



CREMA®
outdoor atelier

Company Profile

1890 - 2023

EN

Beach umbrellas and outdoor furniture

Italian design beyond space and time

Who we are

Our story begins back in 1890, when we were specialized in rain umbrellas. Over the years we have evolved and gained experience and today our atelier manufactures high quality gazebos, outdoor furniture, sun and beach umbrellas and parasols.

Crema Outdoor was founded in **1890** in Montagnana, a small village in North-East of Italy. We started off as a small rain umbrella factory that evolved into a **high-quality atelier leader in the Italian umbrella market**. The brothers Lorenzo and Alessandro Crema are the fifth generation who picked up the family artisanal legacy and they have been carrying it on with passion and innovation spirit.

Since then, a lot of progress has been made to achieve important results:

- **modern and organized company** with the aim of offering high-quality professional made in Italy outdoor furniture to last over time with essential and always current shapes
- young and dynamic **technical office**, beating heart of **innovation**, which deals with **design** of new products and the organization of production systems thanks to the use of advanced software
- professional **sales office** to satisfy the needs of increasingly demanding customers
- Sales are handled by a commercial structure that includes an **organized team made up of agents and distributors** active in the Ho.Re.Ca. sector in Italy and abroad.
- dynamic and flexible **production** based on a **"JUST IN TIME"** system. Raw materials and semi-finished products, available in stock, enter the production flow when the order starts. All phases from the **aluminium and fabric cutting to assembling and packaging** are monitored in real time by **modern computer software** for the acquisition of information necessary to control and manage and optimize all the activities of the production process
- **warehouse** with **advanced logistic and IT systems** integrated with **vertical warehouses** that allow the **logistics office** a constant monitoring of the availability, needs and location of raw materials, semi-finished and finished products.

Advanced technology

The purchase of a new warehouse, vertical warehouses and cutting-edge technologies have led the company to look to the future by investing in high quality, customization and Italian design.



Artisanal tradition since 1890

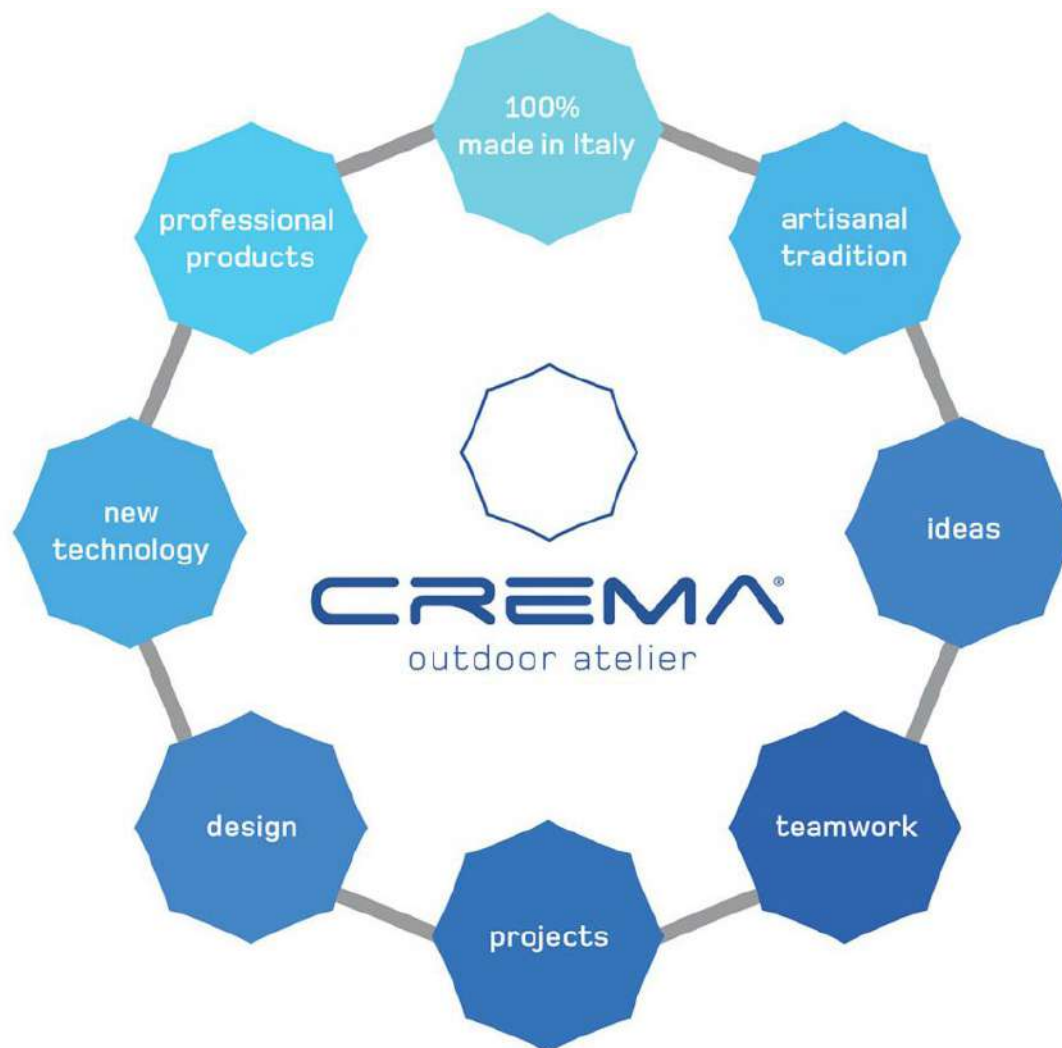
Quality and craftsmanship built over years of experience.



Mission e Vision

Crema Outdoor has always anticipated fashions and trends, interpreting the signals of the market and specializing in the production of Italian umbrellas of increasing quality.

At the base of everything there is a great teamwork that guides our company towards challenges and future horizons.



Our story

130 years of research, development, hard work and innovation to give you the best.

- 1890 Ombrellificio Crema
- 1950 leader in the production of rain umbrellas in Italy
- 1970 local beach tourism
- 1980 European crisis of the rain umbrellas market
- 1990 boom in the production of beach umbrellas
- 2000 advertising maxi umbrellas
- 2004 new image style
- 2014 Crema in the world
- 2015 new technology investments
- 2019 Crema Outdoor S.r.l.



I nostri prodotti

Specialized in the construction of parasols for five generations.

Crema Outdoor interprets **outdoor furniture** as the natural extension of the interior space. **Parasol and gazebos** are produced in a wide range of **furnishings** with infinite **customizations and accessories** designed to give maximum comfort and elegance to each type of environment.

Our products including **maxi-umbrellas, beach and pool umbrellas, gazebos and outdoor furniture** are created for commercial use and are excellent in the hotel and top-level residential sectors.



Restaurant & Café Umbrellas

Crema Outdoor designed a line of giant umbrellas for dehors, terraces, hotel gardens, hotel restaurants and catering: professional solutions for furnishing large spaces.



designed for the
HO.RE.CA.

CUSTOMIZATION of
shapes, sizes and colours
on project

integrated dual-white **LED**
LIGHTING system with radio
control

integrated **HEATING** system
with **INFRARED** lamps

CUSTOMIZED PRINT on
project with creative
restyling

Beach Umbrellas

Crema Outdoor furnishes the most exclusive bath establishments with folding, windproof umbrellas of different sizes shapes and sizes, resistant to salt and UV rays.



PROFESSIONAL, designed to last over time

ALUMINUM and zinc-plated and varnished **STEEL** suitable to saline environments

Solution Dyed **ACRYLIC FABRIC** for colour retention e UV resistance

TEAR-PROOF STUDS patented by Crema for strong winds

CUSTOMIZED PRINT on project with creative restyling

Gazebo

Our gazebos, ideal for the beach, by the pool or in a garden, are made of resistant aluminium frame and various components that can be customized according to needs.



gazebos for **BEACH** and **GARDEN** with sunshades

CUSTOMIZATION of shapes, sizes and colours on project

COMPONIBLE and easily **REMOVABLE**

MATERIALS suitable for saline environments as a result of long experience in bathing sector

Outdoor furniture

Crema Outdoor produces a line of garden furniture in perfect harmony with the variety of its umbrellas: aluminium sunbeds, chairs and outdoor tables designed for commercial use.



COMPLEMENTARY DESIGN
to the umbrellas

ROBUSTNESS and
DURABILITY over time

CUSTOMIZED VARNISHING
with RAL at your choice on
request

Our exhibitions

The participation in major trade fairs in outdoor sector has given the company good visibility on the market, allowing to organize a commercial structure made up of agents and distributors.



Salone
del Mobile
Milano



BD | NY



SUN
BEACH&OUTDOOR
STYLE



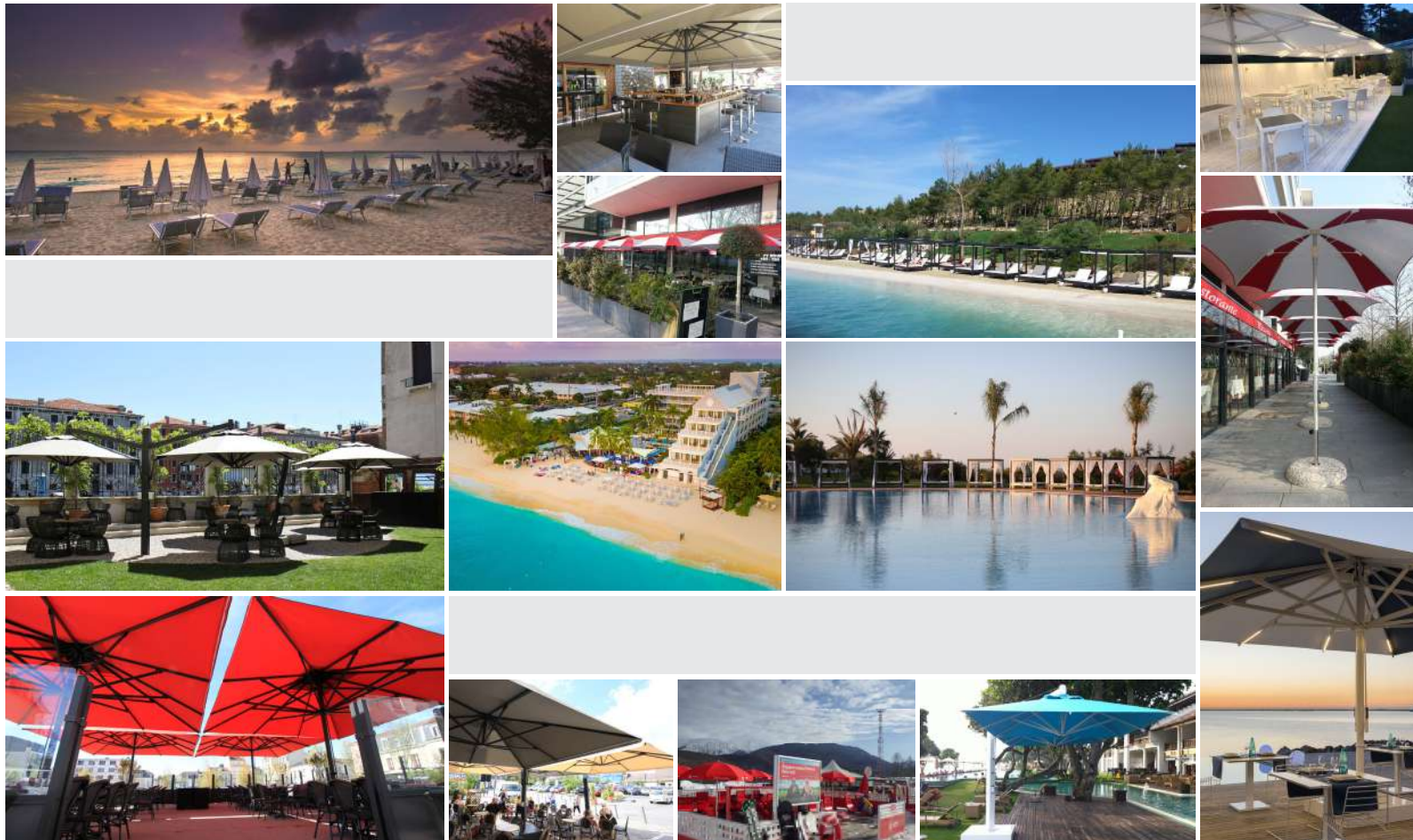
Team

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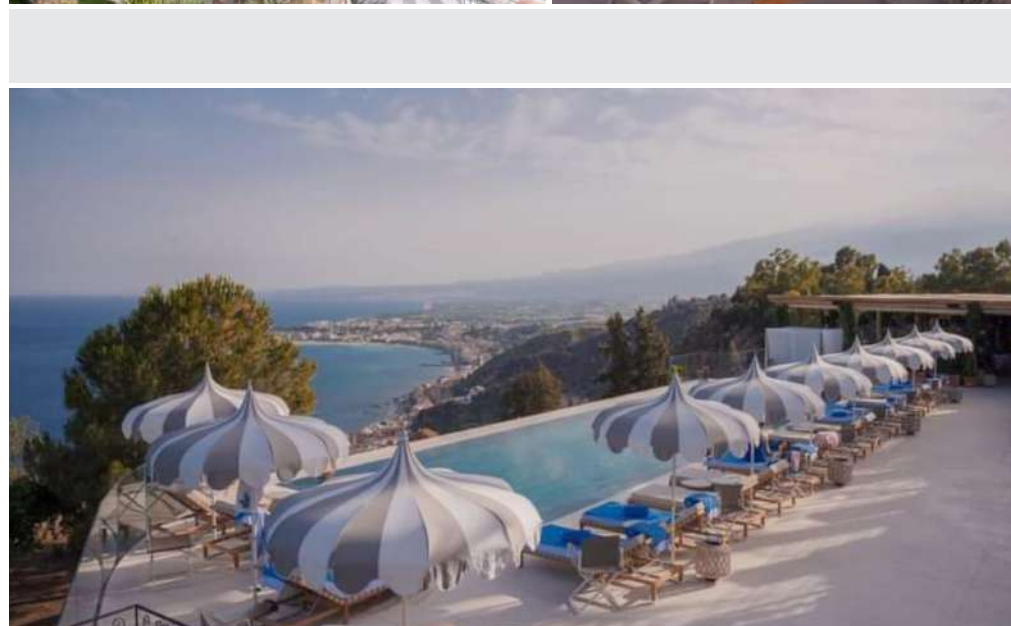
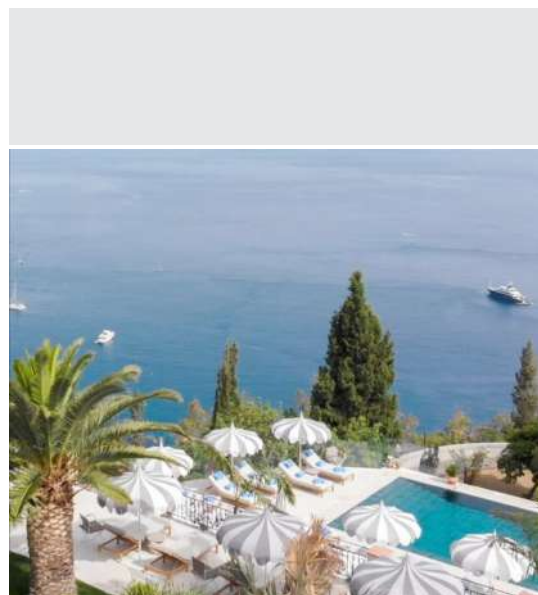
Our references

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- JW Marriott Venice Resort**
Venice | Italy
- Sheraton Club des Pins Resort**
Algiers | Algeria
- Hilton Molino Stucky**
Venice | Italy
- Fairmont Monte Carlo**
Monaco | Principality of Monaco
- Titanic Beach Hotel**
Antalya | Turkey
- Hotel Splendido**
Portofino | Italy
- Hemingway's Beach Suites**
Grand Cayman | United Kingdom
- Grand Hotel**
Rimini | Italy
- The Fortress Resort**
Galle | Sri Lanka
- Grand Hotel Da Vinci**
Cesenatico | Italy
- Hotel Vista Palace**
Montecarlo | Principality of Monaco
- La Residencia**
Maiorca | Spain
- Villa San Michele**
Florence | Italy
- Olisippo Lapa Palace Hotel**
Lisboa | Portugal
- Hotel Cipriani**
Venice | Italy
- Boca Beach Residence**
Santo Domingo | Dominican Republic

Hotel San Domenico - Taormina



D&G
DOLCE & GABBANA

FONDÉ  EN 1743
MOËT & CHANDON
CHAMPAGNE


JW MARRIOTT

MISSONI



STEAK N SHAKE[®]
by Longhorn




BELMOND

MASI

EDEN[®]
TRAVEL GROUP

VOhotels
Vera Ospitalità Italiana

STELLA  **ARTOIS**
DRAUGHT MASTERS



YVES SAINT LAURENT




Applebee's

MALFY
GIN FROM ITALY

Cartier

KFC


CUPRA

Bourgogne
des Flandres[®]



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Crema Outdoor is located in Montagnana, a small town outside Padua, in the North-East of Italy. Known as one Italy's most beautiful villages, it has been the setting for our business and family since the early beginnings.

Our facility is located in the industrial district, where the major industrial and entrepreneurial businesses are. Its proximity to the A31 highway exit makes it easily reachable and facilitates the connection with the cities of Venice, Bologna and Verona.

