

ezpeleta

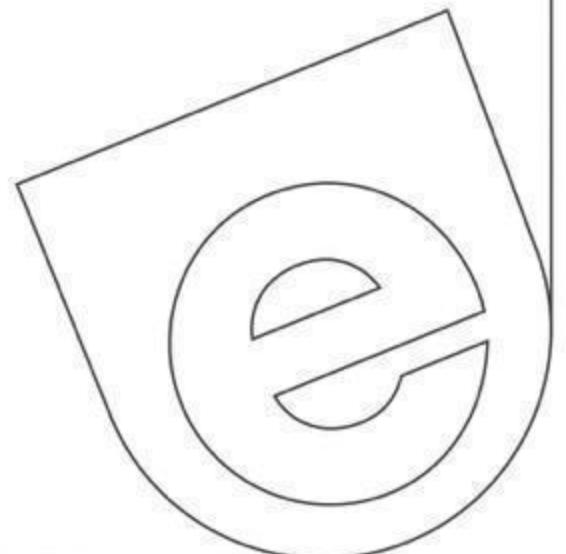

2026

**EOLO PURETI. Air-purifying Parasol.
Fully recyclable**



reddot winner 2020

PRESS RELEASE
03/2026





EOLO Pureti. Air-purifying Parasol. Fully Recyclable

Environmental consciousness, smooth aesthetics and good performance come together in Ezpeleta's EOLO Pureti parasol, **the most sustainable parasol we have ever made.**



Much like trees, the fabric of this parasol **reduces air pollution**, neutralizing engine gases and other harmful substances.

It features a **disruptive photocatalytic nanotechnology** manufactured by the American company Pureti®, which signed an agreement with Ezpeleta for the development of these innovative parasols. The effectiveness of this technology has been widely proven by the most renowned American and European universities, as well as by several laboratories and institutions specialized in photocatalysis.

Upon contact with sunlight and air humidity, the fabric treated with this technology **removes harmful substances and cleans the air we breathe.**

One parasol in your patio will have the **same anti-pollution effect as two trees.**



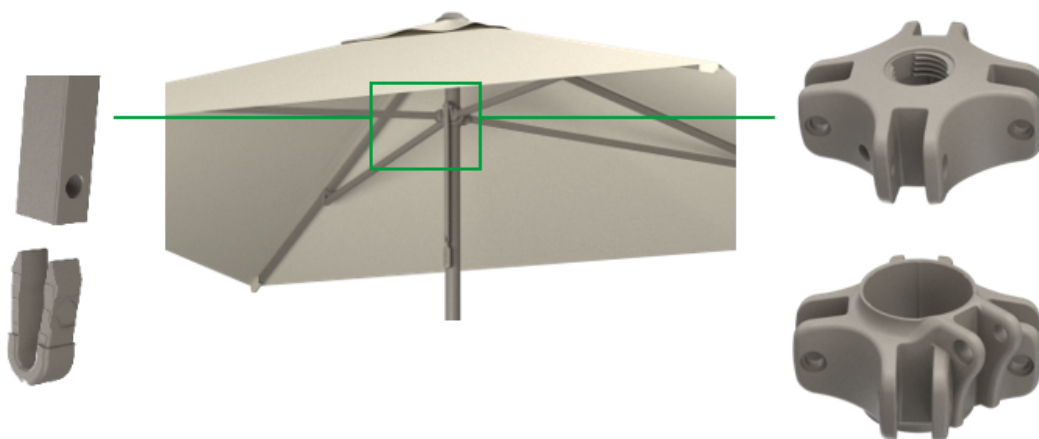
EOLO PURETI consists of fewer pieces than a traditional parasol, which leads to a **minimalist design** with clean lines and a really light weight, despite its **great**



resistance. All this contributes to a **reduced use** of raw materials and makes it easier to separate all different elements for **recycling**.



It consists of a lacquered aluminium pole, an **easy to use** and visually attractive **folding and unfolding system** and four reinforced ribs with solid plastic central joint pieces. The different parts of the parasol are combined using a **simple click-and-join system** that provides a strong anchoring while allowing an easy disassembly. This system also allows the replacement of individual pieces, thus **giving the product a longer life**.



The **innovative design** of this parasol makes it not only an aesthetically clean and elegant option, but also **really light and highly resistant to winds** of more than 90 km/h (certified by the **INTERTEK** laboratory). Moreover, it is **made of only 3 materials**: aluminium, fabric and polymer.

Its **design and manufacture 100% made in Portugal** comes from our factory in Vilanova de Cerveira, where our team works every day under the **values of quality, innovation and sustainability**.



Registered design n°: 007003710
Utiliy model n°: U201931894

The EOLO PURETI sunshade is available in **3 different sizes**, adapting to the aesthetic and functional needs of each terrace. From the smaller 2x2 metre model, through the medium size of 2.5x2.5 metres to the largest size of 3x3 metres.

Its **100% recyclable Olefin fabric** is lightweight and highly resistant to fading and chemical agents. Perfect for a parasol that is easy to use, sustainable and washable with common products.



EOLO Pureti AWARDS:

1.- IF AWARD 2022



The IF DESIGN AWARD is one of the most prestigious design awards in the world, with almost 11,000 entries from 56 countries. The award honours design and its social significance.

2.- RED DOT AWARD: Product Design 2020



reddot winner 2020

The Red Dot Design Award is one of the most important design awards in the world. The aim of the award is to recognise the quality and innovation of designers and manufacturers in the creation of new domestic and professional products.

3.- HORECA NEW BUSINESS MODELS AWARDS 2020, HIP MADRID. Product Innovation Award.

The Horeca New Business Awards 2021 are intended to recognise the work, leadership and transformation of those companies and professionals who are committed to innovation in the Horeca sector.

4.- First Nestlé Sustainability Award 2020

The award honours the best initiatives in the People and Family, Communities and Planet pillars, which are at the core of Nestlé's purpose: Developing the power of food to improve the quality of life for all, today and for future generations.



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