

VENTURE
SERIES

Driven to Perform

The Venture Series Commercial Patio Umbrella embodies California's legacy of ambition and innovation, designed for those who prioritize both performance and aesthetics. Engineered with double-wall thickness and resin hubs, this umbrella is crafted to meet the challenges of high-traffic commercial settings. It's more than shade—it's a statement of reliability and strength.

The larger 11ft size features a pulley-lift system and reinforced rib joints, the Venture Series stands firm against wind and weather, ensuring stability when it's needed most. Eight heavy-duty fiberglass ribs and stainless-steel hardware combine to deliver both function and style, while the sleek aluminum ribs and sturdy housing enhance its modern design.

For businesses driven by purpose, the Venture Series is a reliable, stylish solution. Where value and performance intersect, this umbrella rises to the occasion.

Commercial Grade

Easy Push-Lift

Heavy-Duty Fiberglass Ribs

Multiple Frame Finishes



VENTURE
ALTO

FEATURES



Aluminum Center Post

With a 2mm pole wall thickness, it offers exceptional strength and stability. Available in six finishes, it withstands daily commercial use.



Push Lift

Our push lift mechanism is simple and secure. The 11ft size features a smooth pulley pin system. Crank and tilt mechanisms are omitted for durability.



Double Pully-Lift (11ft Only)

Effortless lift system evenly distributes canopy weight, offering stability, easy operation, and secure functionality with a convenient pulley cord hook.



Fiberglass Ribs

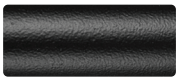
The canopy is supported by half-inch thick, high-density reinforced fiberglass ribs, enhancing durability and stability in all weather conditions.

FRAME FINISHES



Bronze

Matted White



Stone Black



Silver Anodized



Driftwood



Teak

FABRIC OPTIONS

sunbrella

Pacifica

OLEFIN

CANOPY CUSTOMIZATION

Cut Style



SWV | Edge | DWV | Alternating | Twist

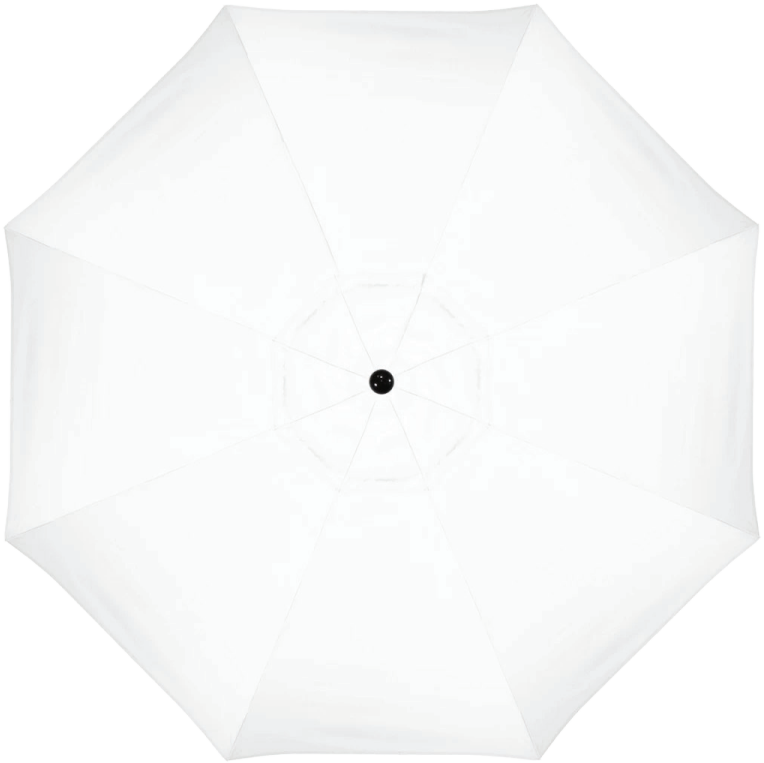
Valance



No Valance | Standard

Size options may limit certain features. Online listings might not reflect all supported options; for special requests, email sales@marchproducts.com





CONFIGURATION

MODEL NAME
ALTO118117-5404

FRAME FINISH
Bronze

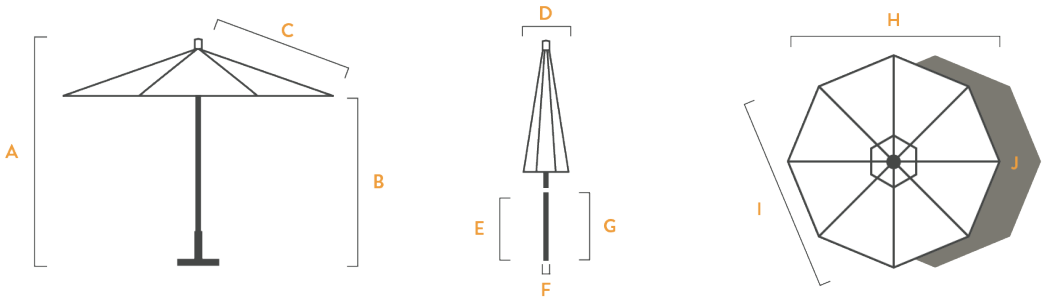
CANOPY STYLE
Single Wind Vent

PRIMARY FABRIC
Sunbrella 5404 Natural

MAKE YOUR OWN

SCAN ME

SPECIFICATIONS



	SHAPES				
	MODEL NAME	ALTO118	ALTO908	ALTO758	ALTO604
	SIZES	11FT x 8 RIBS	9FT x 8 RIBS	7.5FT x 8 RIBS	6FT x 4 RIBS
A(in/cm)	OVERALL HEIGHT	107 1/16 / 272	103 1/8 / 262	96 1/16 / 244	102 3/4 / 261
B(in/cm)	CANOPY CLEARANCE	81 1/8 / 206	79 1/8 / 201	79 1/8 / 201	79 1/8 / 201
C(in/cm)	RIB LENGTH	65 15/16 / 167	55 1/8 / 140	43 5/16 / 110	53 1/8 / 135
D(in/cm)	PARASOL WIDTH	5 7/8 / 15	5 13/16 / 15	5 13/16 / 15	5 1/2 / 14
E(in/cm)	TABLE CLEARANCE	36 7/16 / 93	45 1/2 / 116	48 1/16 / 122	45 1/2 / 116
F(in/cm)	POLE DIAMETER	1 1/2 / 3.8	1 1/2 / 3.8	1 1/2 / 3.8	1 1/2 / 3.8
G(in/cm)	BOTTOM POLE	32 / 81	32 / 81	36 / 91	32 / 81
H(in/cm)	CANOPY TIP TO TIP	129 1/2 / 329	103 9/16 / 263	87 / 221	103 1/8 / 262
I(in/cm)	CANOPY FLAT TO FLAT	129 5/8 / 330	95 11/16 / 243	80 3/8 / 204	72 15/16 / 185
J(ft^2/m^2)	SHADE COVERAGE	82.38 / 7.65	52.65 / 4.89	37.17 / 3.45	36.94 / 3.43

Dimension Tolerances ± 2" / 5cm. Dimensions shown are rounded to the nearest inch/cm and correspond to indicated lift system. Options are subject to change without notice.

MSRP

($)	OLEFIN	570	460	390	N/A
($)	PACIFICA	720	560	480	N/A
($)	SUNBRELLA 1A	850	720	670	610
($)	SUNBRELLA 2A	930	750	700	640
($)	SUNBRELLA AWNING	1020	830	750	690