



## 4.EVER Pininfarina Cambiano, the everlasting writing instrument

Turin, 27 January 2014 – World debut in Frankfurt at Paperworld, the world's leading fair for stationery and writing instruments, for **4.EVER Pininfarina Cambiano, the everlasting writing instrument**. The tip in Ethergraph, realized with a special metal alloy, conceived and created by **Napkin**, allows to write indefinitely with no ink and no refill.

The revolutionary writing instrument, born from the collaboration between **Pininfarina** and **Napkin** and completely hand made in Italy from master craftsmen, has a precise stroke like a pencil but it cannot be erased like the one traced by a pen.



Pininfarina conferred to the tool a strong stylistic identity able to enhance the technological features provided by Napkin. Taking inspiration from the Cambiano concept car, elegant and essential lines have been created that, thanks to the combination of innovative and classical material, as the aluminum and the wood, confer a unique character to the object.



Cambiano concept car.

The 4.EVER Pininfarina Cambiano will be matched with a notebook realized in stone paper, a paper manufactured from the stone powder, stronger than the traditional one and water resistant, an eco-friendly material with a minimal environmental impact. The notebook is enriched by the original sketches of the

*“Pencil and notebook – affirmed Chairman **Paolo Pininfarina** – are the fundamental designer’s stoke-in-trade. We wanted to create, with Napkin’ collaboration a kit addressed to all the people who love design and innovation, giving life, at the same time, to a timeless object with the typical traits of the Pininfarina style: elegance, purity and innovation.”*

Segui Pininfarina su:

[www.pininfarina.com](http://www.pininfarina.com)

[www.facebook.com/PininfarinaSpA](https://www.facebook.com/PininfarinaSpA)

[www.youtube.com/pininfarinaofficial](https://www.youtube.com/pininfarinaofficial)

**Contatti:** Francesco Fiordelisi, Head of Corporate and Product Communication, ph. 011.9438105/email [f.fiordelisi@pininfarina.it](mailto:f.fiordelisi@pininfarina.it)