



The advent of Pininfarina Segno, the stationery world development project from Pininfarina

The development of Pininfarina Segno is entrusted to Signature Srl, a joint-venture between Pininfarina and Napkin Forever

Frankfurt, 26 January 2018 – It's no longer just a simple collaboration, but a real joint venture that links **Pininfarina** and **Napkin Forever** in a new course of **innovation and creativity**, dedicated to the "**writing and accessories**" world.

Signature S.r.l. has been set up on the back of a fruitful, three-year-long partnership, which has led to the creation of innovative writing instruments, of unique design and technology, acclaimed worldwide. **The joint venture** is a milestone in the strategic plan to enhance and establish the Pininfarina brand in the premium sector, with the aim of developing the promising **stationery sector**.

*"Signature is a dream come true. Innovative technologies and craftsmanship developed over the years by my company combine with Pininfarina's timeless design", says **Davide Fabi**, CEO of Signature S.r.l. and Napkin Forever. "The world we will develop together will speak the language of inspiration and innovation".*

*"Pininfarina Segno will enable us to give full expression to our brand in the field of writing and accessories", adds **Paolo Pininfarina**, Chairman of the Group. "As a result of our cooperation with Napkin, we are now ready to explore new scenarios and create instruments that improve the experience of people who live with creativity and those looking for objects that revolutionise the way they are used".*

The project

Signature acts as a **laboratory for the development of excellence**, bringing together under the **Pininfarina Segno** project objects designed by Pininfarina and a selection of Italian design brands, such as Forever, which have stood out for their innovation, creativity and visions consistent with Pininfarina's values and deserving of visibility and dissemination.

The Pininfarina Segno project represents an approach unique of its kind that aims to create original, new writing experiences and scenarios in terms of technologies, materials and methods of use. A new chapter in a story that began in 1930.

All Pininfarina Segno creations are on display at **Paperworld**, the leading European stationery fair being held in **Frankfurt from 27 to 30 January**.