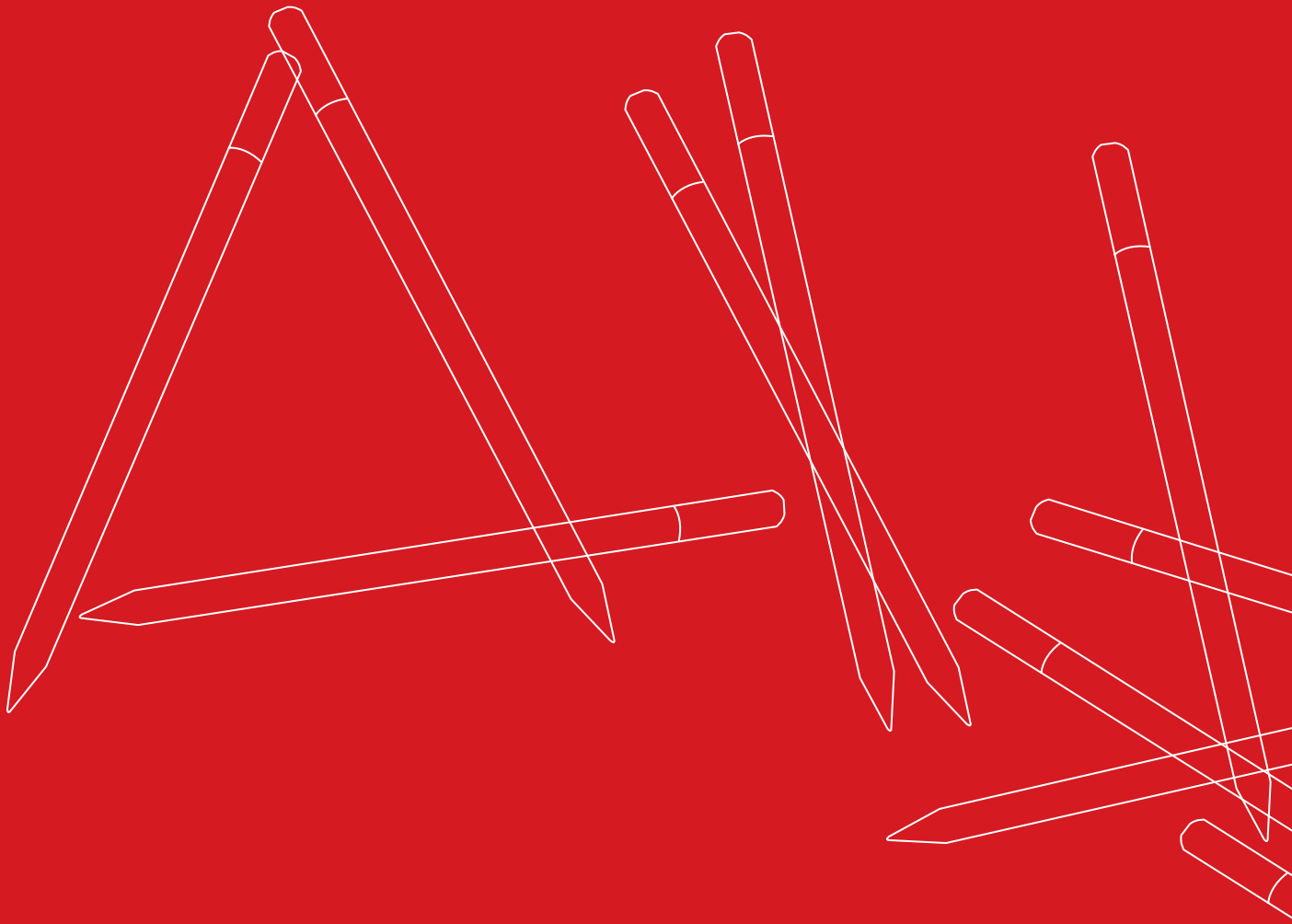


perpetua[®]
we had to invent it



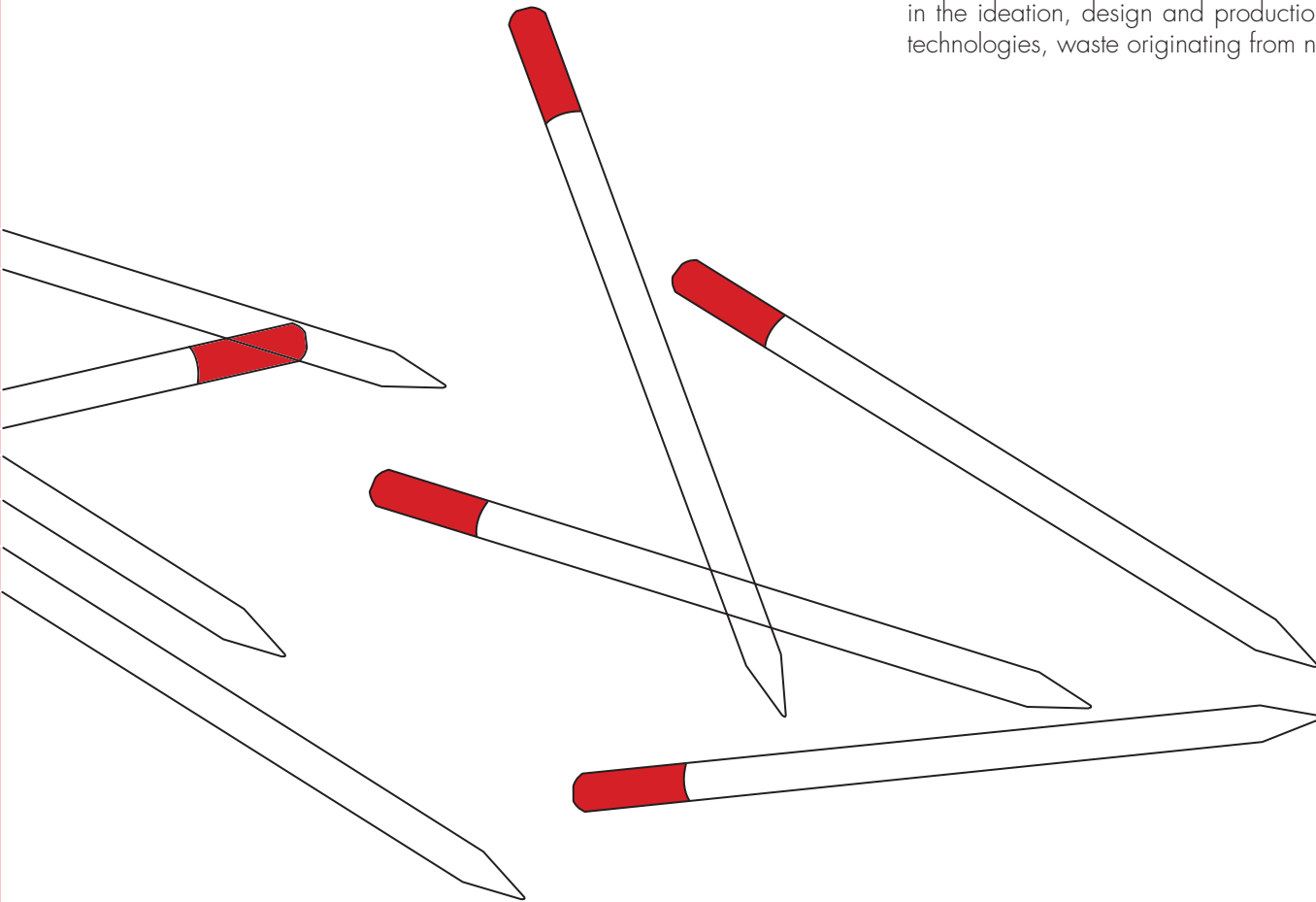
"The pencil - what my grandfather used to call by the latin name 'lapis' - has always been part of my life. Hb, 2b, 4b, 6b for soft shades; 2h for technical drawings. Micro leads, maxi leads. And then, the opportunity to design MY pencil. How could I ever say no?"

Marta Giardini
Designer of Perpetua the pencil



perpetua[®] the pencil

Perpetua the pencil is an idea of Alisea Recycled & Reused Objects Design, since 1994 a reference name in the ideation, design and production of unique design objects. Through innovation and use of cutting-edge technologies, waste originating from non-renewable raw materials is transformed into unique objects.



Perpetua® the pencil

A real revolution in the world of writing. For the first time, recovered graphite is combined with a compound which makes it harder, shock resistant and clean, as it does not get your hands dirty. Perpetua, the only pencil made in Italy, is a European registered patent including its production process.

Disposing by writing

We have developed a new way of reusing graphite powder, the waste of industrial production, otherwise destined to be buried underground. By using Perpetua you are disposing 1.5 grams of graphite. The exclusive production technology makes the traditional wood casing obsolete, therefore giving birth to an eco-sustainable method to create a pencil, where no tree has been cut down to produce it.

Perpetua becomes more than a new style of writing, it respects the Planet and communicates the message that **small gestures can make a big difference.**

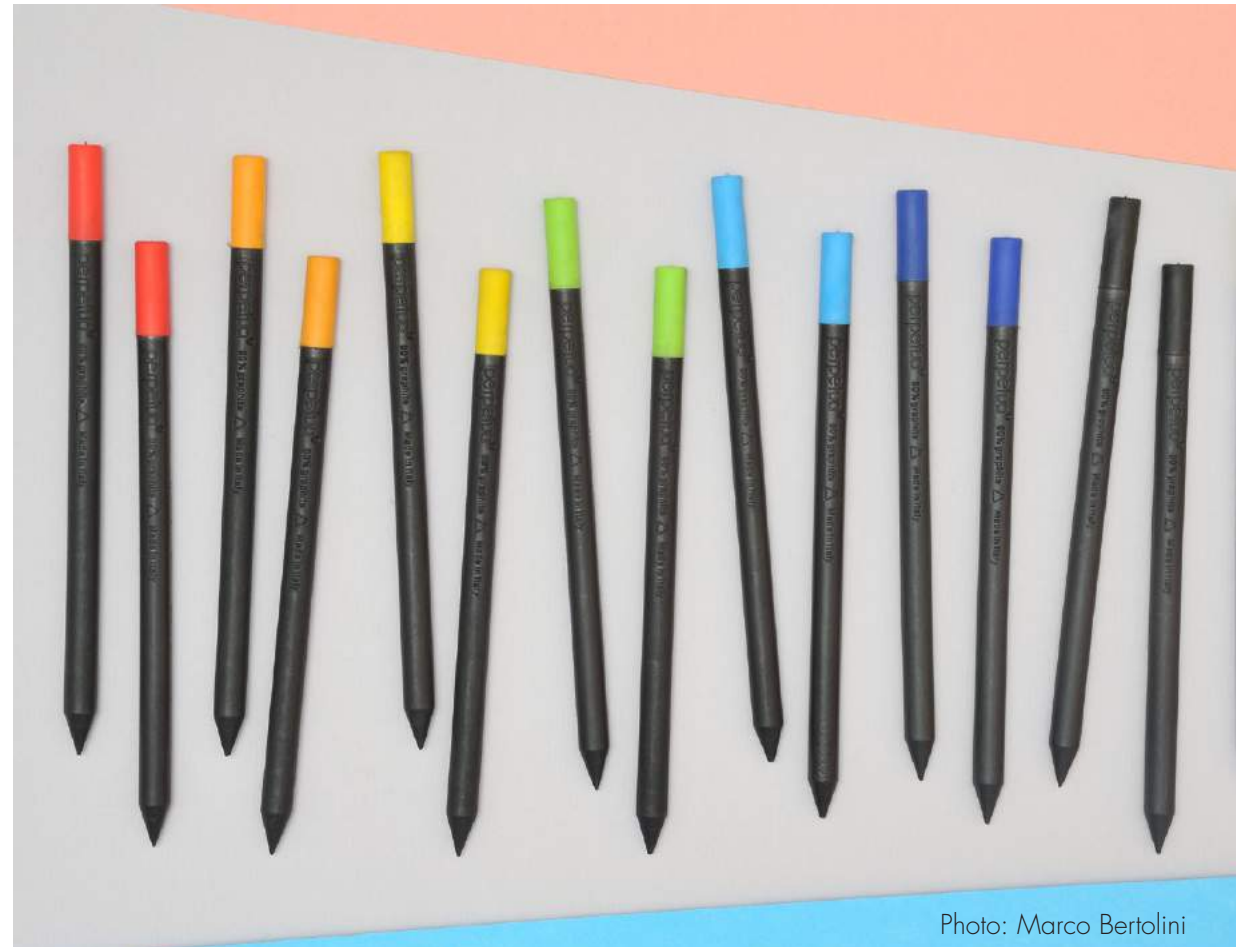


Photo: Marco Bertolini

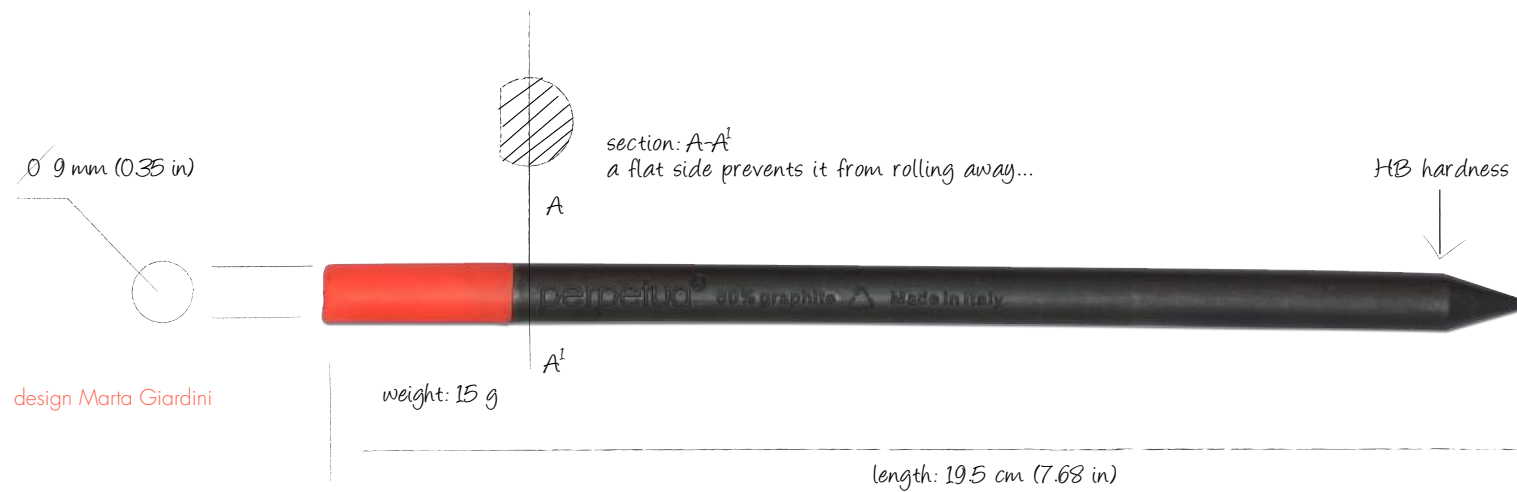


No tree has been cut down to produce Perpetua the pencil.

PERPETUA the pencil

Its material

Perpetua is made out of **Zantech**[®], an innovative material made of 80% recovered graphite - a waste of industrial production - combined with a 20% mixture of compounds, with no additional varnishes or processing.



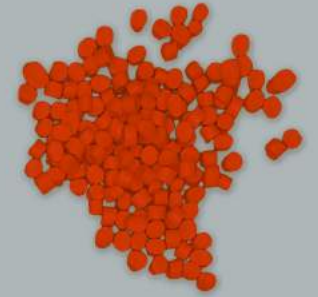
Its unique features

Perpetua has a flat side that prevents it from rolling away, it is resistant and does not break if dropped. Its foodgrade eraser, is available in ten different colors and forms a single body with its writing part. The pairing of rubber and graphite occurs during moulding. It is non-toxic, therefore suitable for children, and it conforms to the way they draw and write, without breaking. It may be used on spacecrafts and space stations because Perpetua is the only pencil whose technological features prevent the graphite micro-particles from dispersing and shortcircuiting on-board instruments.





Graphite powder



Rubber granules (FDA)



*Graphite scraps derived from
manufacturing graphite electrodes*



How Perpetua looks like, right out of its mould.

The packaging

Perpetua has an exclusive black cardboard packaging which includes an O-ring in natural rubber, coloured with natural ingredients. The O-ring - hydraulic seals, originally just black - is re-interpreted by Perpetua in new colours and also transformed in multi-coloured bracelets to wear.



The colour chart

Perpetua's eraser is available in ten colour variants: yellow, orange, red, fuchsia, light blue, dark blue, dark green, lime green, white and black.

The display stand

The display stand, an exclusive for retail outlets, has a 30 cm (11.81 in) diameter, a black rubber base and an aluminum crowner. A double-sided Hy lite label in Italian and English describes the history and values of Perpetua. The pack supplied to stores includes 64 Perpetua, 8 per colour. The Perpetua experience becomes more complete by accessing media content through its QR code, printed on the display.

The awards

In **June 2016**, Perpetua the pencil received an **Honorary Mention for ADI Compasso d'Oro Award 2016**, the prize of excellence, which rewards beauty as well as research, functional design and creativity for a better future.

New York, **February 2015**: Perpetua was nominated in the Green Innovation category at the **2014 Best of Year Awards**, organized by Interior Design Magazine and dedicated to the best design projects worldwide.

In **2014** Perpetua was awarded the Special Mention as **Best Product** of the **7th edition of the Premio Impresa Ambiente**, promoted by the Chamber of Commerce of Rome, in collaboration with Unioncamere (the Union of Italian Chambers of Commerce, Industry, Trade and Agriculture) and with the support of the Italian Ministry of Environment, Land and Sea.

Perpetua is the winner of the **2013** edition of **Sette Green Awards**, in the best eco-friendly invention category.



perpetua[®]
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80% graphite
Made in Italy

Alisea Recycling Project
www.perpetua.it

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Perpetua is different from other pencils: it is made with a new technological and innovative material composed of 80% recycled graphite, without addition of protective coatings or additional processing. A unique object, a veritable revolution in writing, completely "Made in Italy". Versatile, clean, non-toxic, sharpenable, shock resistant, able to write even without tip, fitted with a rubber available in ten different colours.
Perpetua: a new stroke in the world of tomorrow. Patented.

The "O-RINGS" of PERPETUA's pack - made of natural rubber, extracted from the plant and coloured with natural ingredients - become multi-coloured bracelets to wear.

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Made in Italy
Design Marta Giardini

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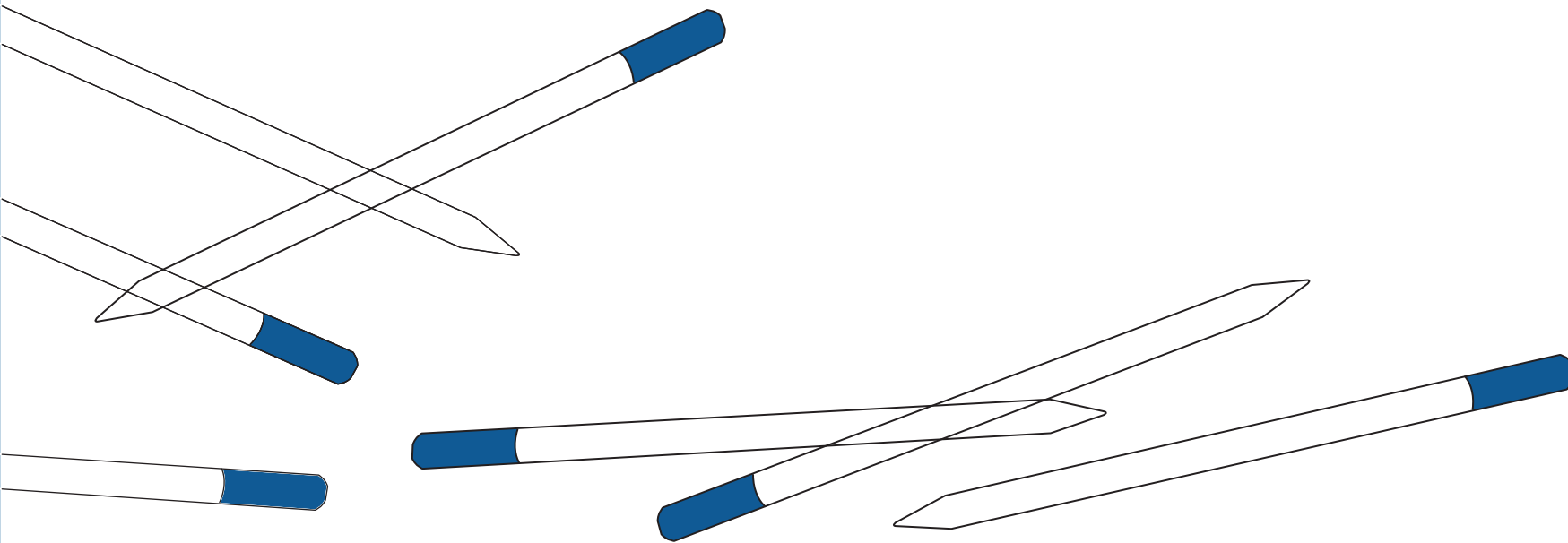
Made in Italy
Design Marta Giardini

Made in Italy
Design Marta Giardini



perpetua[®] special edition

The special editions narrate Perpetua's ability to reinvent itself, be versatile and surprising. Each edition represents Perpetua's capacity to innovate, while maintaining the core values on which it was created.



Perpetua Back to School and Work

Perpetua the pencil is for everyone! For both left- and righthanded. The idea behind its Special Pack "Back to School and Work" takes into account not only the hand you use to write, but also the one you use to sharpen your pencil.

The concept

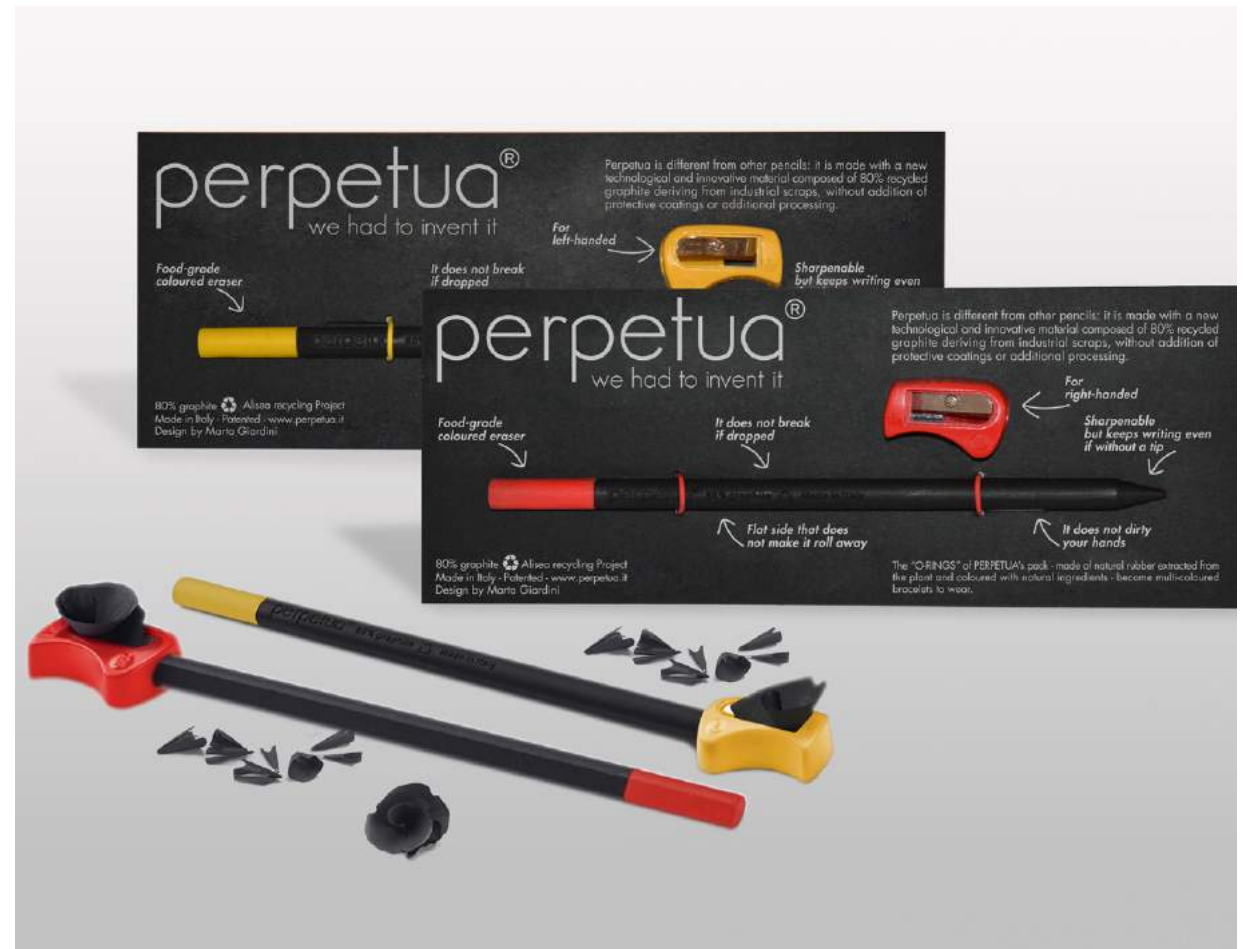
Just choose between a yellow sharpener if you are left-handed or a red sharpener if you are right-handed.

A dedicated packaging highlights Perpetua's unique and extraordinary qualities for both children and adults.

The pencil sharpener

We wanted the sharpener to be produced by Stabilo. Founded in 1885, it was the first company to design a complete line of ergonomic tools with ad hoc characteristics for both left and right handed users.

Perpetua's sharpener has a solid and resistant blade that ensures a smooth, accurate cut and supports the hand's movement.



Perpetua Glitter

With Perpetua Glitter, your pencil becomes a jewel. Like a charming and outgoing young lady, Perpetua loves to enhance her character and to express her style through small and essential details that make her unique. This time, Perpetua surprises with the sparkling and original Glitter Edition look: the decoration of Perpetua Glitter is obtained by combining creek's sand – sifted and cleaned – and flakes of recycled coloured aluminum.

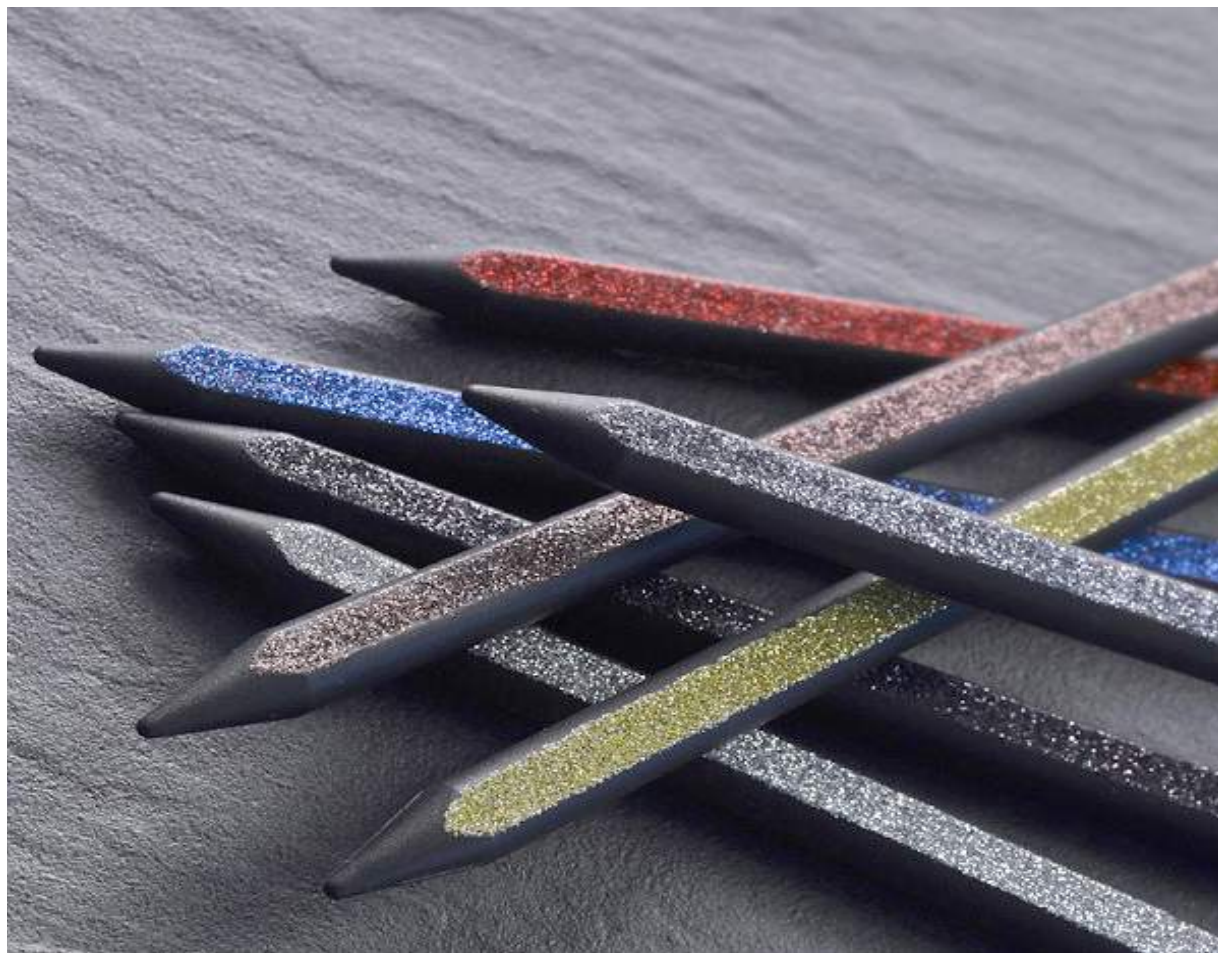
The decoration

The decoration is applied entirely by hand using a technique from the goldsmith's craft Italian tradition, the same used to glaze silver and gold jewels.

Nature, recycling, artisan know-how and goldsmith's craft give life to a design object ideal for writing, perfect for an exclusive gift or as a collection piece.

The colours

Perpetua Glitter Edition is available in 8 coloured decorations: gold, dark silver, light silver, bronze, red, blue, green and black.



Perpetua Lumina

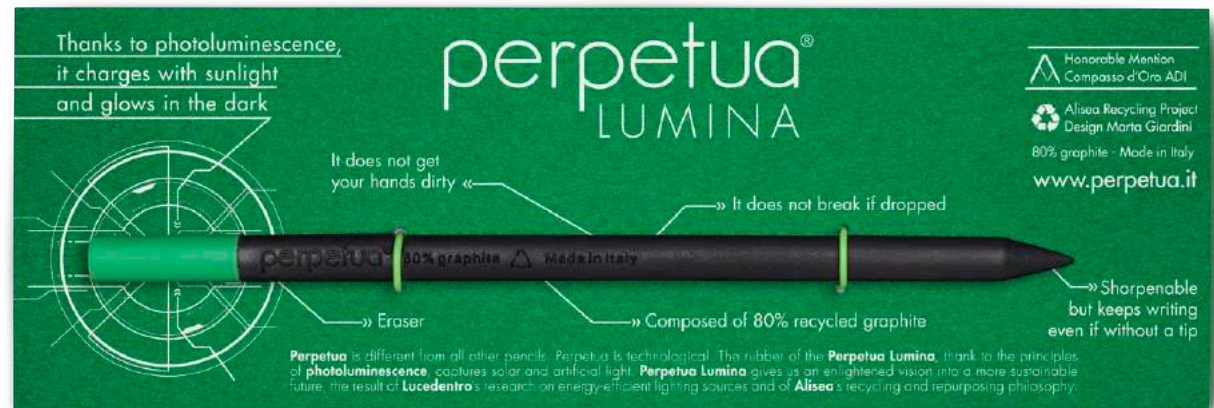
Perpetua Lumina is a bright vision of the future, the combination of research on energy conservation carried on by Lucedentro R&D, a company devoted to the green and renewable energy development, along with the creative design and eco-friendly philosophy of Alisea and Marta Giardini. An idea which goes beyond the technologies of the past. This innovation respects the environment, and was achieved in collaboration with researchers, designers and architects, shedding a new light on the world of writing.

Its rubber

The rubber of Perpetua Lumina attracts and retains sunlight (or artificial light) and returns it when its dark with a gradual intensity. Its fluorescent light - either blue or green - becomes a charming and magical presence during night time.

The packaging

Perpetua Lumina is presented with a FSC Curious Metallics packaging manufactured by AirJowiggings for a luminous effect.

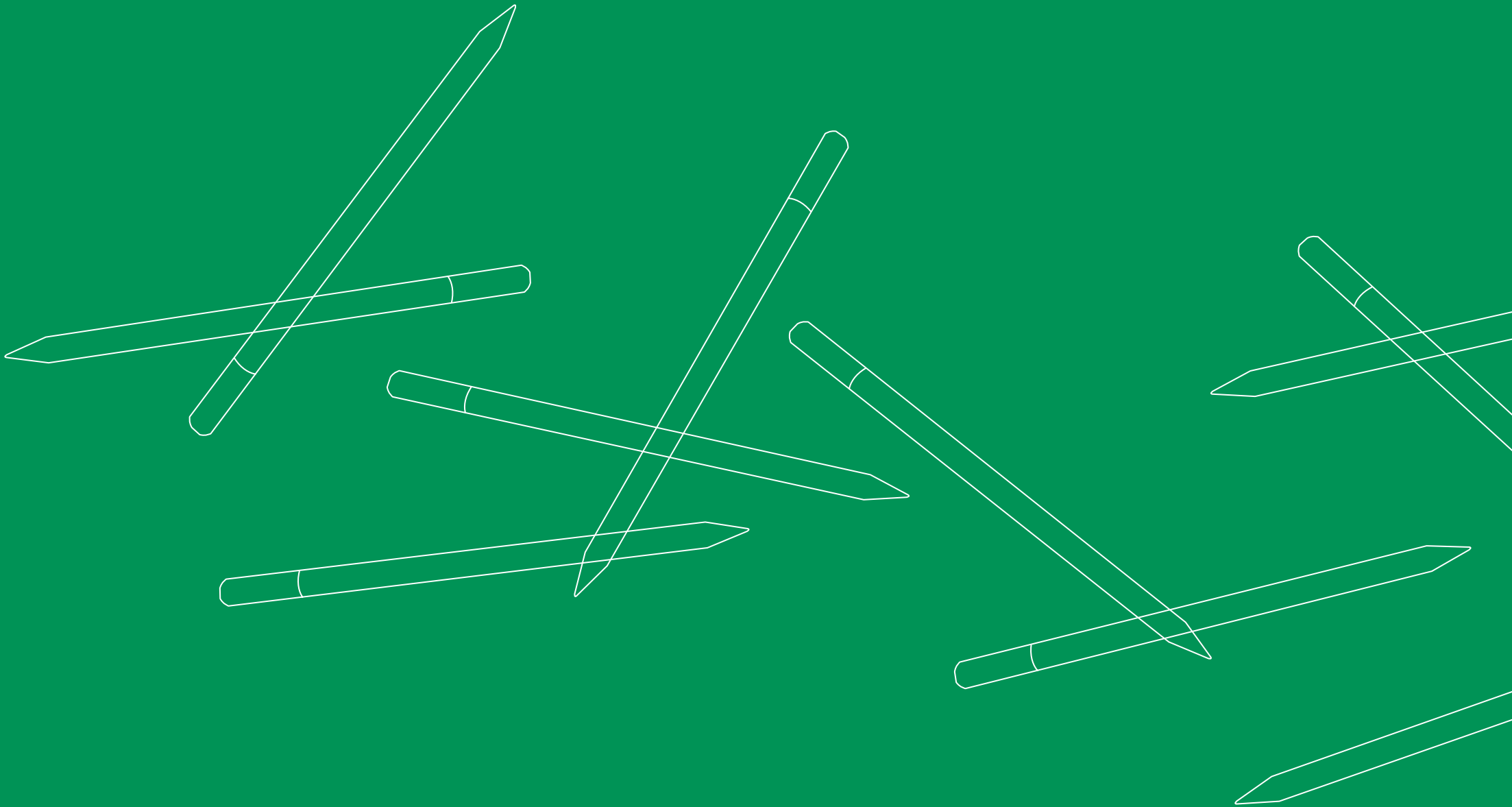


There's something magical about an object whose light doesn't die, emanating a free and clean energy, building a bridge between day and night, drawing an imaginary border of light.

Two Perpetua pens are shown against a dark background. The pen on the left has a blue cap and is emitting a blue glow. The pen on the right has a green cap and is emitting a green glow. The pens are crossed in the center. The brand name 'perpetua' is visible on both pens, along with '80% graphite' and 'Made in Italy'.

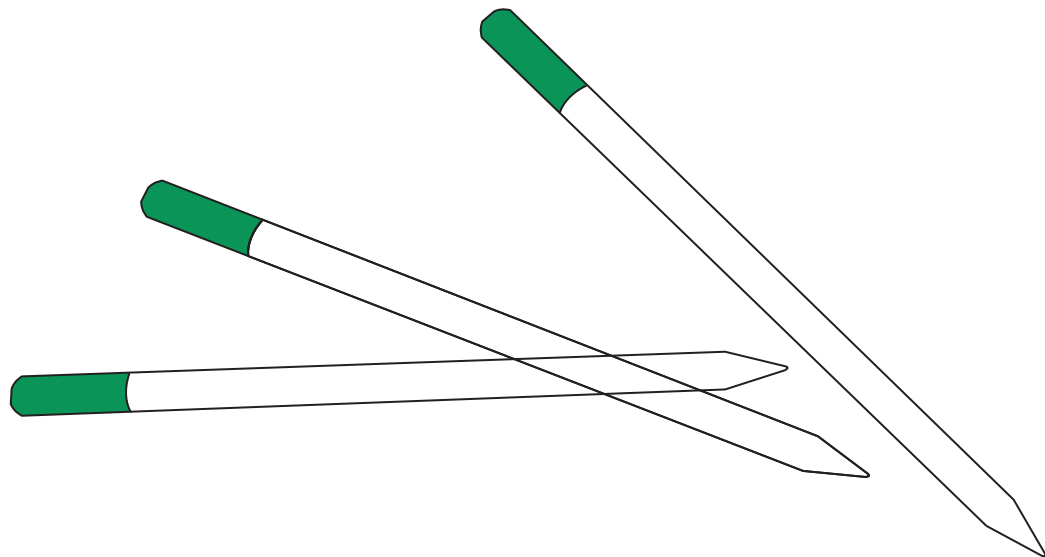
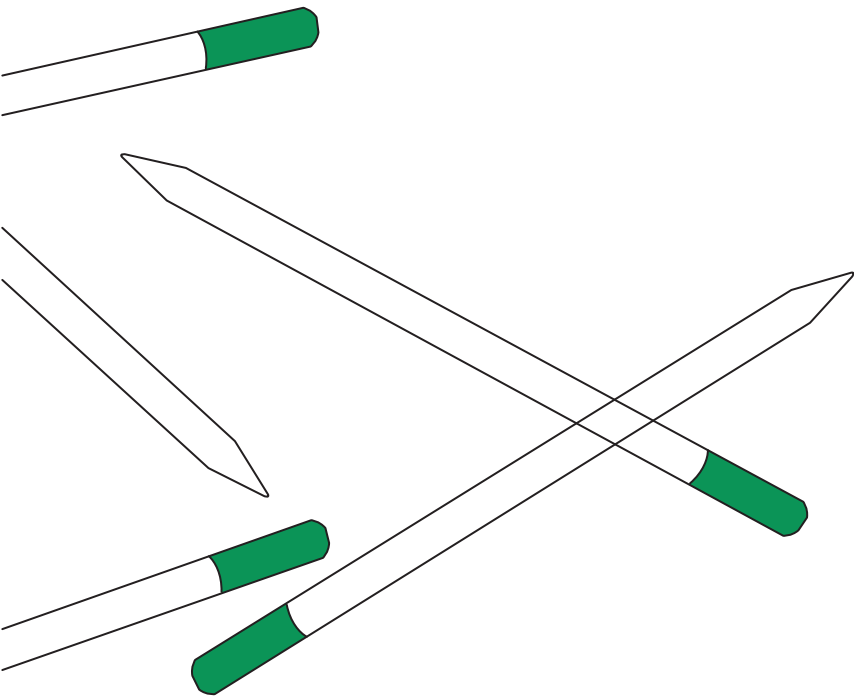
It charges with sunlight...

....and glows in the dark



perpetua[®] accessories

Perpetua the pencil is innovation, design and respect for the environment, its accessories want to follow its distinctive features and amplify the message it carries. That of Perpetua is a family which continues to grow while maintaining the core values on which it is founded.



Perpetua the notebook

The notebook is different from all the others, it is made of a special paper named Ecophilosophy, created in the '60s and originally used for industrial bags to hold and store heavy and humid products such as flour, bran, wheat, glues and cement. It is a special material which is water repellent and able to resist wear and tear.

The notebook's cover is printed with environmentally friendly inks using solar-powered energy sources.

Design Marco Bertolini

Perpetua the notebook is



The O-ring

The two O-rings which seal Perpetua the notebook are completely made in Italy with natural rubber extracted from plants, and coloured with natural ingredients. They are multi-coloured, and can be used as bracelets to wear.



Perpetua - G-Case

The G-Case (where G stands for graphite) is different from all others because the cotton canvas with which it is made is printed with G-ink, a new and innovative black ink. It is designed by Alisea, non-polluting and made from recovered graphite powder obtained from industrial production processes, the same used to make Perpetua the pencil. Design Marta Giardini

Socially made in Italy

G-Case is entirely sewn by hand, using cotton thread, in collaboration with Socially Made In Italy, a non-profit organisation for the promotion of labor within women's prisons: a community that acts among ethics, fashion and human rights, which unites fashion brands and social cooperatives dealing with unemployment issues.

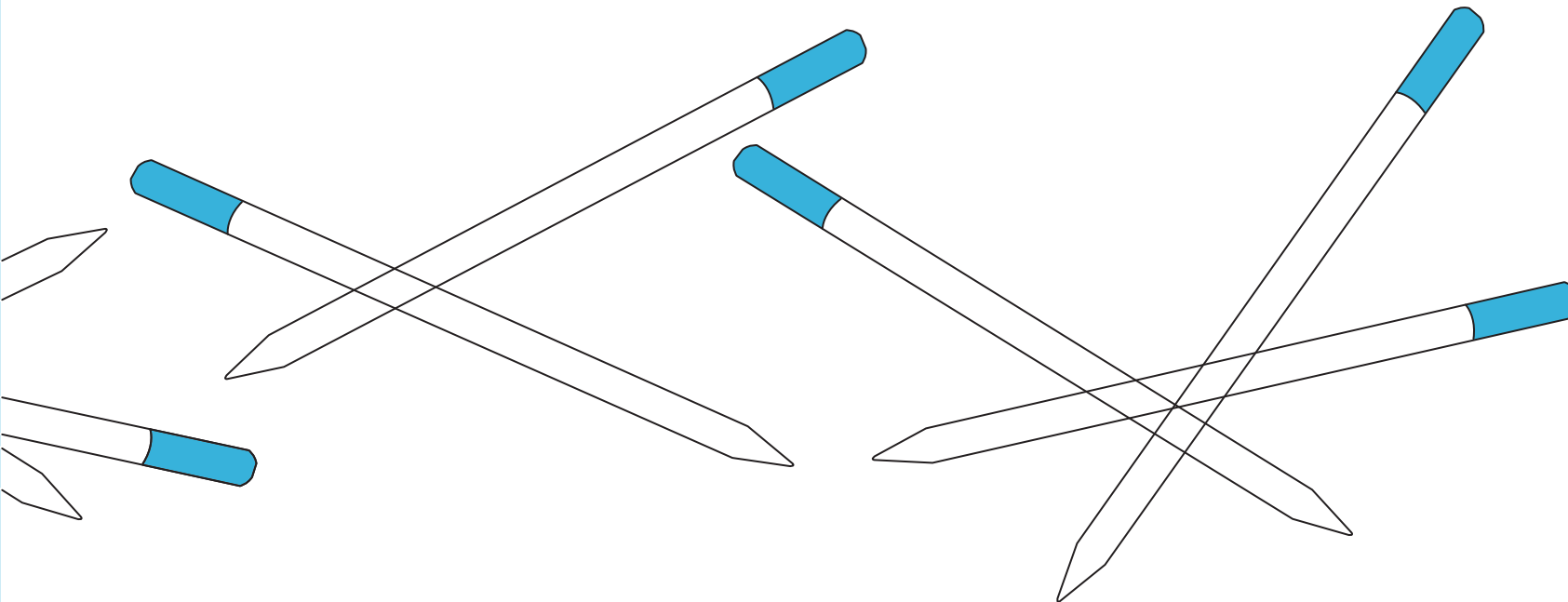


G-Case display stand

The G-Case come in four different optical graphics and two finishes with black and red rubber zips. Its convenient handle was specifically designed for you to easily carry it everywhere. Up to eight of them can be displayed in stands made with recovered wood. The display stand narrates the story of the first and only minibag printed with recycled graphite.

perpetua[®] tailor made

Tailor Made is the division of Perpetua offering companies and individuals ad hoc projects. The use of several innovative customisation techniques transform Perpetua the pencil, the notebook and the G-Case into exclusive objects not only for corporate communication purposes but also for all private activities aimed at celebrating a special occasion or an important event in a unique and original way.



Perpetua for businesses

Perpetua was born to communicate the values on which it was founded: constant research, creativity, design and environmental awareness. Companies choose it to communicate not only their identity and their message, but above all the values that they share with it. It is an unconventional way to talk about themselves through a simple object with endless possibilities of personalization.

Perpetua for G7 Italy 2017

Perpetua is a message that tells a story about innovation and environmental awareness. For this reason it was chosen by the Italian Presidency of the G7 as a gift to all the international delegations. An eventful year to narrate the story of Italy and its excellence, that will culminate in International Summit of Taormina on May the 26th and 27th.



PERPETUA tailor made - case studies

Perpetua the pencil for Arclinea

Perpetua for the Grand opening of the Arclinea Hong Kong Showroom, the leader in the design and technology of Italian kitchens.



Perpetua Monumental

Perpetua Monumental is a project undertaken along with Fusarte. Perpetua the pencil pays homage to the beauty of historical Italian architecture and the huge legacy of its masterpieces.

Alisea for Perpetua



perpetua®
we had to invent it
MONUMENTAL

Honorable Mention
Compasso d'Oro ADI

Alisea Recycling Project
Design Marta Giardini
80% graphite - Made in Italy

www.perpetua.it

VERONA - L'ARENA

Perpetua è diversa dalle altre matite:
• nessun albero viene abbattuto per realizzarla;
Perpetua is different from other pencils:
• no tree has been cut down to produce it.

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MILANO - IL DUOMO

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VENEZIA - IL CANAL GRANDE

Perpetua è diversa dalle altre matite:
• nessun albero viene abbattuto per realizzarla;
• in grafite riciclata per l'80%;
• se cade non si rompe;
Perpetua is different from other pencils:
• no tree has been cut down to produce it;
• made of 80% recycled graphite;
• it won't break if it falls.

Alisea for Perpetua



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MONUMENTAL

Honorable Mention
Compasso d'Oro ADI

Alisea Recycling Project
Design Marta Giardini
80% graphite - Made in Italy

www.perpetua.it

FIRENZE - IL DUOMO

Perpetua è diversa dalle altre matite:
• nessun albero viene abbattuto per realizzarla;
• in grafite riciclata per l'80%;
• se cade non si rompe;
Una rivoluzione nella scrittura. Patented
Perpetua is different from other pencils:
• no tree has been cut down to produce it;
• made of 80% recycled graphite;
• it won't break if it falls;
A revolution in writing... Patented



Perpetua for the people

Perpetua is a way to celebrate a special life occasion. An object to say thank you to those who are close to us on our most important days: to celebrate a baptism, a wedding that crowns a love story, or to celebrate the last day of work before retiring. You can personalize your own Perpetua: an unconventional object to donate and share the memory of a special day.

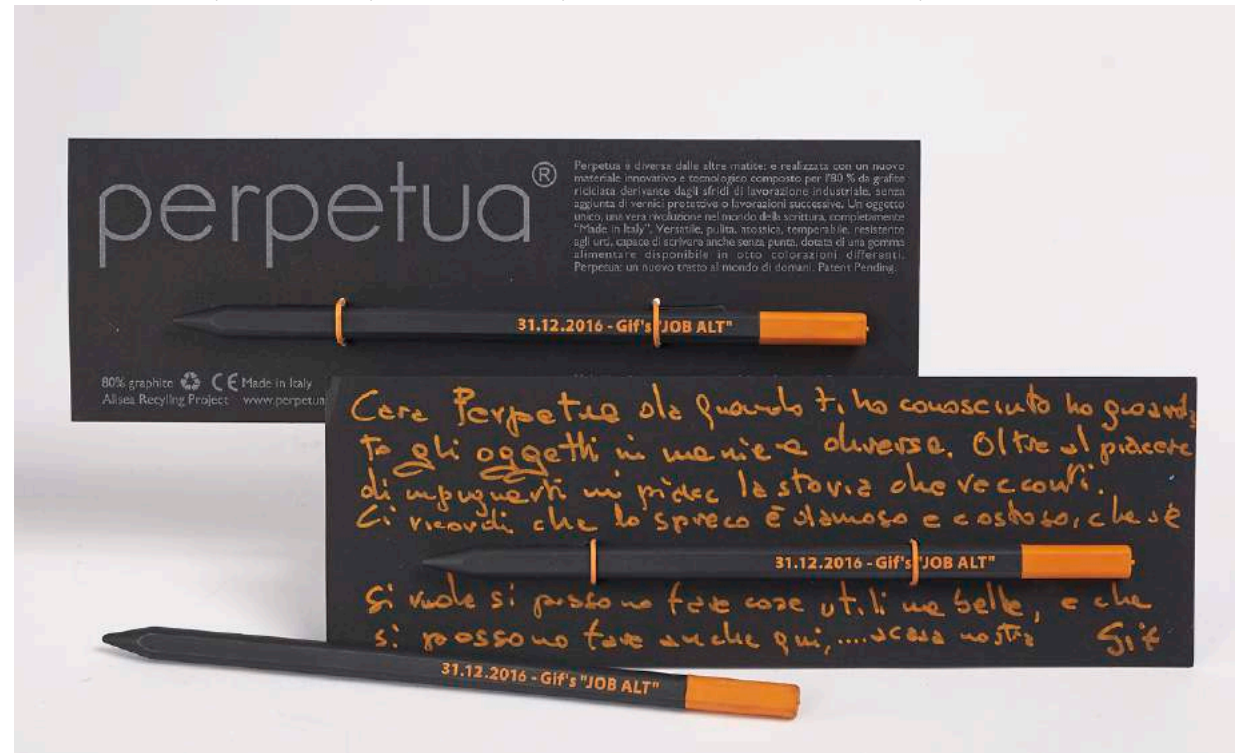
Pepé's Perpetua

The classic bonbonniere for a baptism? Not for little Penelope, whose parents have chosen Perpetua to thank all the friends who were there to start writing together the first chapter of what will be a fantastic journey: that of Pepé's life. A greeting for a future in which the young Penelope can grow in a better Planet.



Gif and Perpetua: Perpetua customized for private customer

Gif met Perpetua a few months before retirement, after forty years working as the manager of an important bank. Perpetua became his way of saying goodbye to his colleagues, as in Perpetua he found both the message and the messenger. A personal gift symbol of sensitivity and environmental sustainability.



Perpetua for Almerino and Arcis

60 years together. Arcis and Almerino are 90 years old, and have recently celebrated with friends and family their diamond wedding anniversary.



Im fondo il diamante è solo grafite con un legame più forte



*A diamond is simply graphite with a stronger bond

perpetua[®] The team



Susanna Martucci
CEO Perpetua & Alisea



Marta Giardini
Designer



Marco Bertolini
Photographer



Alberto Zavatta
Copywriter



Andrea Manticò
Art Director



Anna Piratti
Visual Artist



Marco Donazzan
Photographer



Valentina Pirritano
Graphic designer & Illustrator



Alvise Bertolato
Junior Copywriter



Luca Donazzan
Videomaker