

Claudia Staber, Chief Marketing Officer at Glatz:

'We offer more than 20,000 configuration options without compromising on speed or quality'

Outdoor space has never been more central to hospitality design. Whether it is a rooftop terrace in a Mediterranean resort or a city-centre café in Copenhagen, the ability to create comfortable, sheltered environments has become a genuine competitive advantage for operators. For buyers, retailers, and project managers, the question is not simply which parasol to specify, but which manufacturer can actually deliver at the pace and precision a commercial project demands.

Glatz, the Swiss parasol manufacturer with roots stretching back to 1895, has built its reputation on answering exactly that question. Claudia Staber, Chief Marketing Officer at Glatz, explains how the company manages to offer more than 20,000 configuration options without compromising on speed or quality.



Team behind Glatz at SaloneDelMobile.Milano 2026

From umbrellas to outdoor engineering

What began in 1895 with umbrellas and handheld sunshades has evolved steadily into

something far more technical. 'Glatz brings together more than 130 years of craftsmanship with a genuine commitment to innovation,' Claudia explains. 'For four generations, the family has made sure that every product reflects timeless elegance, functionality, durability, and reliability.'

That continuity of ownership has shaped the depth and discipline of its production model. Wind stability is tested in a tunnel up to 120 km/h, opening mechanisms are patented, and spare parts remain available for ten years beyond any discontinued product. 'Swiss quality and engineering expertise are at the core of everything we do,' she says. 'Developing something the market has never seen before is not unusual for us.'



Built for volume, ready for the exception

With over 20,000 configurations available, balancing customisation with efficiency is no small feat. Claudia is candid about how the company approaches it. 'It comes down to good planning,' she says. 'We produce frames based on forecasts and keep the more standard parasols stocked in our warehouses across Switzerland and Europe, so we are always close to the market. That way, we are ready to produce canopies to order the moment the season begins.'

What makes this model work under pressure is a flexible workforce and the discipline to keep pace with demand during peak months. 'In summer we sometimes even work on Saturdays,' she notes. 'The women in our in-house sewing department are incredibly hard workers. The canopies are large and heavy, and it is demanding, skilled precision work.' The outcome is a delivery window that Claudia describes as one of Glatz's most important commercial strengths: 'Even during peak season, we can deliver a made-to-

order parasol to our dealers across Europe within five to ten days. That is really what sets us apart.'



Delivering the seemingly impossible

For projects requiring something entirely bespoke, the turnaround is equally impressive. Asymmetric parasols designed around irregular terrace corners, structures engineered for rooftops without compromising insulation, minimum order quantity of just one piece: all of this falls within what the Glatz contract division handles as standard.

'If a client needs an off-centre mast because of an unusual corner or an awkward building angle, we can make that work,' Claudia explains. 'It sounds straightforward, but it is not. Some of the ribs end up longer than others, the parasol still needs to close cleanly, and it still needs to hold firm in the wind at the stability levels we guarantee.' One project she recalls with particular clarity involved a cafeteria in Vienna surrounded by trees the client refused to remove. 'We measured each tree and worked out exactly where it would meet the canopy,' she says. 'In the end, we built in a hole with a zipper. You open the zip, close the parasol, and open it again the next morning. That is the kind of problem we enjoy solving, and even for a bespoke giant parasol like that, you are looking at ten to fifteen days from order to delivery.'

For restaurants and cafés, that speed is not a convenience but a necessity. 'These businesses rely on us,' she says. 'They need everything ready before the season opens, when the terraces fill up and every day counts. That is what makes what we do so meaningful.'



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