

## Signature, the new line of Sepalumic accessories designed by Pininfarina

*As part of the collaboration, Pininfarina has also designed the new logo*

Turin, November 5, 2015 – **Sepalumic** and **Pininfarina** announce a new collaboration aimed to design a new line of handles, **Signature**. Pininfarina is partnering Sepalumic - a leading company in the aluminium building systems – with the goal of making the handle the key differentiating factor in the sector of the aluminium profiles.



The Pininfarina team worked to create an innovative and iconic object able to make the product unique. The line was conceived to be very distinctive from a stylistic point of view and performing from an ergonomic one. Starting from the cremonese version, the concept was targeted at perfectly integrating the handle and the base. The handle has been designed as a closed frame, in which, in the exterior, the pureness of lines and the rigor of shapes make it modern and adapt to the contemporary architectural solution while, in the interior, the complex shape give functionality and ergonomics to the product. Starting from the cremonese Pininfarina has developed an entire

line of handles, Signature, able to give a new breath to Sepalumic products.

Pininfarina worked in depth on Sepalumic identity giving life to the new logo able to communicate strongly the innovation, the technology and the design of the company.

“The values we share with Pininfarina made the collaboration solid and trustable. For this reason we asked Pininfarina to work on our identity”, affirmed **David Julien**, President of Sepalumic. “I trust the relationship is going to be long-lasting and that we will soon work on new projects”.

“Working with Sepalumic has allowed to exploit our expertise both in the industrial design and in the architecture and interiors” affirmed **Paolo Pininfarina**, Chairman of the Group. “Facing a multitude of elements, only the integration realizes a complete harmony, making them the real protagonists”.

#### Contacts:

Pininfarina

Francesco Fiordelisi, Communications Manager, tel. +39 011.9438105 e-mail [f.fiordelisi@pininfarina.it](mailto:f.fiordelisi@pininfarina.it)

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