



PRESS RELEASE

## **AURORA TALENTUM RUBBER: HI-TECH BEAUTY, SOFT-TOUCH FEELING** *Rubberized resin and contemporary design combined in an innovative line of pens*

**Aurora** gives life to the new **Talentum Rubber**, an original pen with a futuristic style that combines a **tactile pleasantness** with a **modern and energetic character**. New materials, strong lines, and care of details are the characteristics of this precious object. An ideal accessory for a dynamic life always on the move.



The new Talentum collection consists of two lines, in order to meet any taste and any writing need.

The **line Big** is thought for young managers, as well as for dynamic and cosmopolitan men, and it consists of a **fountain pen, ball point, and roller**. The **line Finesse**, with its **fountain pen and ball point and roller**, for a female target, with a more delicate style and more functional dimensions.

Both collections are made with a **black resin** body and cap with **opaque soft-touch rubber effect** and **chrome finishes**.

The fountain pens have a rhodium-plated 14 kt. **solid gold nib**.



The result is a trendy and innovative collection of pens, to bring with you at all times both during work meetings and in your spare time.



**Aurora Talentum Rubber** is available at all Aurora authorised dealers in an **elegant black leatherette case** with beige interior.



**Since 1919 Aurora** has been leader in the production and sale of writing instruments and accessories. From then until now, the values that made the company an international leader in the sector, have remained unchanged: **passion** for **beauty** and **style**, combined with care for **quality** in its minimum details.

*(A technical datasheet follows with other information on the models.)*

Information for the public: [www.aurorapen.it](http://www.aurorapen.it)

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**AURORA**

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## TECHNICAL DATASHEET

<b>Manufacturer name</b>	Aurora
<b>Model</b>	Talentum Rubber
<b>Lines</b>	Talentum Rubber Big and Talentum Rubber Finesse
<b>Variants</b>	Talentum Rubber Big: fountain pen, ball-point and roller. Talentum Rubber Finesse: fountain pen, ballpoint and roller.
<b>Materials, finishes and colours</b>	Black resin body and cap with opaque soft-touch rubber effect and chrome finishes.
<b>Packaging</b>	Black leatherette case with beige interior.
<b>Available from...</b>	September 2009
<b>Price</b>	<b>Talentum Rubber Big:</b> <b>Fountain pen</b> , resin with opaque soft-touch rubber effect, chrome finishes <b>Ball-point pen</b> , resin with opaque soft-touch rubber effect, chrome finishes <b>Roller, resin</b> with opaque soft-touch rubber effect, chrome finishes <b>Talentum Rubber Finesse:</b> <b>Fountain pen</b> , resin with opaque soft-touch rubber effect, chrome finishes <b>Ball-point pen</b> , resin with opaque soft-touch rubber effect, chrome finishes <b>Roller</b> , resin with soft-touch gumming, chrome finishes
<b>Pen-nib</b>	Rhodium-plated 14 kt. solid gold