason. Your terrace guests enjoy eating them and they are easy to serve since you can do most of the preparation before it even gets busy.

4 SPEED THANKS TO PREPARATION

Even more so than inside, you will experience many sudden busy periods on a terrace. And you have to react to them quickly. Opting for simplicity here, too, can help. Prepare as much as possible in advance. With a good mis-en-place you are always prepared for a sudden influx of customers on your terrace.

6 OFFER HEALTHY FOOD

Eating outside often makes people more health conscious. So be sure to offer a few healthy and nutritious dishes. Salads, soups or a vegetarian dish are popular choices. But don't overdo it. Many terrace visitors want to eat something tasty without analysing it too much or considering too many ethical issues. Good quality comfort food is on the rise. This includes home-made pies, culinary hotdogs, or surprising burgers.



7 PROVIDE SOCIAL PROOF

The best advertising comes from your customers. If you ensure that your food has that additional X factor, it will get onto social media faster. No better publicity than a colourful photo of your attractive dishes on Instagram. So give your dishes that extra wow-factor whenever possible, and ensure that your customers quickly find the right hashtags to promote your business on social media.







From KNOTTED CHAIR to **GEISHA**

Top designer Marcel Wanders on design,
organised inspiration and the role surprise plays.



Symo stands for quality and remarkable design. Parasols that not only withstand the elements, but also lend a striking wow-feeling to terraces. Well thought-out design that gives an individual touch to a catering business and thus attracts passers-by.

It was no coincidence that we knocked on the door of Dutch top designer Marcel Wanders. His designs show a sincere interest in the way people deal with objects. This translates into a natural playfulness that attracts people in a surprising way.

Marcel Wanders is known for his unique designs and vision, which is why the New York Times called him the 'Lady Gaga of design'. He made international headlines with his knotted chair and

his work has been exhibited or is permanently on display at major art and design institutions, such as the MoMA (USA), Centre Pompidou (FR), and Stedelijk Museum in Amsterdam (NL). The American magazine BusinessWeek included Wanders in its list of "50 Stars of Europe" in 2002.

At the Salone del Mobile 2018 we unveiled the beautiful "Geisha", a unique parasol designed by Marcel Wanders for Symo. Time for a talk in the intimacy of shade.

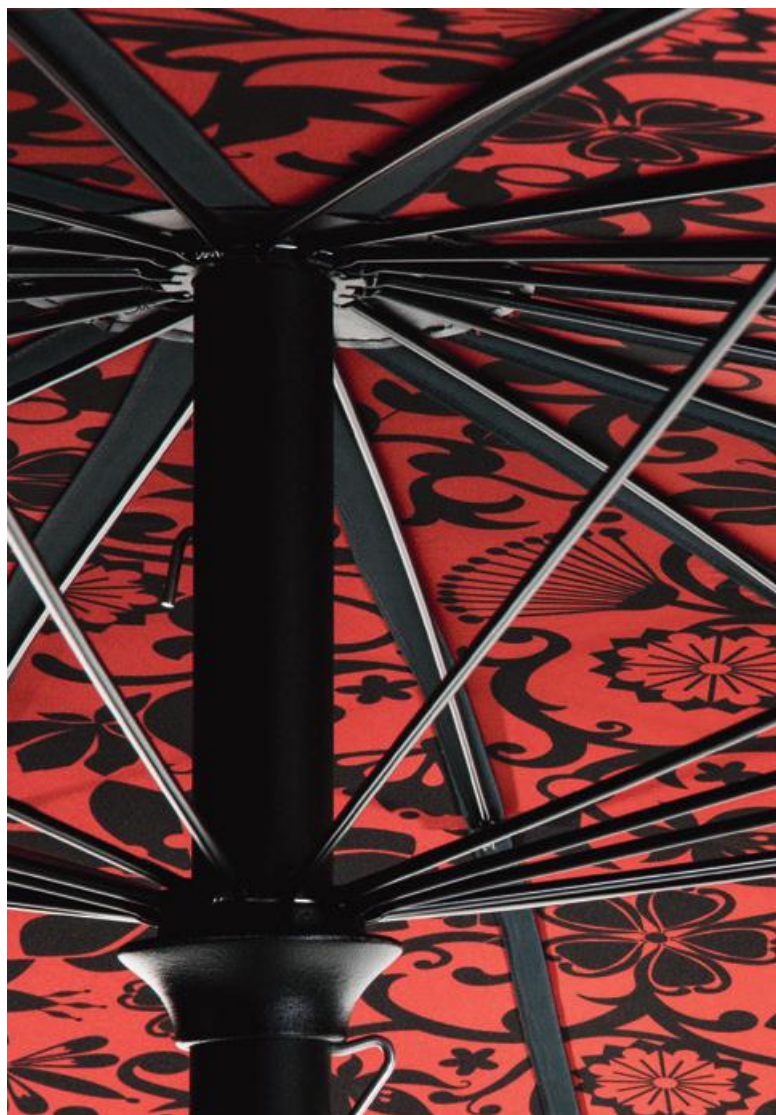


Why did you design a parasol? You seem to be the only top designer to have tackled this specific product until now.

Marcel Wanders: The project came about because Symo often chooses to partner with designers who can bring a particular design aesthetic and philosophy to their products. I liked the idea of introducing the world to a new kind of parasol design. I believe our work in the hospitality sector, as well as the fact that Symo is a brand known for its quality and service, makes it a good fit for us. The concept we developed reflects the modest, yet alluring mystique of Geishas.

How do you start designing? Do you have a kind of 'creative process' to design a specific product?

Marcel Wanders: I have a creative process that can be described as organised inspiration. It is a balance between sketching, crafting, researching and day dreaming. It is a fluid process that involves collaborating and sharing ideas, that starts with thinking about people and how they use an object. How will they position their body? When will they use the product? What mood can we create for them? Throughout the process we strive to replace the coldness of industry with humanity, while uplifting the human spirit. As parasols not only protect from the sun, but also create privacy, it was an opportunity for us to design something that shields people while connecting them to a fascinating and often misunderstood culture.





GEISHA

How does the Geisha parasol fit into the totality of your work?

Marcel Wanders: The link can be made that the Geisha parasol is much like other pieces of furniture in that it is rich in both form and function. Our process included working with new materials, as we often do, and the red fabric of the parasol gives the umbrella a modest, almost shy, and coy appearance. However, as with many things we create, it is the attention to detail that creates our signature surprise moments. In addition to the black bow on top, the parasol reveals a hidden garden inside its private space. Our goal was to find the right material that looks and feels delicate but is durable enough to withstand the elements.

Do you look at parasols differently since having designed one?

Marcel Wanders: When I look at

parasols now, I can relive the process of designing the Geisha in my mind and connect with the joy of the people resting comfortably in style under one.

Are there products you would never (re-)design?

Marcel Wanders: I don't think there is anything I would not redesign. Much of what we see in the world is an improvement of an original concept. The designer's new thinking and combination of existing materials and shapes is what creates the new. I am open to designing anything.

You are a busy bee, what projects are you working on now?

Marcel Wanders: Most recently, we finished the hotel Mondrian Doha in Qatar. The anchor of the design is the essence of One Thousand and One Nights, the collection of Middle Eastern folk tales and stories. In

staying true to our design values and the Mondrian ethos, this hotel has been created to be a fantasy-like environment. It is a multi-layered sensory experience that inspires guests to create their own collection of stories within the surprising and eye-catching facets, levels and layers. We also recently returned from Salone del Mobile 2018, where we launched a varied collection of products that included home fragrances with Alessi, bathroom designs for Laufen and furniture in partnership with Roche Bobois and Natuzzi. And, of course, we introduced Geisha – an outdoor umbrella capturing the spirit of demure entertainment.







HANDMADE

HANDMADE IN BELGIUM

Handmade products are more popular than ever. Quality and craftsmanship are valued in a world full of mass production. Symo has been awarded the Handmade in Belgium label as a result of its years of know-how in making quality parasols.



Authentic, handmade products are more popular than ever. In an era of digitisation and far-reaching automation, 'handmade' is back with a vengeance. Traditionally made products still guarantee quality and craftsmanship in a world that is flooded with mass production product, of a quality that may be inferior.

Symo Parasols has always focussed on mastering craftsmanship and the traditional techniques to make parasols. Our parasols are made by hand at our production workshop in Bruges

where we strive for perfection as is so typical of craftsmen. From the parasol pole to the smallest stitch in the canopy: everything is finished with care and skill to create a premium product.

Consequently, Symo Parasols was awarded the HIB label. Handmade in Belgium is an authenticity label that is awarded only to the makers of authentic and traditional quality products. It focuses on modern and traditional

craftsmen or women and is therefore a sought-after quality label.

We believe in a sustainable society in which we reduce the footprint on our planet by producing less but of better quality. As craftsmen we only produce on demand for our customers. In this

way we keep waste to a minimum and our products do not travel around the world in search of a market.

Symo Parasols was endorsed by the Belgian government as a

"Recognised Craft", an additional recognition of the authentic nature of our activity, the manual aspect of the work, and our years of know-how in making quality parasols. We are also very proud of our recognition as 'Maestro dell'Artigianato'. CEO Pierre Christiaens was awarded this prestigious honorary title as 'Master Craftsman' of the city of Rome in appreciation of preserving the old craft of parasol maker.

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Precise and skilful finishing of every detail makes for a premium product.



Who is symo?

- Parasol experts since 1932.
- 87 years of expertise.
- Over 1,000,000 umbrellas and parasols delivered.
- With 19 international design awards, we are the most internationally acknowledged parasol brand.
- Export to more than 50 countries worldwide.
- 3.000 m² manufacturing workshop.
- Product development, design & production.





Les Niouzz
DU LUNDI AU VENDREDI
18-50

LES NIOUZZ BE

CLOTHES MAKETH THE PARASOL

No two parasols are the same. Although they might look the same from a distance, they can be very different. For example, the fabric that the parasol canopy is made of, is really important to the quality and comfort. So, what makes that big difference between canopies? In search of answers, we visited Dickson in Wasquehal (FR), global leader in high-quality outdoor textiles.

LET THE SUN SHINE

Some colours such as black and red are known for fading fast. Leave a red item in the sun and you will see it starting to fade after just a few days. But what about a parasol? Isn't that always out in the sun?

The secret of a good colour-fast fabric is the way that it is dyed. Has only the outside of the fabric simply passed through the dye, or is the fibre dyed through and through? Compare it to a radish and a carrot. A radish is white with a thin red skin. A carrot, on the other hand, is orange all the way through. A slice of carrot is also completely orange. If you want a textile that can withstand the sun's rays, opt for the carrot: not just a thin coat that wears off or fades in the sun but fibres dyed to their very core.



WHO IS DICKSON?

Dickson was founded in 1836, and has achieved drastic innovations to textiles for almost 200 years. The company commercialises products for the biggest names in the world of design, architecture and awnings under the brand names DICKSON® and SUNBRELLA®. Specifically for demanding outdoor applications such as parasols, Dickson developed the Sunacryl® fibre, an acrylic fibre that is solution-dyed during the manufacturing process with exceptionally long-lasting colour-fastness, resistance to wear and tear and the most inclement weather conditions.



The textile for Symo parasols is primarily made from acrylic. Dickson weaves the solution-dyed acrylic into sturdy fabrics on modern machines. This yields an enormous difference in quality with fabrics that are dyed after weaving. That's why Symo can give its famous 10-year colour guarantee on the canopy which is exceptional in the world of parasols. However, since we use the best quality textile, we are certain that after 10 years our parasols will still have the perfect colour. Even after standing out in the blazing sunlight at a Dubai hotel.

WATER AND UV RESISTANT

A quality parasol will also protect you from the rain. In that way, customers can keep sitting outside even during a shower. Thanks to the tight weave of the fibres and a protective coat of Cleangard® the rain will run off the parasol instead of leaking through it. If you have gutters between the parasols, the entire terrace can be kept dry.

Another big advantage of acrylic is that it does not rot or become mouldy. So it's not a problem even if the parasol becomes wet. Has the canopy become a little dirty over time? Thanks to the high resistance to acids and oxidising agents, the acrylic is easy to clean with cleaning agents. Treatment with Cleangard® means the canopy is not only water-repellent but extremely resistant to stains and grease.

UV RAYS

The sun's ultraviolet rays can be very harmful to the skin. Certainly when the pavement cafés open with the first rays of the sun at the start of the season and your skin – pale as it is – hasn't had time yet to get used to the sun. At lunchtime this is even more relevant, as UV radiation is strongest at that time of day.

Symo's parasols are made of UV-resistant fabrics which block up to 100% of the harmful rays. As such, you can safely enjoy a drink or a meal on a sunny day. And here, too, no two fabrics are the same ...

MAINTENANCE

Although our parasols are resilient, they do need a bit of TLC every now and then. That way they stay beautiful for even longer.

This is how to look after the canopy on a Symo parasol:

- Brush off any loose dirt.
- Mix mild soap with water and spray this on the parasol.
- Clean with a soft brush.
- Leave the solution to soak in the fabric.
- Rinse thoroughly until all soap is washed off.
- Leave to dry in the air.



WHAT TO LOOK OUT FOR WHEN CHOOSING PARASOL FABRIC:

Strong fibre

In contrast to e.g. polyester or Olefin, acrylic does not decompose as a result of the sun's UV rays.

Protective treatment

Cleangard® makes the parasol repel water and dirt.

Colour-fast

Fibres must be dyed to the core to be colour-fast. That is why Symo can offer a 10-year guarantee on colour-fastness.

Low-maintenance

Acrylic is rot-free and easy to clean with detergents.









DOES IT ACTUALLY RAIN A LOT OR NOT?

Complaining about the weather is a favourite hobby of many Belgians. It is time to find out how much it actually rains. An enlightening story about rainy days, hours of rain and the impact of the climate on a terrace.

Everyone seems to agree that Belgium is a rainy country. Complaining about the weather is a beloved hobby of many compatriots. The number of days on which it rains in Belgium is high: no fewer than 200 rainy days a year (average officially measured by the Belgian Meteorological Institute, the KMI, over the period 1981-2010). So, more than half of the days in a year!

Every year, an average of 800 mm of rainfall is measured in Belgium. The coast is a little drier; more rainfall is registered in the higher parts of the country.

BUT DOES IT REALLY RAIN THAT MUCH?

The key to interpreting these figures

is the term "rainy day". A rainy day is defined as a day on which at least 0.1 mm rain falls. Of course, it will not rain for 24 hours non-stop. In any case, the latter is very rare. Even if we sometimes think that it continues to rain for days on end.

Research shows that during the past 100 years, it has never rained for an entire day (so 24 hours long non-stop) in most places. Surprisingly enough, this definition of a rainy day can sometimes have bizarre consequences. For example, a weekend that is really sunny, but in which it rains between 23:58 and 00:05 thus consists of two rainy days. As ever, the truth is somewhere between the two extremes.





But how often does it really rain in Belgium?
How many minutes of the time does rain fall?

In Belgium, no statistics are published about the actual duration of rainfall. In the Netherlands, the KNMI [Royal Dutch Meteorological Institute] has published that data. And it appears that it rains or snows an average of 660 hours a year, or 7.5% of the time in the Netherlands. (Which also means that it was dry for 92.5% of the time!).

Obviously, the number of rainy days fluctuates over the years. However, we can see that it never really rains for more than 10% of the time. The largest number of rain hours were recorded in 1994: 863 hours or 9.8%; the least rain fell in 1933: 383 hours or 4.4% of the time.

Since there are no rainfall duration figures for Belgium, in 2008 weatherman Frank Deboosere started a large random sample survey. During his daily bicycle rides he accurately recorded for precisely how many minutes it rained. His results correspond almost entirely with the Dutch figures: on average it rains for 7 percent of the time.

**3,7**

Average
wind speed
(m/s)

**1544**

Hours of sunshine
(hours/year)

**997**

Solar radiation
(kWh/m²)

**19,2**

Snowy days



TYPE OF RAIN

Light drizzle

0,1 tot 0,2 mm per hour

Gentle, persistent rain

1 tot 2 mm of water per hour

Heavy shower

60 tot 120 mm per hour

Very heavy shower

180 tot 250 mm per hour

Heavy storm

30 tot 80 mm (per storm)

UNEXPECTED SHOWERS

Obviously someone who wants to enjoy a mixed salad or a delicious coffee on a terrace really doesn't care about the meteorological institute's annual averages. They simply want to have a dry seat if it's raining or a place in the shade on a really sunny day. Just a 5-minute shower will make your customers leave the terrace to find shelter indoors.

A good parasol will be your perfect solution. Do dark clouds suddenly loom on the horizon? Open the parasols and everyone can simply continue to enjoy themselves on the terrace. Parasols with a telescopic pole can even open perfectly without having to remove chairs or clear the table.

“

So: come rain or
shine, a professional
parasol always creates
added value!

Of course, parasols do much more than just offer protection against the rain. On average, we enjoy 1544 hours of sun a year. Which is – by the way – is almost 2.5 times as much as rain. On sunny days, parasols block the sun's harmful UV rays. They also prevent leaves or bird droppings

from falling on the table or the plates. If you equip your parasols with lighting and heating, your consumers will continue to eat and drink out on the terrace for far longer. Smokers also appreciate the protection offered by a parasol.

“

We no longer have to
reserve spaces indoors

'Later in the evening it cools down and becomes dark. This would cause many customers to move indoors in between two courses. Chaos. Thanks to the heating and lighting in our parasols, our guests can now stay outside in comfort. The waterproof fabric also ensures that people don't hurry inside as soon as it starts to rain. Nowadays, we no longer reserve spaces indoors. We accept more guests and achieve additional turnover on rainy days and chilly evenings.'

SOMMELIER JOACHIM BOUDENS

(three Michelin-starred restaurant Hertog Jan
and Bistro LESS)



symo®



ORDER YOUR PARASOLS NOW AND BENEFIT TWICE:

- ✓ You will enjoy Symo's considerable **seasonal discount**
- ✓ Your new parasols will be **ready before the first warm rays of the sun – guaranteed**



**SO, BE SMART AND CONTACT
OUR PARASOL COACHES!**

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HOW MUCH PROFIT DO YOU GET FROM PARASOLS?

Professional parasols are an interesting investment for your catering business. They cost a little more than the average parasol, but you can recover that money surprisingly quickly.



Many catering companies invest primarily in furniture for their terrace. However, above all, parasols ensure that your terrace brings in more money. Beautiful tables and chairs are important for the customers' comfort. But will that table ensure that your customers can enjoy themselves on your terrace in the blazing sun? Will your chairs keep your customers dry when it rains?

Therefore, opt for quality parasols from the very start. They might be a bit more expensive, but you can easily recover that on your terrace. Cheap little parasols fade in the sun, leak when it rains or blow away in the wind and are often difficult to open and close. What's more, you cannot always place them close to one another to protect your terrace properly. And what about all those cumbersome parasol bases?

So, budget for strong, professional parasols right from the start. A simple scenario shows how much that can yield. Imagine: your terrace is open for thirty weeks, from mid-March to the end of October. The 2017 Misset Catering Sector Terrace Check calculated that a terrace brings in 300 euros per week per chair almost entirely. If your business is open six days a week, this means 50 euros per chair per day.

Square parasols cover 27% more surface area than round ones. So with square parasols, you will protect up to 27% more customers on your terrace. You can also link square parasols to each other. If you hang gutters between them, you can keep your whole terrace dry. Depending on the amount of rain that falls annually in your region, you can easily receive customers 30–50% more often on your terrace. As long as your parasols are water-repellent of course. Do the maths and you will see that a professional parasol will quickly generate up to 80% more return on your terrace.

Many catering businesses keep the same number of seats free inside as the number of people sitting outside on the terrace. After all, you never know when it will start to rain and customers will hurry inside. That's not necessary with the right parasols.

Your chairs inside can now also make you money. If you hang lighting in your parasols, you will attract more customers when the sun goes down. Customers will stay on your terrace longer too. Built-in heating ensures additional customers on colder days.

Let's be conservative in examining an example scenario: imagine that you only earn 10% more per day per chair thanks to the right parasols. That is 5 euros a day. If you have thirty chairs on your terrace that means 150 euros a day. If you are open six days a week, that means 900 euros a week. So, for a season lasting thirty weeks, that comes to 27,000 euros. If your parasols last for five years, you arrive at a total of 135,000 euros. For a terrace with 30 chairs. If you have more chairs on your terrace, that amount will quickly increase. 135,000 euros if you increase the revenues by just 5 euros per chair per day.





MACSYMO - Ellis Gourmet - Brugge, Belgium

A nice profit for which you just need to use the right parasols. And consider how much ease of use a professional quality parasol offers you. Thanks to the large surface area and the possibility to incorporate them into the floor of your terrace, it will no longer be full of annoying parasol bases. This means your staff can reach all the tables easily, which saves a lot of frustration and time.

Moreover, quality parasols are very easy to open and close. If you opt for a telescopic system the parasols can even be opened and closed above a full table. No need to clear all the glasses and bottles first. Finally, reliable parasols have a colour guarantee so that they always look fresh. They are also low-maintenance and easy to store.

Are you curious about how much extra money your terrace can make you? The Symo parasol coach will be happy to visit you without obligation to help you find the right parasol for your terrace straight away.

REALISTIC CALCULATION

Professional parasol = 10% extra turnover

1 chair:	50 euros turnover a day
10 % extra:	5 euros a day
30 chairs:	150 euros a day
six days:	900 euros a week
30 weeks:	27,000 euros a year
5 years:	135,000 euros

MINIMUM CALCULATION

Professional parasol = 2 % extra turnover

1 chair:	50 euros turnover a day
2 % extra:	1 euro per day
30 chairs:	30 euros a day
six days:	180 euros a week
30 weeks:	5,400 euros a year
4 years:	21,600 euros

Find more information about these figures on Misset Horeca Terras Check on <https://acties.missethoreca.nl/terras-check> (article in Dutch)

ARE YOU CURIOUS ABOUT HOW THE SYMO PARASOL COACH WILL GET YOUR TERRACE TO GENERATE MORE TURNOVER?

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Hostellerie
de la
fontaine

Hôtellerie



ie la Fontaine

Ga

1860

HOW DO I CHOOSE THE RIGHT PARASOL FOR MY TERRACE?

It's not always easy to choose the best parasol. As parasol coaches, we are happy to help you with this. We will quickly run through the most important factors when buying a parasol for the catering sector: size, quality, appearance, attachment and all types of accessories.

FORM FOLLOWS FUNCTION

Let's start with the shape of the parasol. Parasols come in all kinds of shapes and sizes. Square or rectangular parasols are usually the most interesting for a catering sector terrace. Since they align nicely, you can provide a maximum amount of shade and what's more, rain doesn't get the chance to chase away your guests. Especially not if you work with gutters between the parasols. So, measure your terrace carefully, look at the position of the sun and choose the perfect parasol for a terrace that will always bring in money.

FEET FIRMLY ON THE GROUND

A ground anchor is ideal, then the base is very sturdy and beautifully incorporated in the ground. You no longer have to drag heavy parasol bases around and they are never in the way. If you cannot incorporate them in the ground or are not allowed to do so, there are bases made of different materials. Natural stone, concrete, plastic, metal, etc. In any case, a base must be heavy enough to keep the parasol stable. The disadvantage is that as the bases are fairly large a result. And they get in the way of both customers and waiting staff. A good alternative is a small metal plate that you screw to the floor.





THE RIGHT FABRIC

Not only the colour is important for a good parasol. Make sure you choose a high-quality fabric. It does not get dirty as quickly and is more resistant to rain, wear and tear and the sun. As such, your parasol will always look fresh.

Be sure to consider the following when buying a parasol:

- Quality of the fabric (resistance to wear),
- Light fastness (scale of 1 to 8),
- Protection against harmful UV light (Ultraviolet Protection Factor),
- Resistance to water (water column),
- Wind guarantee (Beaufort).

Does this sound complicated? The Symo parasol coach will be happy to help you make a choice.

**GET INSPIRED BY
PIERRE CHRISTIAENS,
CEO OF SYMO AND
PARASOL COACH,
WITH HIS CREATIVITY
AND OVER 25 YEARS'
EXPERIENCE.**



In this beautiful, easy-to-read book, he shows you how to make your terrace more profitable with the right parasol. 50 tips you can apply immediately.

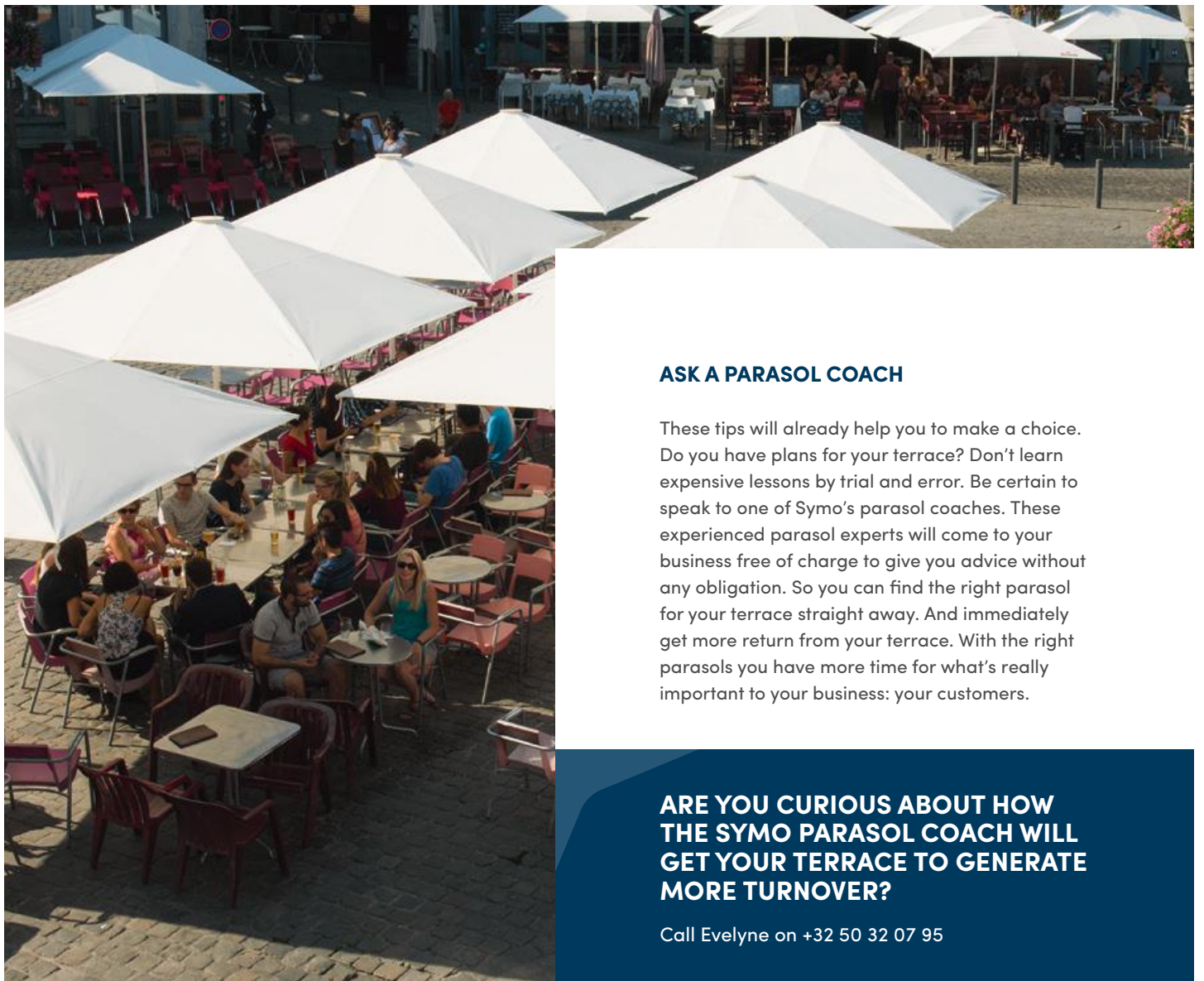
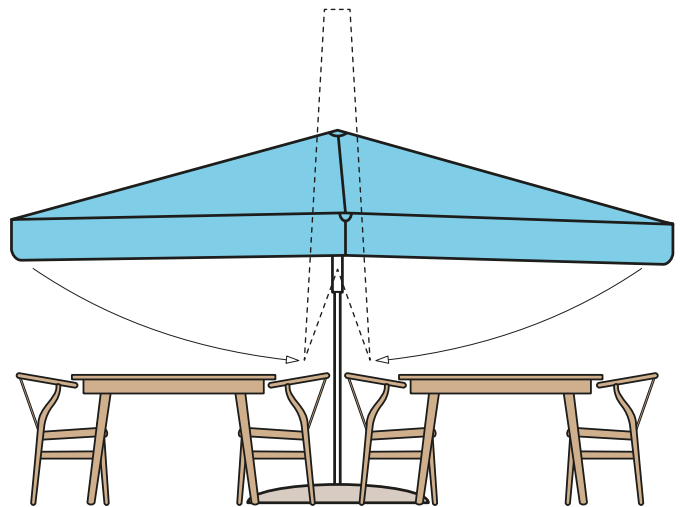


bit.ly/15tips-symo

EASE OF USE

If you have to open and close your parasols multiple times a day, you will soon realise that not every system works smoothly. Parasols can be operated by a spring that clicks the slider in place, by a pulley, a crank or a rod, etc. Choose a system that you can open and close easily. And don't forget that you cannot close some parasols above a table that is laid. However, it is possible with telescopic parasols.

When buying parasols, also consider whether you want lighting or heating in them. This means you can still attract customers to your terrace even on cold and wet days or after dark. It can make a huge difference in turnover.



ASK A PARASOL COACH

These tips will already help you to make a choice. Do you have plans for your terrace? Don't learn expensive lessons by trial and error. Be certain to speak to one of Symo's parasol coaches. These experienced parasol experts will come to your business free of charge to give you advice without any obligation. So you can find the right parasol for your terrace straight away. And immediately get more return from your terrace. With the right parasols you have more time for what's really important to your business: your customers.

ARE YOU CURIOUS ABOUT HOW THE SYMO PARASOL COACH WILL GET YOUR TERRACE TO GENERATE MORE TURNOVER?

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THE IDEAL PARASOL FOR A **RESIDENTIAL**



Retirement and nursing homes constitute a distinct group of parasol users. Obviously, they do not primarily choose Symo parasols because they want to optimise the turnover of their terraces. However, there are ample reasons to opt for a professional high-quality parasol.

CARE FACILITY

51

THE IDEAL PARASOL FOR A RESIDENTIAL CARE FACILITY



In recent years, many retirement and nursing homes have opted for a modern infrastructure. No more boring corridors with dull living areas, but fresh buildings with modern architecture inviting active use. And what's more fun than drinking coffee and playing cards with friends on a beautiful, large terrace?

COMFORTABLE PROTECTION AGAINST UV RAYS

Playing cards in the sun is not only hard on the eyes, it can also be dangerous to the skin. A parasol provides a good solution. Your eyes will no longer be blinded by the sharp light and your skin will no longer run the risk of burning. At least not if you are under a parasol that offers sufficient protection against UV rays.

Symo Parasols makes an informed choice of fabric for all its products. Thus most of our parasols have a canopy made of Orchestra fabric. The fabric is made using Sunacryl®, an acrylic fibre that is solution-dyed during the manufacturing process which makes it exceptionally long-lasting colour-fast and wear-resistant. As a result, most of our parasols offer total sun block: all UV rays are blocked.

Thanks to the open nature of parasols and the fabrics that ventilate properly, it is always cosy under a Symo. You don't feel like you're having coffee in a greenhouse. A gentle breeze blows under the parasol and it is delightful to sit in its generous shade.

A professional parasol is also far easier to open than many other models. Gently pull on a rib and the parasol opens almost by itself. This avoids a lot of tugging.

UNBLOCKED ACCESS

Parasol bases can sometimes really get in the way. Especially for wheelchair users they can be difficult obstacles to navigate. To prevent staff from dragging around large, heavy bases whilst still having stable parasols, it is better to opt for a large parasol with its base anchored in the ground. Combined with a swivelling arm it is easy to protect the entire terrace from the sun and rain without any obstacles. And suddenly there is a lot more room at the table as well. This comes in handy if you want to fit several comfortable chairs or wheelchairs around the table.

PAIN-FREE INSTALLATION

Symo has its own installation team that will come and place your parasols professionally. Together with the parasol coach, you determine the ideal type and number of parasols for your terrace. The installation team will then install the parasols in the right place so that you can always enjoy the best possible positioning of shade on the terrace.

ALWAYS A PERFECT TERRACE

Appearances really count. After all, a terrace with worn parasols in faded colours doesn't make anyone happy. It doesn't cheer up the residents nor does it make such a good impression on visitors. And that is a pity, since everyone wants the best possible facilities for their relatives.



With a Symo parasol you are completely assured: the construction is extremely sturdy and will easily last for years. And we offer a 10-year guarantee on colour, since we only use solution-dyed acrylic fibres. As a result, you know that in 10 years' time your terrace will look just as fresh as it did at the beginning and that you will always keep that beautiful appearance.

STURDY SUPPORT

Do you still have a question? Our helpdesk will be happy to assist you. We will be able to answer all of your questions since we are the manufacturers of our professional parasols. And you can also always contact us for spare parts or repairs. In this way, we are not some reseller overseas who cannot be contacted, but rather a partner for the long term.

Are you curious what will be the best parasol for your terrace? Our Symo parasol coach will be happy to visit you without obligation to help you find the ideal constellation for your terrace.



**ARE YOU CURIOUS ABOUT
HOW THE SYMO PARASOL
COACH WILL GET YOUR
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MORE TURNOVER?**

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A DAY IN THE LIFE OF A PARASOL COACH



Day planning Peter Goetgeluck

8:30
Administration at the office

10:00
Product development
meeting

12:00
Lunch with a prospective
customer

13:00
Appointment at customer's
(renovation)

16:00
Appointment at customer's
(addition)

08:30

A sunny late summer day smiles down on us. I reply to my mails and digitalise the reports of my previous visits. In that way, all the coaches can always reply correctly and to the point if a customer has a question.

12:00

Lunch is planned at a prospective customer's. During a previous visit, a parasol coach noted that the existing parasols are undoubtedly not very resistant to a lot of wind. Thanks to the lovely late summer weather I eat out on the terrace. Coincidence has it that I witness a gust of wind that causes his current, non-Symo parasol to fall over onto 3 full tables. Luckily, there are no serious consequences, but he does have to serve those tables new meals. A cheap parasol with a bad base can quickly lead to mounting costs in this way. This is an excellent occasion to speak to the prospect.

10:00

The commercial team meets together with the production manager and the product developer. After a purchase, we always contact the customers to ask about their experiences with our parasols. Each customer uses its parasols in a unique way and so it is important for Symo to listen carefully. This information is also discussed during product development to see whether we can make products even better. We also discuss the general market trends and needs. It is very important to us for customers to share their experiences with us. That is how we arrive at the best possible product.

16:00

I visit an existing Symo customer and ask whether he is satisfied. He is, extremely so, and immediately informs me that he wants to increase the number of parasols. In this case there is no need to convince the customer of our product. Experience shows that those who opt for a Symo parasol, never want anything else again. We immediately proceed to measuring the surface area. We look at the position of the sun, any blocking doors that open outwards, the type of floor, presence of electricity, etc. A parasol coach has to understand the situation completely in order to make the best proposal. Here, too, I immediately write out a proposal with details and the price. The customer agrees and asks for delivery after the winter season. This is perfectly possible and the customer confirms the order. In that way he will be ready for the next season.

**At night**

It is already late in the evening when I drive home. In the car, I look back on my day with satisfaction. It's always good to be able to help customers and prospects make a good choice quickly. As a parasol coach you can offer a reasoned answer to questions and think along strategically on the basis of their plans. And the right parasol will make a terrace so much more profitable.

13:00

A customer with a beautiful restaurant has carried out renovation works and asks us about what we can offer. As a parasol coach, we first ask about their needs and experiences with parasols. I listen carefully and take notes. After a few specific questions, I know what type of parasol would be ideal for this business to buy. We take a quick look at the terrace together. Since it is still under construction, the base can still be nicely incorporated in the ground. That means that no parasol bases will be in the way later for the customers or waiting staff. As a parasol coach I now know perfectly which parasol the customer should buy and I make a proposal. To me it is

important that the terrace operator is convinced by the product, regardless of whether it is a large or a small parasol and regardless of whether it is a more expensive solution or not. "The right parasol on every professional terrace" is our motto. When the customer confirms, a final offer is drawn up. We look at a few options and immediately reach an agreement. This speed shows that the customer is convinced of his choice, that he is 100% behind his decision and also ensured that he will soon have his professional parasol. The order form is drawn up and signed. Production can start tomorrow.

**ARE YOU
CURIOUS ABOUT
HOW THE SYMO
PARASOL COACH
WILL GET YOUR
TERRACE TO
GENERATE MORE
TURNOVER?**

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SAY IT WITH A PARASOL!

If you want to market a brand or gain market share, you have to make potential customers aware and convince them of that brand.
And where better to seduce customers to enjoy a refreshing drink or an aperitif than on a delightful, sunny terrace?

Parasols are an ideal carrier of advertising messages. They are large, visible at a distance and offer various possibilities for advertising. The fact that parasols represent summer enjoyment only increases their emotional persuasiveness.

As a brand manager or marketer, it is not always easy to make the best choices for your advertising parasols. Don't panic: as a specialist with 87 years' experience in manufacturing, Symo will be happy to help you with tailor-made parasols.

These personalised parasols with an advertising message are known by various names: advertising parasols, promotional parasols, publicity parasols, branded parasols, personalised parasols, etc.

The possibilities for promotional parasols are almost endless. We will run through the basic questions that determine which parasol will best fit your marketing strategy.

PURPOSE OF THE ADVERTISING PARASOL

The first question we have to ask ourselves is: what is the exact purpose of the parasol? What will your brand use parasols for? And for how long? Perhaps cheaper materials may be used for an eye-catching but brief brand promotion than for parasols that have to protect customers on a prestigious terrace for at least five years.

A few common applications of publicity parasols:

- **Single use for a temporary campaign or promotion in shops.**

As a symbol of the summer, holidays and relaxation, a parasol is placed inside in the points of sale for a week or two. Since fading due to the sun is not a problem here, basic quality will suffice. An ennobled version of an umbrella as it were.

- **Short-term brand activation.**

New brands have to attract the limelight. And so, as many parasols

as possible are put on the market simultaneously at the start of the season. For a product launch, it is not always important that the parasols will be used for a long time. Usually, a few months suffice. After all, the aim is to be seen as much as possible during the start-up period, so that consumers can easily spot the points of sale just after they have seen the TV commercials of the new fruity beer or trendy soft drink. In this case, too, the price of the parasol will be more important than its sturdiness or its resistance to UV. The activation parasols will be distributed not only in the catering sector but also at events, festivals, amusement parks, fairs, trade fairs, etc.

- **Breweries with long-term, permanent contracts.**

Breweries who enter into permanent contracts with catering establishments require parasols that can be used on terraces for at least 2 to 5 years. This provides quality support for the brand



image on terraces in the long term. The price-quality ratio becomes a lot more important in this case. Choice of fabric and material of the parasol frame are a lot more important. Usually, a higher "service level" is desired for delivery of the parasols to the terraces. The parasols are usually delivered free of charge to the catering establishment, but the business will have to achieve a contract turnover threshold to qualify. In this case, the parasol remains a brand carrier above all to entice consumers to try the desired food or drink products.

- Professional catering businesses with a long-term vision.

A forward-thinking catering business will perceive the advertising parasol not only as a brand carrier, but above all as useful added value for the customers. Parasols protect customers against the sun and rain. Add heating and lighting and they keep customers on the terrace for longer in the evening or on colder days. Professional catering businesses turn their terrace into a turnover booster that should not be underestimated. So, they do not simply accept that the drinks supplier determines the colour of their parasols, or the position of the logo that is printed on them. They often want to display their own logo on the parasols to distinguish their terrace from the competition's. Since they know how much turnover a terrace can create, they will invest in equipping that terrace as well as possible themselves, whenever necessary.

APPEARANCE OF THE PARASOL

A parasol seems to be a simple product, but it can be made of dozens of fabrics and materials that can all give a specific image, ambience or style to the brand depicted on it.

Does the brand opt for authenticity or for modernism? Is the aim to create a warm and cosy atmosphere or a more airy, refreshing ambience? Is a wooden frame preferred, or rather anodised aluminium? Will simple printing on the canopy do, or should the brand name catch the eye in a subtle way?

The frame of a parasol can be made of coated or stainless steel, anodised or epoxy coated aluminium, fibreglass, bamboo, or hardwood. The canopies can offer UV resistance to fading from

1 to 10 years. It's up to the customer to choose.

The desired emotion that a parasol should convey largely determines the way in which it is made. Naturally, the lifespan and conditions in which the parasol will be used also play a role here.

PERSONALISATION: THE MESSAGE

In order to personalise advertising parasols to meet all these preferences, Symo uses various printing and marking methods to make logos visible on parasols with different effects:

- pigment screen printing;
- dispersion;
- sublimation;
- digital printing;
- laser cutting;
- plastic film;
- transfer printing;
- in-mould labelling.

Symo uses a large range of fabric fibres and textures in its parasols: cotton, PVC-coated polyester, acrylic Dralon, Olefine, polyester, mesh, etc. We finish parasols by means of various fabrics, knits, lace and many others. We look for the best materials to serve the intended purpose. Depending on the purpose and budget we can vary the parasol canopies between 90 and 600 g/m².

Symo has controlled the entire supply chain required to produce various professional parasols for nine decades. Making a parasol is a complicated process. It is a three-dimensional product which requires several professional skills. These range from product design via metalworking to working with textiles. Symo's parasol designers have already created hundreds of different types of parasols depending on the designers' ideas and customers' wishes.

A few examples of eye-catching parasols:

- **Laser cutter for a vintage look at Vedett.** To give the Vedett parasols a vintage look, we opted to cut out the logos with a laser cutter and combine this with a double canopy to create a very special brand image.
- **Logo projection for Super 8.** The elaboration of the idea of the brand manager of the Super 8 beer of the Haacht brewery is also eye-catching. Symo was commissioned to let the sun project the logo onto the terrace tables and floor through transparent boxes. Thanks to a combination of several production techniques, Symo's R&D team was able to turn this idea into reality.





– **Contextual marketing for Kwaremont.** A number of years ago, the De Brabandere brewery launched the Kwaremont brand of beer, named after the most famous cobbled road in the Tour of Flanders cycling classic. The hill has an inclination of 6.6%, which is precisely the percentage of alcohol in the beer. To stand out, the brewery wanted to clearly visualise the reference to the inclination and the hill. That is why the panels of the parasol were inclined at 6.6% and the parasol base was finished with a picture of the infamous cobbled road.

In addition to its own manufacturing, over the many years Symo has developed a network of partners worldwide. To expand its production capacity and for budgetary reasons,

Symo has manufacturing agreements with colleagues in southern Europe, northern Europe, Asia and South-Africa.

PROFIT FROM OUR PARASOL EXPERTISE

We are happy to share our experience as a supplier of professional parasols with the sales managers and marketeers of food & beverage companies who prefer to have their tailor-made parasols produced by professionals. Sales and marketing teams have appreciated our customised assistance for many years: we present specific possibilities for demanding projects and start cooperating from the first concept to an eye-catching promotional parasol.



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CONTACT OUR PARASOL COACHES

Not sure which parasols are best suited to your business and your way of working? Curious about how you can optimise your terrace? Contact the Symo parasol coaches. Relying on their many years of experience with professional terraces, they can provide you with sound advice to increase your turnover, without any obligation.

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VANCRAEYNST**

Belgium, Europe,
Asia, Central and
South-America



**PETER
GOETGELUCK**

Belgium, Europe, Africa,
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Belgium, France



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France



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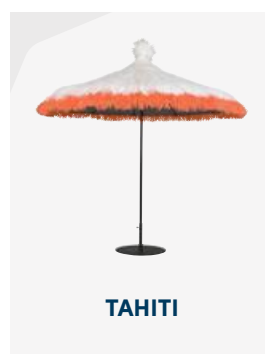
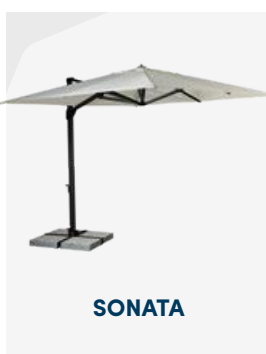
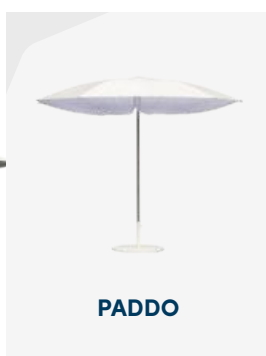
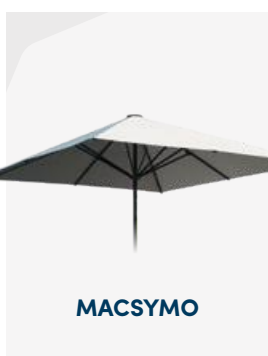
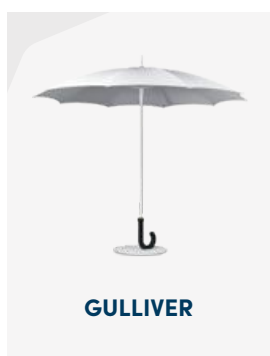
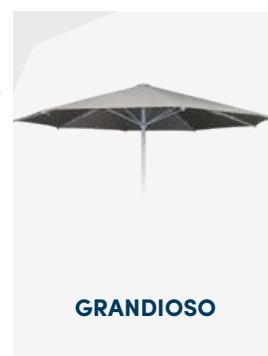
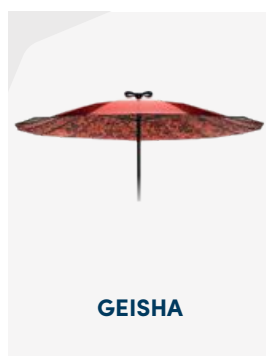
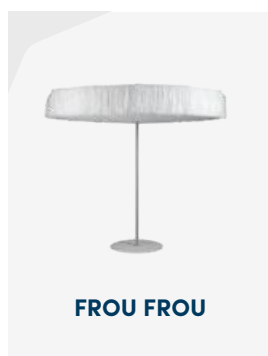
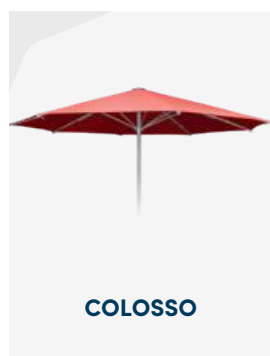
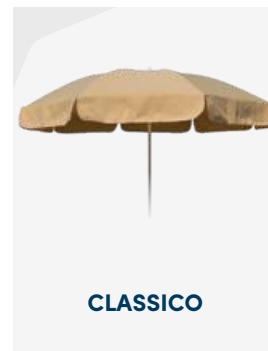
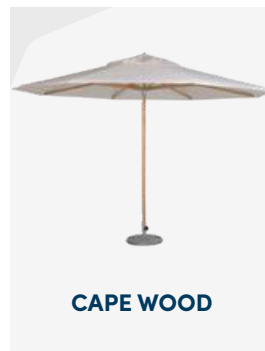
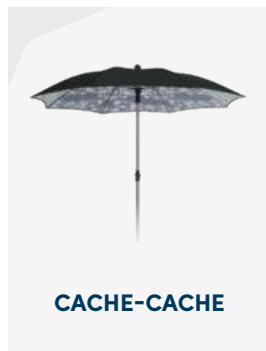
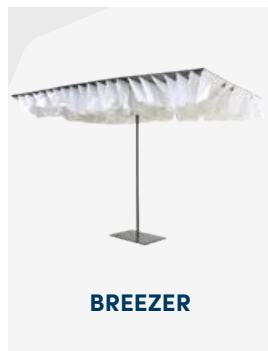
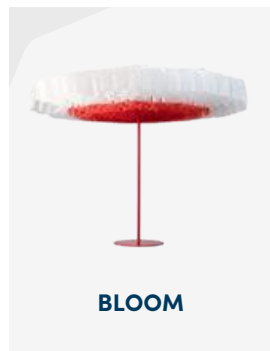
France



**ANTHONY
GERARD**

UK

DISCOVER OUR PARASOLS



Dimensions: 1.8 m to 8.0 m. Contact us for more information.

www.symoparasols.com

A photograph of an outdoor dining area. In the foreground, there's a grassy area. In the middle ground, several tables are set up with white tablecloths and white chairs. Large white patio umbrellas are open over the tables. The background shows a stone building and some greenery under a clear blue sky.

symo[®]

CREATING PARASOLS FOR PROFESSIONALS

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