

The global portal for optics and eyewear



## PRAMAOR LAUNCHES INNOVATIVE TITANIUM HINGE

### ATOM: SIMPLE, MINIMAL, DURABLE AND STRONG

Simple, minimal but also durable and strong: it's like the description of a new frame or an innovative lens, but actually it's a new titanium hinge launched by Pramaor during the recent edition of Mido.

At the exclusive Milan exhibition, Pramaor presented ATOM™, an ingenious hinge with no screws, whose uniqueness will capture the market because of its quality and efficiency.

Made in titanium, ATOM™ is the perfect combination of this excellent material with a proprietary plastic material developed to meet the project's strict technical demands.

The first to benefit from this innovation are the ultra-light glasant Bioeyes BE610 AIR and Bioeyes BE609 LIBERTY.

Both presented in 10 colors and 33 lens shapes (330 combinations each), the Bioeyes models are fitted with ATOM™, whose purity of construction has allowed the designer to create two glasant products in beta titanium with an ultra-slim front piece and a strong personality.

"When I held this hinge that is the outcome of many months of intense work, I was impressed by its aesthetical cleanness and strength" said Pramaor president Nicola del Din. "ATOM™ is without doubt the best hinge I have seen to date. ATOM™ is the hinge that all opticians were waiting for."

"ATOM", from the Greek *àtomos* (indivisible), means solidity, simplicity and durability, all characteristics that are at the basis of this revolutionary product which, combined with indestructibility, make it the most reliable and unique on the market. An innovation that is so avant-garde in the eyewear sector that it is covered by international patents.