



PRAMAOR AND ICEF JOIN FORCES FOR THE ENVIRONMENT

THE COMPANY HAS BEEN NAMED OFFICIAL SUPPORTING MEMBER

Pramaor makes a serious commitment to the environment and has been named official supporting member by ICEF, the International Court of the Environment Foundation.

ICEF is an internationally-recognized NGO accredited with the United Nations (ECOSOC and FAO) and the Council of Europe. It was founded with the support of Finmeccanica, Fintecna and Telecom Italia by Amedeo Postiglione (honorary co-president of the Supreme Court of Cassation), who is its current director, assisted by honorary president Giovanni Conso (president of the Accademia dei Lincei and former Minister of Justice).

The Foundation's mission is to create an international authority that regulates environmental issues and includes

the political-administration and juridical sectors. The prevention and management of environmental conflicts, research and the need to create a model for development that is truly sustainable make ICEF a body of primary importance at world level.

In perfect tune with this vision, Pramaor is one of the main supporters of the Foundation. In accordance with the spirit of "Neo Made in Italy" as well as the customary attention to quality, it brings new drive to the creation and production of all its collections, with excellent design, artisan controls and the search for innovative materials and eco-friendly elements.

Specifically, the Blackfin and Bioeyes brands, created and produced in pure, ultra-slim titanium, play an unequivocal tribute to lightness, biocompatibility, simplicity and harmony. Lightness that improves the wearer's quality of life is achieved by using sustainable materials, techniques and technologies for genuine quality and durability.

Recognized nationally and internationally as one of the most active and brilliant companies in the Italian eyewear sector, Pramaor upholds the strong values of its brand identity and regards every new project as a challenge, without ever forgetting the importance of the territory.

"Supporting the Foundation means making our corporate values stronger", said Pramaor president Nicola del Din. With Blackfin and Bioeyes we have attempted to create a sustainable project that isn't just about the fashion; it is also about, and being in harmony with, the environment. This vision involves every step of our collections, from the choice of the materials to workmanship and wearability."