



## 4Ever Pininfarina Cambiano: elegance and Made in Italy for a limitless writing instrument.

Torino 9 giugno 2014 – **4EVER Pininfarina Cambiano** is the writing instrument born from the collaboration between **Napkin** and **Pininfarina**. It is the new product of the 4EVER by Napkin line, characterized by a writing tip obtained by the fusion of different metals in an alloy called **Ethergraf** (conceived, manufactured and protected by Napkin), that allows to write with no ink and no refill. 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.



The 4EVER Collection grows with this new model - presented today at the Pininfarina Museum – that represents the flagship of the line characterized by a strong stylistic identity able to enhance the technological features.

Taking inspiration from the **Cambiano concept car**, the Pininfarina team, led by Paolo Trevisan, created elegant and essential lines that, thanks to the combination of innovative and classical material, as the **aluminum and the wood**, confer a unique character to the object.

Presented in world premiere in Frankfurt at Paperworld, the world's leading fair for stationery and writing instruments, the 4EVER Pininfarina Cambiano is now on sale in more than **200 shops in Italy** (in the next months also abroad), available in two versions: light color satinized and dark glossy. The package includes a chestnut case with a small flap in plexiglass, enveloped in a blue protective cover. It can be purchased at the cost of 80 euro in Italy.

Fundamental was the contribution of the craftsmen, in charge of the manufacturing aspects and also involved in the design of the object, from the manufacturers of the mould (Framon, Brescia), to the ones of the wooden stem (Minelli, Bergamo), to the artists who created the alloy for the tip (Nuovi Gioielli, Vicenza). This innovative writing instrument 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 Cambiano concept car.

“The innovation conceived by Napkin, dressed by the Pininfarina elegance made the 4EVER Pininfarina Cambiano an extraordinary tool, unique, modern and timeless – affirmed the Chairman **Paolo Pininfarina**. – We are proud of the result of the collaboration with Napkin and of the interest the product is raising all around the world.”

“For us and for the 4EVER project – added **Davide Fabi**, Napkin charter member – Pininfarina represents the ideal partner, able to supply to our products a unique element: a link to the **Made in Italy** combined to style and **attention to the shapes and the design**, aspects we have always highly considered. Also for this reason 4EVER Pininfarina Cambiano is positioned in a higher segment, in comparison to the other products of the 4EVER line, addresses to people who appreciate and desire to interpret personally the Italian style. We believe this is only the first step of a long lasting and successful collaboration.”

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