

Gorich Launches New Beach Cabana with UPF 50+ Protection, Enhanced Wind Stability, and Oversized Shade Coverage

Gorich delivers UPF 50+ sun protection, enhanced wind stability, and oversized shade coverage at a more accessible price point.

LOS ANGELES, CA, UNITED STATES, April 9, 2026 /EINPresswire.com/ -- As outdoor activities surge with the arrival of spring and summer, Gorich Outdoors announces the launch of its latest beach cabana — a thoughtfully engineered solution that combines reliable sun protection, enhanced wind stability, and expanded shade coverage for families and outdoor enthusiasts.

Designed with real-world beach conditions in mind, the new cabana delivers UPF 50+ protection, reinforced wind resistance, and an oversized 10×10 ft canopy, offering a compelling alternative to higher-priced options on the market — with comparable functionality at nearly half the price point.

Designed for All-Day Sun Protection
Built using premium silver-coated fabric, the Gorich beach cabana blocks up to 98% of harmful UV rays, helping users stay cool and protected even under intense sunlight.



Gorich Logo



Gorich Beach Cabana

A key feature is the adjustable side shade panel, which can be repositioned as the sun moves throughout the day. This ensures continuous coverage from multiple angles — making it especially suitable for long beach stays, family outings, and extended outdoor activities.

Engineered for Stability in Windy Conditions

To address one of the most common pain points in beach setups, Gorich has developed a multi-layer windproof system that enhances stability without adding unnecessary weight:

- Reinforced umbrella-style steel frame for balanced wind distribution
- Screw-in center pole that anchors deep into the sand (up to ~40 cm)
- Integrated sandbags and ground stakes for additional support
- Top vent and breathable mesh panels to reduce wind pressure

Together, these features help the cabana remain stable in breezy coastal environments, offering users a more secure and reliable setup.

More Shade, More Value

Gorich introduces two size options — 8×8 ft and 10×10 ft — to meet different outdoor needs. The 10×10 ft version stands out in particular, offering up to 50% more shade coverage compared to standard 8×8 ft beach canopies commonly found in the market.

Despite the larger size, the product remains lightweight and easy to carry, providing users with a rare combination of expanded space and portability.

At an estimated retail price significantly lower than comparable premium cabanas, Gorich delivers high-performance features at a more accessible price point, making it an attractive option for value-conscious consumers.

Designed for Real Outdoor Use

The cabana features an umbrella-style setup system, allowing users to assemble it within minutes by:

- Locking the frame



Gorich Beach Cabana Description

- Adjusting the height (6.5–8 ft)
- Securing the base with sandbags and stakes

While prioritizing stability and durability, the design balances ease of use with performance — making it suitable for beach trips, camping, picnics, and backyard gatherings.

As more consumers seek comfort and flexibility in outdoor experiences, demand is growing for gear that combines protection, stability, and usability. With its balanced design and user-focused features, the Gorich beach cabana aims to support longer, more enjoyable outdoor moments — from relaxing beach days to active family outings.

To further support product credibility, Gorich continues to collaborate with outdoor creators and real users who test the cabana in authentic environments — from coastal beaches to family outdoor setups.

These real-use scenarios help demonstrate how the product performs beyond specifications, offering reassurance to consumers who may be exploring new brands.

About Gorich Outdoors

Gorich Outdoors is dedicated to creating practical, user-friendly outdoor gear that enhances comfort and convenience across a variety of environments. As part of the Venustas brand family, Gorich focuses on warm-weather outdoor solutions—helping people make the most of their time outside, from beach days to everyday adventures.

To celebrate the launch, Gorich is currently offering up to 30% off on select products for a limited time.

For any inquiries or collaboration opportunities, please contact collab@gorichoutdoors.com for more information.

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