



VENTURE

SERIES



Driven to Perform

From the missions that seeded California's modern day roots, through the gold rush, the oil boom, and the daily revolutions built in Silicon Valley, the history of California is built by people driven to create something.

The Venture Series is made to serve the enterprising spirit in our line of products. It is the essential commercial umbrella, bold in its materials, classic in its appearance, and driven to perform. Starting with a double wall thickness to set a robust foundation, everything in the Venture series is designed for work. Stainless steel hardware to all the finishing details, zinc plated rib hubs, and a canopy supported by half inch thick, high density plastic extruded Fiberglass ribs, it all makes for a series of shade products that endures any challenge and delivers shade beautifully.

Wherever value and performance is met with the need for flexibility and strength, we offer the Venture series as your shade solution.

Item Name	ALTO 118	ALTO 908	ALTO 758	ALTO 604
Size	11'	9'	7.5'	6'x6'
Overall Height	107"	103"	96"	103 1/8"
Lift Style	Pulley Lift	Push Lift	Push Lift	Push Lift
Rib Material	12.7mm fiberglass	12.7mm fiberglass	12.7mm fiberglass	12.7mm fiberglass
Pole Diameter	1.5" (2mm wall thickness)	1.5" (2mm wall thickness)	1.5" (2mm wall thickness)	1.5" (2mm wall thickness)
Center Pole	Aluminum	Aluminum	Aluminum	Aluminum
Hub	Aluminum	Aluminum	Aluminum	Aluminum
Hardware & Pulleys	Stainless steel	Stainless steel	Stainless steel	Stainless steel
Wind Vent	Double Wind Vent	Single Wind Vent	Single Wind Vent	Single Wind Vent




Check out our website for more information
www.californiaumbrella.com/product/detail/california-umbrella/alto118

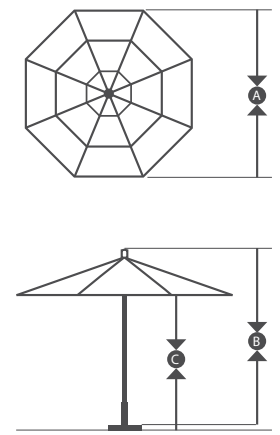


ALTO 118

Item: ALTO118002-5417-DWV
 Pole: 002 Silver Anodized
 Cover: 5417 Tuscan DWV
 Base: CRLY903



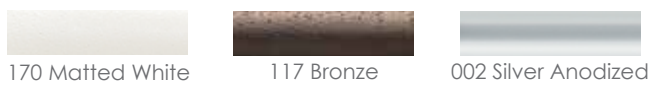
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FABRIC OPTIONS



POLE COLOR



BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 11' B 107" C 85"


PROTECTIVE COVERS

UC101

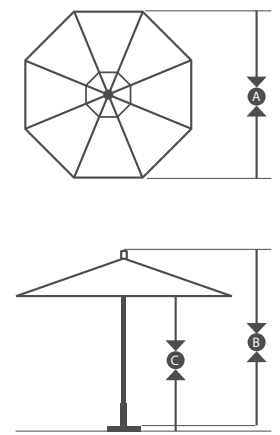


ALTO 908

Item: ALTO908117-48022
 Pole: 117 Bronze
 Cover: 48022 Spectrum Cilantro
 Base: CRLY903



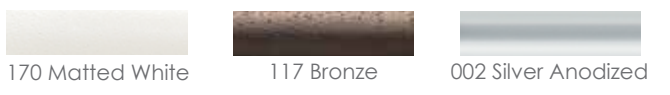
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FABRIC OPTIONS



POLE COLOR



BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 9' B 103" C 83 3/4"

PROTECTIVE COVERS

UC100



ALTO 758

Item: ALTO758117-F04
 Pole: 117 Bronze
 Cover: F04 White
 Base: CRLY903



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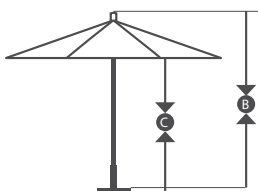
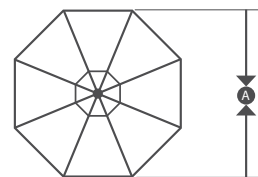


ALTO 604

Item: ALTO604002-5401
 Pole: 002 Silver Anodized
 Cover: 5401 Pacific Blue
 Base: CRLY903



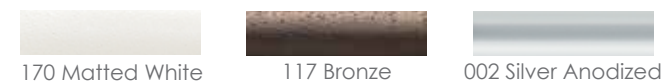
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FABRIC OPTIONS



POLE COLOR



BASE OPTIONS

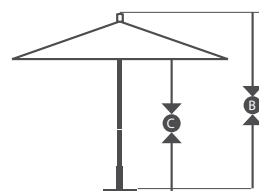
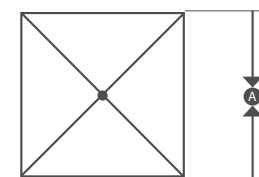
CRLY903 CRLY905

DIMENSIONS

A 7.5' B 96" C 82"

PROTECTIVE COVERS

UC100



FABRIC OPTIONS



POLE COLOR



BASE OPTIONS

CRLY903 CRLY905

DIMENSIONS

A 6' B 103 1/8" C 81 1/4"

PROTECTIVE COVERS

UC100