

12 NEW NYLOR MODELS FOR BIOEYES

A CLEAN-CUT, ELEGANTLY MINIMALIST LINE WITH REFINED DESIGN

An autumn with a wealth of new products for Pramaor, the Italian company that has made titanium the distinctive feature of its house brand lines Blackfin and Bioeyes.

With its Bioeyes 652 glasant collection Pramaor gave the eyewear sector a new look by introducing innovative models that are a perfect blend of advanced technology and maximum aesthetic harmony, which is also thanks to its 11 different temples in 10 color variations. A genuine revolution in the eyewear segment that not only confirmed the Bioeyes label as a benchmark in the ultra-light segment, but also opened up the road to an important extension of the line: the launch of 12 new Nylor models for men available with two

different lenses.

The new proposals have clean-cut, elegantly minimalist lines and refined design that go well with the innovative look given by numerous technical details. To guarantee greater strength, some of the components are made with the innovative UNIBLOCK™ technology. With this revolutionary technique many of the parts that were previously soldered together have been replaced with a single, robust and strong block of titanium; the use of a numerically-controlled milling cutter guarantees aesthetic refinement because there are no soldering marks and glasses are stronger, more stable and have wider margins for adjustment.

The new Nylor Bioeyes models have been enriched with original and colorful temples. Thanks to the new Instant and Durable Connection System (IDCS™) patented by Pramaor, they are firmly and definitively attached to the nose piece during the last stage of the production process without any soldering and this adds considerably to the variety of shapes and colors that can be created. All these new models are fitted with the revolutionary ATOM III™ hinge, the third generation of a series that is the result of constant research and is made entirely in titanium, without the use of screws. With unparalleled mechanical performance, the ATOM III™ withstands over 50,000 opening and closing cycles without ever becoming slack.

A sensational goal considering that opening and closing eyeglasses 10 times a day means a product life of almost 14 years. A miracle thanks to the innovative hinge cushioned by several layers of MILATON™, a plastic material with exceptional wear-resistant and heat-resistant characteristics that will also provide cushioning when used in ultra-thin layers. An exclusive patent owned by the Agordo-based company that now boasts a range of products that are totally made in Italy in accordance with the strict rules of neomadeitaly™.

Considerable technical experience and constant research into innovative designs combined with excellent quality and totally Italian production are at the basis of Pramaor's successful business model that guarantees its customers leading-edge products and extremely efficient and fast sales and after-sales service.