



PRESS RELEASE

AURORA PERMANENTO BLACK: CONTEMPORARY TASTE RETRÒ STYLE

New materials and finishes, in a charming play of tactile and colour contrasts

Aurora introduces **Permanento Black** which pays homage to Italian creativity. Another original revisited variant of the historical pencil of Thirties' designers, after the Silver and Chrome versions.

“**Total black**” look with **glossy** and **opaque details** which alternate creating a weave of back-and-forth between future and past. Permanento Black is a unique and precious writing instrument, which is dedicated to all those who are looking for new inspirations!



The collection consists of the **ball-point** and **automatic pencil**, both manufactured with skillful combination of materials and finishes. These give life to matches with a strong visual and tactile impact. With a **black graphite effect** body, the two pens feature **opaque finishes** and **shiny chrome** head, clip and tip, combining particulars of the historic version and modern inspirations. The hexagonal body is elegantly crafted with smooth facets alternated to linear guilloché.

For both models the tip comes out through a **revolving mechanism** with a conformable reload system for 0.9 mm leads for the automatic pencil. In the pencil, under the head, a small and practical eraser is to be found.



Unmistakable is the **Aurora ovoid logo** embossed on the head to guarantee the quality of a completely “**Made in Italy**” object.



The **Permanento Black** collection is presented in a **refined case** in black leatherette with beige interior, together with a customised booklet with warranty and instructions.

Permanento Black, in its two variants, is on sale in all Aurora authorised dealers. The Permanento line is also completed with the pencil and the ball-point in the **Silver version** and in the **Chrome version**.

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.

Information for the public: www.aurorapen.it

PRESS OFFICE Media by Design

AURORA

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TECHNICAL DATASHEET

Manufacturer name	Aurora
Model	Aurora Permanento
Lines	Silver, Chrome and Black
Variants	<p>Aurora Permanento Silver: ball point and mechanical pencil.</p> <p>Aurora Permanento Chrome: ball point and mechanical pencil.</p> <p>Aurora Permanento Black: ball point and mechanical pencil.</p>
Materials, finishes and colours	<p>Silver version: 925‰ solid silver body and finishes.</p> <p>Chrome version: chrome effect body and shiny finishes.</p> <p>Black version: black graphite effect body, with opaque finishes and shiny chrome head, clip and tip.</p>
Packaging	<p>Silver version: big black leatherette case with beige interior.</p> <p>Chrome version: black leatherette case with black interior.</p> <p>Black version: black leatherette case with beige interior.</p>
Available from...	September 2009