

Umbra Shades Ltd.

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Export Contact:

Mrs. Paula Burt, Export Manager

Products

Book ends - metal & plastic
Clocks, electric
Coasters
Doormats-rebonded foam
Drapery hardware
Glass mirrors
Picture and photograph frames
Table sets - vinyl, canvass
Trash cans, swivel-top, plastic
Trivets (rubber)
Wine racks

Company/Product Information

Umbra is a Toronto based manufacturer of innovative decorative accessories, housewares, and gift items. Since 1980, Umbra has built a collection of original, contemporary products that offer the added value of quality and design to the up-scale market at affordable prices. Although there is a strong fashion-orientation to its line, all Umbra products feature high-quality, state-of-the-art materials and excellent workmanship. Currently the line includes wall mirrors, clocks, placemats, coasters, picture frames, plastic trash cans, drapery hardware, doormats, and many other kitchen, bath and office accessories.

CURRENT GEOGRAPHIC MARKETING ACTIVITY

Umbra currently supplies specialty chains, better department stores, design stores, contemporary furniture stores, kitchen outlets, design sensitive gift and houseware retailers, and art and office supply stores. The firm's sells seventy per cent of its production in the U.S.A., fifteen per cent in Japan and Western Europe, and fifteen per cent in Canada.

GEOGRAPHIC MARKETING PRIORITIES/STRATEGY

Umbra is seeking business in the Middle East, Southern Europe and South America. The firm's aim is to be a major cross-department and multi-category resource to its customers.