



AURORA PENNE LAUNCHES ALPHA BEGINNING OF A NEW JOURNEY

Pearly resins radiate light from the colours of Italian landscapes

Turin, 18 May – **Aurora penne** launches the new line, **Alpha**, a collection with soft strokes and rounded shapes symbols of elegance, style and fascination for the Turinese company that has been promoting the Italian excellence throughout the world **since almost 100 years**.

Alpha, the first letter of the Greek alphabet, represents **a new beginning for Aurora**.

By this new collection Aurora wishes to symbolise a major change.

A new line characterized by romantic elements, smooth curves and round shapes for the cap culminating in the stylized ovoid on the top and engraved on the ring.



The collection is composed of **fountain pen** with 14Kt solid gold nib, **rollerball pen** and **ballpoint**.



A godron finish, cut-off pyramid profile realized by natural diamond tools, polished and buffed.

A very skilful and precise manufacturing to embellish and make precious the grip.

Inspired by the Italian architectural beauties, admired and envied **over** the world, this

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decoration makes the pen a real jewel.

To write about a new adventure, where **what counts is not** the destination but the journey, Aurora has chosen, for the body and the cap, resins with a pearly effect that reflect the colours of the Tuscan land: **Notturmo toscano**, with the glows of a speckled night, **Terra senese**, the red of the earth of **still unexplored** paths, **Cielo fiorentino**, rare shades of a spring sky.

The new models of the Alpha collection will be on sale from June 2010 and are made even more precious by the **black leatherette case** with beige interior.



The Aurora Group is:

Aurora Penne, world leader in the production and marketing 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 with **Made in Italy excellence** in the luxury sector, distributed in over 50 countries throughout the world. www.aurorapen.it

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