

Napkin and Pininfarina together again at the Paperworld. One year after the presentation of Forever Pininfarina Cambiano, the innovative writing tool is back with new special versions

From January 31st to February 3rd in Frankfurt, Napkin booth (Hall 6.1, Stand C36) will offer to the visitors the opportunity to experience the product in a particular way, through the Google Glass

An event culminating a year of success and recognitions, as the award assigned by the magazine 'Le Stylographe'

Turin, January 31st 2015 – The first year of collaboration between **Napkin** and **Pininfarina** culminates where everything began, in **Frankfurt**: the **Forever Pininfarina Cambiano**, the **innovative writing tool** born from the collaboration between the two companies, was in fact presented in 2014 in preview at **Paperworld**, the main trade fair dedicated to stationary and office supplies.



On the occasion of the new edition of the Fair, that will take place from January 31st to February 3rd, Napkin will present on its booth (Hall 6.1, Stand C36) some novelties regarding this product, inspired by the **concept car Cambiano** and **designed by the Pininfarina team**.

Two new versions of the Forever Pininfarina Cambiano will be presented, in **satined black (Special Black)** and in **copper**, extending the range while maintaining the features that made famous the product all over the world: a combination of elegance and style in the lines, use of traditional materials, Made in Italy craftsmanship and strong innovative drive, as testified by the writing tip realized in a metal alloy conceived, produced and patented by Napkin (Ethergraf) that, oxidizing the paper, makes possible writing with no ink and no refill, with a stroke precise as the one of the pencil but permanent as the one of the pen.

These elements determined the commercial success of Forever Pininfarina Cambiano, combined with likewise recognitions by experts, as the "**Trophée du design et de l'attrait technologique**", the award for the best product in terms of design and innovation assigned by the French magazine "Le Stylographe", one of the main magazines globally in the writing sector.

At Paperworld, innovation and technology will pervade the whole Napkin booth, that will offer to visitors the opportunity to live an involving and multimedia experience through the Google Glass: once worn, thanks to an innovative App developed by VisionLabApps, it will be possible to discover Forever Pininfarina Cambiano, the materials and the entirely hand-made process involving several Italian artisanal companies.

After this important success, the collaboration between Napkin and Pininfarina will now continue with the realization of a **new product** conceived to **celebrate** the **85th anniversary** from the foundation of Pininfarina, now emblem of Italian design in the world.

CONTACTS

Pininfarina: Francesco Fiordelisi, Responsabile Comunicazione Corporate e Prodotto, e-mail f.fiordelisi@pininfarina.it | tel. 011.9438105

Follow Pininfarina on:

www.pininfarina.com

www.store.pininfarina.com

www.facebook.com/PininfarinaSpA

www.youtube.com/pininfarinaofficial