



Aurora at the 13th edition of the Alpe Adria Pen Show

*The Turin company presents four leading models
at the international event in Trieste*

Trieste, April 18. **Aurora Pens** will be among the stars of the thirteenth edition of the **Alpe Adria Pen Show**, the much-awaited international exhibition-exchange of collector's fountain pens, planned for **Sunday April 18 in Trieste**.

For the occasion, the Turin company will present new sophisticated products and some prestigious limited editions to enthusiasts.

The city of Trieste, which hosts the event every year, will welcome antique dealers, writing enthusiasts and Italian and foreign experts, from all over the world.

Aurora will exhibit four models from the latest collections to fully satisfy the tastes of enthusiasts and browsers: **"Demonstrator"**, in numbered and limited edition, a high-class pen, an *evergreen* of elegance with everlasting appeal, body and cap in transparent resin with finishes in white gold and diamond on the clip, in the most prestigious version; **"Talentum Rubber"**, the pen with a modern and casual style in the *made in Italy* tradition, in rubberised resin and chrome finishes with nib in 14 Kt. solid gold; **"Permanento"**, ballpoint pen for lovers of design, popular and sophisticated, available with black graphite effect body and chrome-gloss finishes; finally, **"Style"** a series of pens in the colours of spring, designed for a young and dynamic target audience, in resin and chrome finishes.

Aurora is pleased to invite all enthusiasts and experts of the sector to the **Centro Commerciale Torri d'Europa**, in via Svevo 14, Trieste on Sunday April 18.

The Aurora Group is:

Aurora Pens, leader in the production and distribution of writing instruments, fine leather goods and paper. Since 1919, its products, pens, leather accessories and watches, are unique, created with a perfect balance between **craftsmanship and technology**, typical manufacturing processes of the goldsmith's tradition and computerised production phases. With a single manufacturing plant in Turin and under the direction of the Verona family for four generations, the Aurora brand is synonymous of **Made in Italy excellence** in the luxury sector, distributed in over 50 countries throughout the world. www.aurorapen.it

Firma is a company of the Aurora group, acquired by the historical Turin brand in 2006. Also synonymous of quality and Made in Italy, it is structured across a range of products differentiated into the brands Firma and Nettuno. The first one is noted for a **strong link with the world of design** and careful research activity aimed at creating ever original shapes and lines such as Qube. On the other hand, the second one shares the **historic nature of the brand** with Aurora and presents the Tridente collection with a classic and traditional taste dedicated to lovers of the sea.

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