

# MADISON®

*indoor  
and  
outdoor  
living*



## ECO-LINE

Sustainable collection made from 100% recycled material with eco-coating.

## CUSHIONS

Inspiration for home & garden.  
Trendy collections.

## PARASOLS

High quality & innovative designs  
with matching accessories.





## MADISON™

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Madison has a philosophy of continuous product development and improvement. As a result, products supplied may differ from the images shown. Printing errors reserved.

Follow us on the social network  
@madisoninternational



# Hello,

We are proud to present the new 2025 Madison collection. The collection we present this year is a blend of modern elements and timeless elegance. With refreshing colors and surprising details you are able to present to your customers a totally renewed collection for the next season. What makes this collection interesting is that certain prints from previous collections can be combined.

Each item from the new collection is designed with attention to detail and the latest trends. Think of high-quality materials, the fresh combination of purple and green in the garden cushion theme Bliss of Summer. Or how about the chic print of the flamboyant peacock also reflected in this theme?

We look forward to meeting you and creating successful retail concepts together!

**Team Madison**

*Enjoy!*





Mix & Match



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Comprehensive and unique collection of patented parasols.

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# Design, *manufacturer* & distributor



Since 1977 Madison® has been a family business producing high quality cushions for garden and interior. By now the third generation is active and we have become the market leader in the Benelux in garden cushions, decorative cushions, cushions for dogs & cats and (patented) parasols. We offer a full service: from design and production to distribution at your location.

We are quite proud of that! With an exclusive production, options for private labels and full quality control, we set the highest standards for our collection. With over 3000 items in stock, we can also achieve short delivery times.

## **Production processes continuously optimized**

To meet this requirement, we continuously develop and optimize our production processes. This is reflected in our advanced machinery, high-quality materials and strong focus on innovation. Also, thanks to the short links in the chain, we are able to respond relatively quickly to trends and other developments such as sustainability.







**Eco product line**

Since 2022, we have our own unique sustainable Eco-line garden cushions in the range. With a strong focus on environmental awareness, we strive to minimize our carbon footprint. All garden cushions in the Eco-line are made from 100% recycled high quality material with an ecological coating. In addition to the plain garden cushions, the Eco-line has been expanded this year with a number of designs.

- All disciplines in-house from design to distribution.
- Advanced production technologies are continuously optimized.
- Eco-line: 100% recycled material.
- Retail concepts for trendy and sustainable collections.

**Made in Europe**

To ensure short delivery times and promote our European craftsmanship, all cushions in the collection are manufactured in our own factories in Europe.

**Private labels**

Does your organization want to expand the pillow collection with a common theme or are you looking for a unique collection? Besides the annual and sustainable collections Madison also develops private labels. We can supervise the entire process in close cooperation with your organization. From design to production, we are able to work with your organization to develop a suitable collection with its own brand identity.



*We are most proud of the fact that we have maintained the original values and vision of our founders to this day.*



# Visit our *showroom*

Get inspired by our collection and discover the complete Madison collection in our showroom in Almelo. Our inspiration rooms will show you how to present and combine the themes. In addition, we present various retail concepts so you can get an impression of how to present the collection in an interesting way. Start the new season well prepared and make an appointment in our showroom. Together we can brainstorm which concepts are most effective for your location(s).





Check out our refreshing outdoor cushion themes, get to know the new prints for the eco-line and see how you can present our accessories and parasols. Plan your visit using the QR code below. You are more than welcome!



Curious about what we can do for you? Make an appointment without obligation. We are happy to advise you!

## THE POWER OF RETAIL CONCEPTS

Increase the success of your (garden) cushion and parasol collection by integrating it into an attractive retail concept. Our proven retail concepts create remarkable store designs that grab customers' attention and encourage them to buy.

We achieve this by working with you to look at the capacity in your store, combined with our experience, strategic planning and unique store presentation options. Curious about what we can do for you? Scan the QR code below and make a no-obligation appointment. We would love to advise you!



# MADISON *Eco-line*

Made  
from 100%  
recycled  
material



SUSTAINABLE  
ECO-FABRIC



VERY HIGH  
UV-LIGHT  
PROTECTION



COLOUR  
FAST



3 YEAR  
WARRANTY  
COLOURFASTNESS



WATER-  
REPELLENT



WATER-  
RESISTANT



STAIN  
RESISTANT



ANTI-  
BACTERIAL





*New!*

This year, we have expanded our Eco-line cushion collection to include some timeless bright floral prints that will add a fresh touch to your collection.

# Embrace Sustainability

*with Madison*

Create impact together with us by adding the Eco-line to the collection of cushions in your store. The need for sustainable products is growing worldwide. At Madison, we recognize this need and have been producing the Eco-line series since 2022 that exceed all current quality standards.

These sustainable garden cushions are made from 100% recycled materials with an ecological coating. Thanks to our growing expertise in materials, the properties are continuously improved and the ecological footprint is minimized.



Find out more about our Eco-line and view the collection.

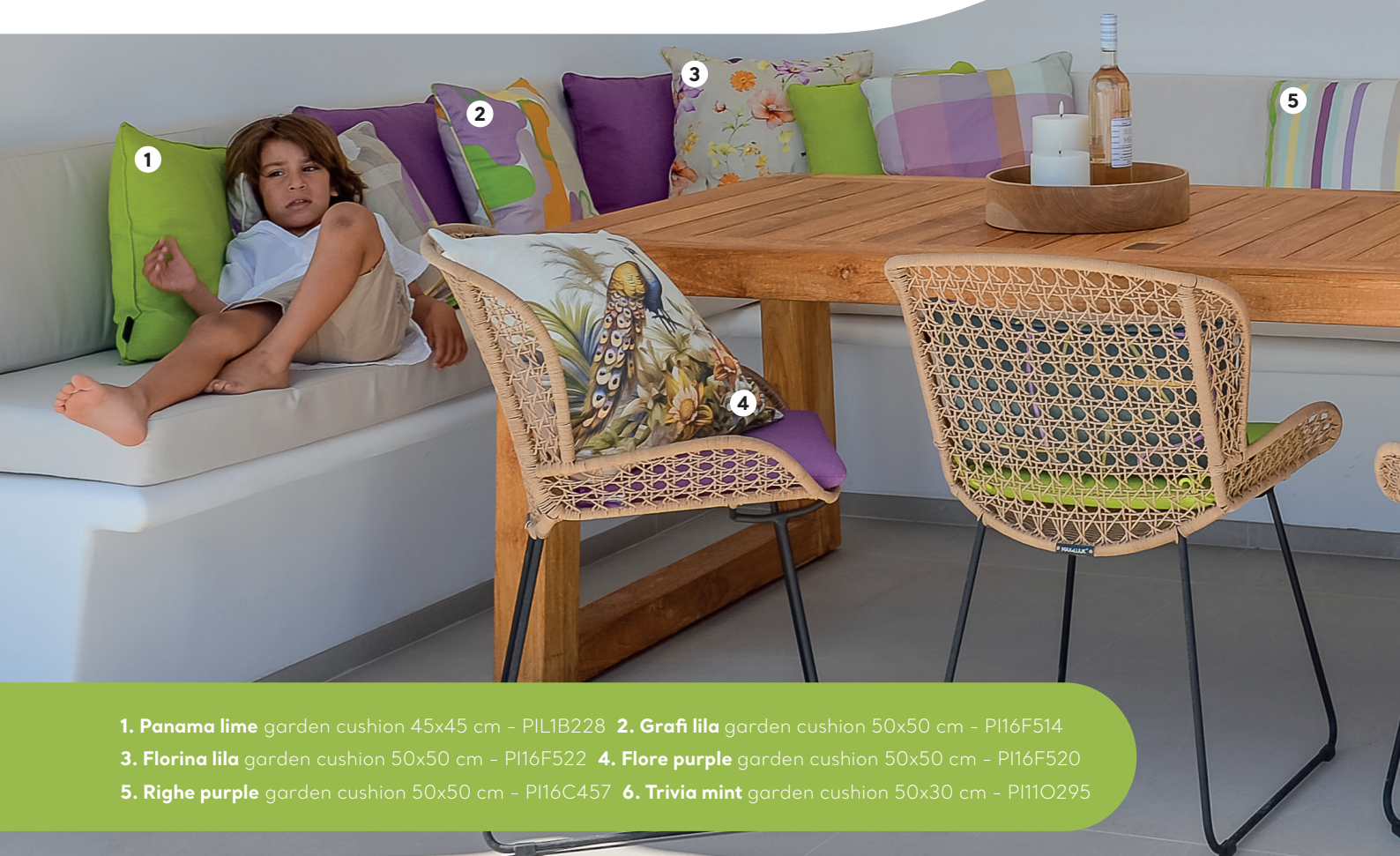


Create a clear and successful Eco-line presentation in your store.



# Bliss of Summer

With dashing warm shades of purple combined with fresh lime, create a colorful and summery atmosphere in your outdoor space. Make the garden extra stylish by combining the plain cushions with graphic and organic designs. Add the flamboyant peacock to make the space more classy or complete the garden with the checkered cushion which is back from the past.



1. **Panama lime** garden cushion 45x45 cm - PIL1B228 2. **Grafi lila** garden cushion 50x50 cm - PI16F514  
3. **Florina lila** garden cushion 50x50 cm - PI16F522 4. **Flore purple** garden cushion 50x50 cm - PI16F520  
5. **Righe purple** garden cushion 50x50 cm - PI16C457 6. **Trivia mint** garden cushion 50x30 cm - PI11O295





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Find out  
more  
about our  
collection







**1. Grafi salmone** garden cushion 50x50 cm - P116F515 **2. Trivia natural** garden cushion 50x30 cm - P111O296  
**3. Napels kaki** garden cushion 50x30 cm - P111S242 **4. Righe salmone** garden cushion 50x50 cm - P116C458  
**5. Napels salmone** garden cushion 50x50 - P116S241 **6. Donna natural** garden cushion 50x50 cm - P116E412





# Cozy Tones

Unwind and create a beautiful living environment with the soft, natural tones and textures of our Cozy tones collection. The collection graces through simplicity and can be perfectly paired with natural wood materials. Add the subtle floral print pillows when you want to make the outdoor space more playful. With the soft neutral colors, create a serene atmosphere that promotes relaxation.



Find out  
more  
about our  
collection





# Charming Happiness

Opting for timeless elegance? The combination of recognizable gray and green tones gives your garden a familiar feel. Inspired by nature, these colors flow subtly with the surroundings. Warm and cool at the same time, the colors play with the sunlight. In the shade, the cool shade of gray will dominate in particular. Once the sun shines, the green hue takes over, charmingly illuminating and warming the space. The color palette is ideal for combining with different styles and materials.



- 1. Panama sage** garden cushion 45x45 cm - PIL1B241 **2. Trivia grey** garden cushion 50x30 cm - PI11O297  
**3. Righe grey** garden cushion 50x50 cm - PI16C459 **4. Tess sage** garden cushion 50x50 cm - PI16F512  
**5. Grafi sage** garden cushion 50x50 cm - PI16F516 **6. Banda kaki** garden cushion 50x50 cm - PI16C463



Find out  
more  
about our  
collection





# Boutique Allure

Give your space a trendy retro look with a modern twist. The vibrant combination of deep burgundy, powerful Turmeric yellow and refreshing olive green brings a cheerful cozy atmosphere. This color palette will give your space a warm summer glow in which to relax. Make the space extra cozy with the bright prints with orange accents. This color combination combines perfectly with soft tones and natural materials, harmonizing beautifully with elements such as wood, rattan, jute and other natural textures.



- 1. Panama yellow** garden cushion 47x47 cm - FLORB245 **2. Trivia green** garden cushion 50x30 - PI11O298  
**3. Grasse green** garden cushion 50x50 - PI16O291 **4. Florino orange** garden cushion 50x50 - PI16F524  
**5. Grafi bordo** garden cushion 50x50 cm - PI16F517 **6. Tess orange** garden cushion 50x50 cm - PI16F513



Find out  
more  
about our  
collection







1. **Righe azure** garden cushion 50x50 cm - PI16C460    2. **Napels azure** garden cushion 50x50 cm - PI16S243  
3. **Milly azure** garden cushion 50x50 cm - PI16O289    4. **Grasse aqua** garden cushion 50x30 cm - PI11O292  
5. **Florina blue** garden cushion 50x50 cm - PI16F525





# Sunset Feeling

Relax in warm Mediterranean atmospheres enriched with the enchanting color of the sea: turquoise. Experience the ultimate vacation feeling, but just at home! With its bluish undertone, turquoise brings a refreshing and energetic ambiance, making a powerful presence in any outdoor space. Complete your outdoor living with the retro floral designs or flamboyant peacock for a unique atmosphere in your space.



Find out  
more  
about our  
collection







# Panama Shop Concept



Create the perfect atmosphere with the Panama concept in your store. The cushions are ideal to combine with various themes and prints for both indoor and outdoor. With a balanced mix of trendy and timeless pillows, you offer your customers a versatile collection that suits every season. Moreover, the fabrics are sustainable, made from 70% recycled fibers. We would be happy to advise you about the collection for your store!



Make an appointment to create a successful retail concept together.







Made from 70% recycled material





# Madison Topline

50<sup>+</sup>  
UV SUN  
PROTECTION

2000  
SUNHOURS

Want to enjoy the first rays of spring and summer warmth without getting sunburned? Discover which elegant Madison Topline parasol with Dutch Design best suits your garden or balcony. Thanks to the high-quality finish of the Topline parasols, you can comfortably and safely enjoy the sunshine!

## YOU CAN RECOGNIZE OUR TOPLINE PARASOLS BY:

- ✓ A robust frame equipped with an user-friendly system for opening and closing the parasol.
- ✓ A strong woven fabric with a special coating. This coating ensures that the parasol is water- and dirt repellent, to keep the parasol in optimal condition.
- ✓ 50+ UV sun protection and are colorfast up to 2000 hours of sun exposure.
- ✓ Made of strong and high-quality woven fabric: 100% polyester, 220 gr/m<sup>2</sup>.



Find out more  
about our  
collection





# Saint Tropez

Determine the ideal position of the parasol with the 360° swivel base. The parasol is easily tiltable to the desired position and adjustable sideways in 5 positions. The parasol offers extra stability due to the reinforced lines. Available in 6 colors. **Size 355x300 cm.**



# Sun Wave

The "Sun Wave" can be flexibly placed in space. Ideal for use as a balcony parasol or small terraces and outdoor spaces. Easily tiltable to the desired position and flexible in adjusting the correct height (80 positions). Available in 8 colors. **Size 270x150 cm.**





## Asymmetric *sideway*

Are you opting for a stylish, high-quality parasol that is flexible to tilt above the table? Then meet the "Asymmetric Sideway". This parasol is ideal if you want to adjust the shade to the position of the sun during dinner or when you have drinks and snacks on the table. It is also a perfect solution if you have no space in the garden for a hanging parasol. The unique pre-tensioning system ensures that the parasol is easy to open and close. The parasol offers extra stability due to the reinforced lines. Available in 7 colors. **Size 360x220 cm.**



**Patented  
parasol**



# Accessoires

## Madison Cover

With the Madison protective cover, you extend the lifespan of the Madison Parasol. The protective cover ensures that the parasol is protected against weather influences and dust formation. Your parasol will also discolor less quickly, keeping the parasol beautiful for longer! The ventilation opening at the top ensures air circulation, allowing water vapor to escape.



## Led bluetooth speaker

Do you want to make the most of your parasol? Then equip your parasol from the Madison collection with an LED and Bluetooth speaker. Ideal when you want to create atmospheric light under the parasol with a good book or delicious dinner. At any desired time of the day, you can play your favorite playlist with the integrated Bluetooth speaker. **Guaranteed fun!**



This separately available matching protective cover with convenient storage bag ensures a longer preservation of the parasol.



## Parasol holders



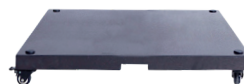
Cross base  
VOE7P033



Parasol base  
30 kg  
VOE8P033



Parasol base 60 kg  
with swivel wheels  
VOE9P033



Parasol base 120 kg  
with swivel wheels  
VO11P033



Balcony clip  
Sunwave  
VOE5P033



**OUR COMPLETE TOPLINE COLLECTION** Available in various colours



**Saint Tropez**  
free hanging



**Sun Wave**  
balcony



**Asymmetric Sideaway**  
standing



**Rectangle**  
standing



**Delos Luxe**  
standing



**Mikros Luxe**  
standing



**Sun Square**  
balcony



**Monaco Flex III**  
free hanging



**Paros luxe II**  
standing



**Flores Luxe**  
standing



**Syros Luxe Square**  
standing



**Syros Luxe Round**  
standing



**Timor Luxe Round**  
standing



**Syros Open Air Square**  
standing



**Syros Open Air Round**  
standing



**Monaco Open Air Square**  
free hanging



**Patmos**  
standing



**Moraira**  
standing



**Elba**  
standing



**Denia**  
standing



**Mykanos**  
standing



**Corsica**  
standing



**Malta**  
free hanging



**Triangle**  
balcony



*In addition to the Topline  
parasols, we also offer parasols  
from the Basic Line and  
Profi Line collections.  
We are happy to advise you.*

Find out  
more  
about our  
collection





# Mix & Match

Bring the summer vibes home and upgrade your outdoor space with our trendy and stylish selection. Be inspired by the vibrant colors and relaxed atmosphere of summer as you brighten up your home and garden with our trendy and elegant items. From colorful cushions to chic accessories.

We offer everything you need to create a beautiful outdoor space for you to enjoy.





- 1. Sunwave** parasol 270x150 cm - PAC3P016 **2. Panama lime** garden cushion 45x45 cm - PIL1B228  
**3. Sya purple** garden cushion 50x50 cm - PI16C461 **4. Donna green** garden cushion 50x30 cm - PI11E411  
**5. Florina lila** beach chair 120 x 55 cm - CHILF522 **6. Panama purple** garden cushion 46x46 cm - TOSCB244  
**7. Trivia mint** garden cushion 50x50cm - PI16O295 **8. Flore purple** garden cushion 50x50 cm - PI16F520





# Mix & Match

- 1. Paros luxe** parasol Ø300 cm - PC23P029 **2. Napels salmone** garden cushion 50x50 - PI16S241  
**3. Grafi salmone** garden cushion 50x50 cm - PI16F515 **4. Donna grey** garden cushion 50x30 cm - PI11E413  
**5. Panama sage** bench cushion 150x48 cm - BAN7B241 **6. Panama light grey** cushion 46x46 cm - TOSCB213  
**7. Donna natural** garden cushion 50x50 cm - PI16E412 **8. Trivia natural** garden cushion 50x30 cm - PI11O296





- 1. Saint tropez** parasol 355x300 cm - PC21P027 **2. Tess orange** garden cushion 50x50 cm - PI16F513  
**3. Panama terra** cushion 45x45 cm - PIL1B261 **4. Panama bordeaux** cushion 40x60 cm - PIL4B258  
**5. Panama terra** lounge cushion 200x60 cm - LIGSB261 **6. Grafi bordeaux** garden cushion 50x50 cm - PI16F517  
**7. Trivia green** garden cushion 50x30 cm - PI11O298 **8. Canvas Eco + taupe gold** table runner 140x50 cm - LOPEE402  
**placemat** 45x33 cm - PLACE402



# MADISON *Home*

We are convinced that every interior  
deserves elegance and comfort!





# Madison *Creation opens a world of new possibilities.* Home

Are you looking for a unique collection of interior cushions under own label? Discover the possibilities Madison Home has to offer. We ensure that the wishes in terms of style, functionality and quality are reflected in a suitable collection for your organization. We are convinced that every interior deserves elegance and comfort!

We can also support you if you have started your own label and are ready for the next step in your collection. We take on the entire process of design, production and quality control, so that your organization can fully concentrate on successfully marketing the cushion collection.





MADISON  
*Friends* 

# Relaxed &



MOISTURE  
REPELLENT



WASHABLE  
COVER



ANTI  
BACTERIAL



MADE IN  
EUROPE



Find out  
more  
about our  
collection





# comfortable



Nothing is more wonderful than seeing your dog or cat relaxing on a comfortable pillow or in a cozy basket ready to re-energize for the day or go to sleep.

At Madison Friends, comfort is key. Our pillows and baskets are made of high-quality, luxurious fabrics that are breathable, moisture-regulating and antibacterial. This makes them not only suitable for intensive use, but also easy to clean and maintain.

Thanks to the natural color palette of our collection, our products fit into a variety of interior styles: from modern to rustic. Give your pet the comfort and style they deserve with Madison Friends.



## Orthopedic dog cushions

Discover our orthopedic dog cushions. They are available in various sizes and colors. The cushions provide extra comfort that contributes to the overall health and well-being of dogs and cats.





**MADISON**  
TOPLINE

**MADISON**  
*Eco-line*

**MADISON**  
*Home*

**MADISON**  
*Friends* 🐾

[www.madison.nl](http://www.madison.nl)