

**VENTURE**  
ALTO

# 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 zinc-plated rib 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.

With a smooth 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 hub and 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.



**Aluminum Center Post**



**Easy Push-Lift**



**Heavy-Duty Fiberglass Ribs**



**Multiple Frame Finishes**

**CALIFORNIA**  
**UMBRELLA**

# 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.



### Stainless Steel Hardware

All stainless steel and zinc-plated components ensure excellent corrosion resistance and long-term durability.



### 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



## 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](mailto:sales@marchproducts.com)

## CONFIGURATION

---

### MODEL NAME

ALTO118117-5404

### FRAME FINISH

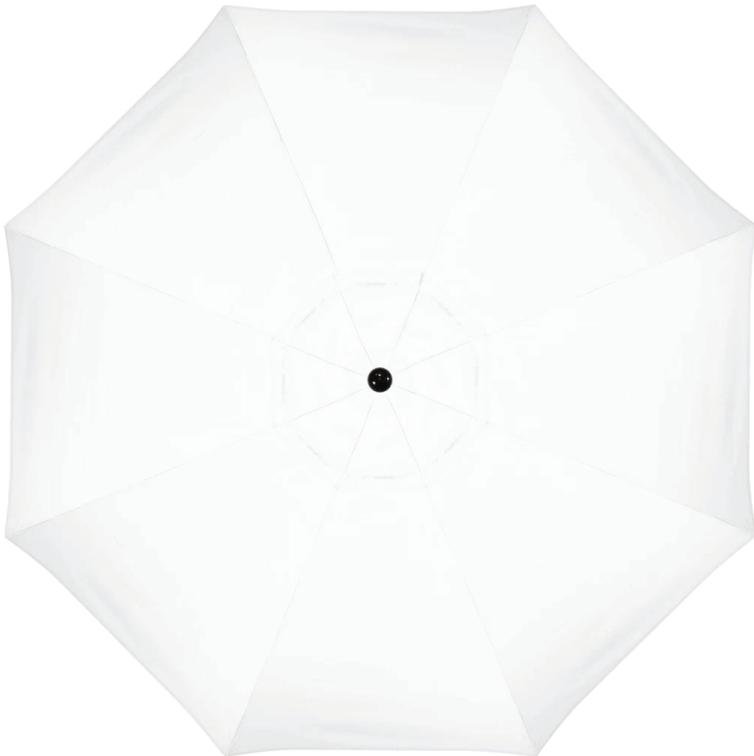
Bronze

### CANOPY STYLE

Single Wind Vent

### PRIMARY FABRIC

Sunbrella 5404 Natural

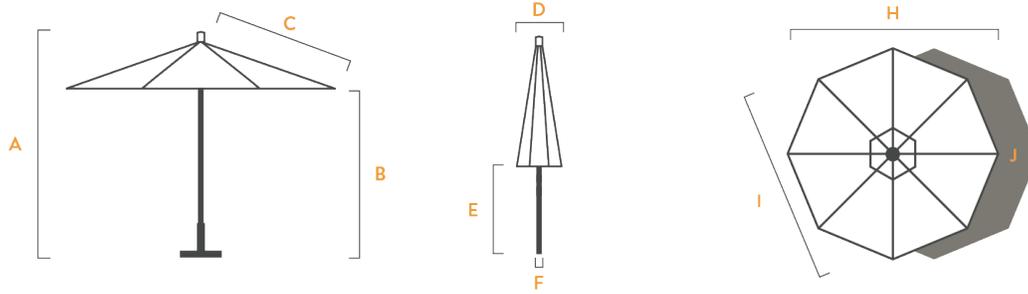


MAKE YOUR OWN



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	
<b>A</b> (in/cm)	<b>OVERALL HEIGHT</b>	107 1/16 / 272	103 1/8 / 262	96 1/16 / 244	102 3/4 / 261
<b>B</b> (in/cm)	<b>CANOPY CLEARANCE</b>	81 1/8 / 206	79 1/8 / 201	79 1/8 / 201	79 1/8 / 201
<b>C</b> (in/cm)	<b>RIB LENGTH</b>	65 15/16 / 167	55 1/8 / 140	43 5/16 / 110	53 1/8 / 135
<b>D</b> (in/cm)	<b>PARASOL WIDTH</b>	5 7/8 / 15	5 13/16 / 15	5 13/16 / 15	5 1/2 / 14
<b>E</b> (in/cm)	<b>TABLE CLEARANCE</b>	36 7/16 / 93	45 1/2 / 116	48 1/16 / 122	45 1/2 / 116
<b>F</b> (in/cm)	<b>POLE DIAMETER</b>	1 1/2 / 3.8	1 1/2 / 3.8	1 1/2 / 3.8	1 1/2 / 3.8
<b>G</b> (in/cm)	<b>BOTTOM POLE</b>	32 / 81	32 / 81	36 / 91	32 / 81
<b>H</b> (in/cm)	<b>CANOPY TIP TO TIP</b>	129 1/2 / 329	103 9/16 / 263	87 / 221	103 1/8 / 262
<b>I</b> (in/cm)	<b>CANOPY FLAT TO FLAT</b>	129 5/8 / 329.5	95 1/16 / 243	80 3/8 / 204	72 15/16 / 185
<b>J</b> (ft <sup>2</sup> /m <sup>2</sup> )	<b>SHADE COVERAGE</b>	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.

## PRICING

(\$)	<b>OLEFIN</b>	570	460	390	N/A
(\$)	<b>PACIFICA</b>	720	560	480	N/A
(\$)	<b>SUNBRELLA 1A</b>	850	720	670	610
(\$)	<b>SUNBRELLA 2A</b>	930	750	700	640
(\$)	<b>SUNBRELLA AWNING</b>	1020	1010	750	690