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## AN EXTRAORDINARY MIDO FOR PRAMAOR

EXCELLENT RESPONSE BY ITALIAN OPTICIANS AND AN OPENING UP TO KEY MARKETS IN THE FAR EAST CONFIRM THE COMPANY AS ONE OF THE MAIN PLAYERS IN THE INTERNATIONAL EYEWEAR SECTOR.

"I honestly can't find the words to describe Pramaor's huge success at this edition of MIDO. The three days of the exhibition gave more than positive results from all aspects: orders, international distribution, the interest of Italian opticians, product innovation." Profound satisfaction expressed by Pramaor president Nicola Del Din, who has seen his company's fame and success grow over time.

The new innovative and ultra-light Bioeyes proposals based on the ATOM™ hinge aroused considerable interest abroad and established the house brand by the company in Agordo as a benchmark for rimless and ultra-light products on the

international eyewear market. Similarly, the minimalism and elegance of the Blackfin collection, now with softer lines, more generous shapes and a mood that is almost Mediterranean, captured the attention of visitors thanks to its ability to "play" with materials and colors in constantly evolving style and creative research.

The excellent titanium craftsmanship, production carried out totally in Italy, and a constant commitment to research and innovation are combined with perfect sales and after-sales service that offers clients important added value. All these elements made Pramaor one of the protagonists at Mido 2011, allowed it to strengthen its position on the domestic market and, at the same time, to cross national borders and reach strategic areas that are essential for the company's future development. Numerous Italian opticians showed considerable interest in the range of Pramaor products and expressed their intention of introducing them to their outlets. Important distributors from the Far East also offered the company the possibility of penetrating the main markets (Japan, Korea, Hong Kong, Singapore, Malaysia, Taiwan, China).

At the end of an experience the success of which went well beyond all expectations, Pramaor is now preparing to take up new challenges and opportunities with renewed enthusiasm. "I would like to sincerely thank all our collaborators who made, and are still making, these results a reality" continued Nicola Del Din "This MIDO has given us such an emotional charge that we will be looking at other ambitious aims for the future, which we will pursue with passion, commitment and new ideas".