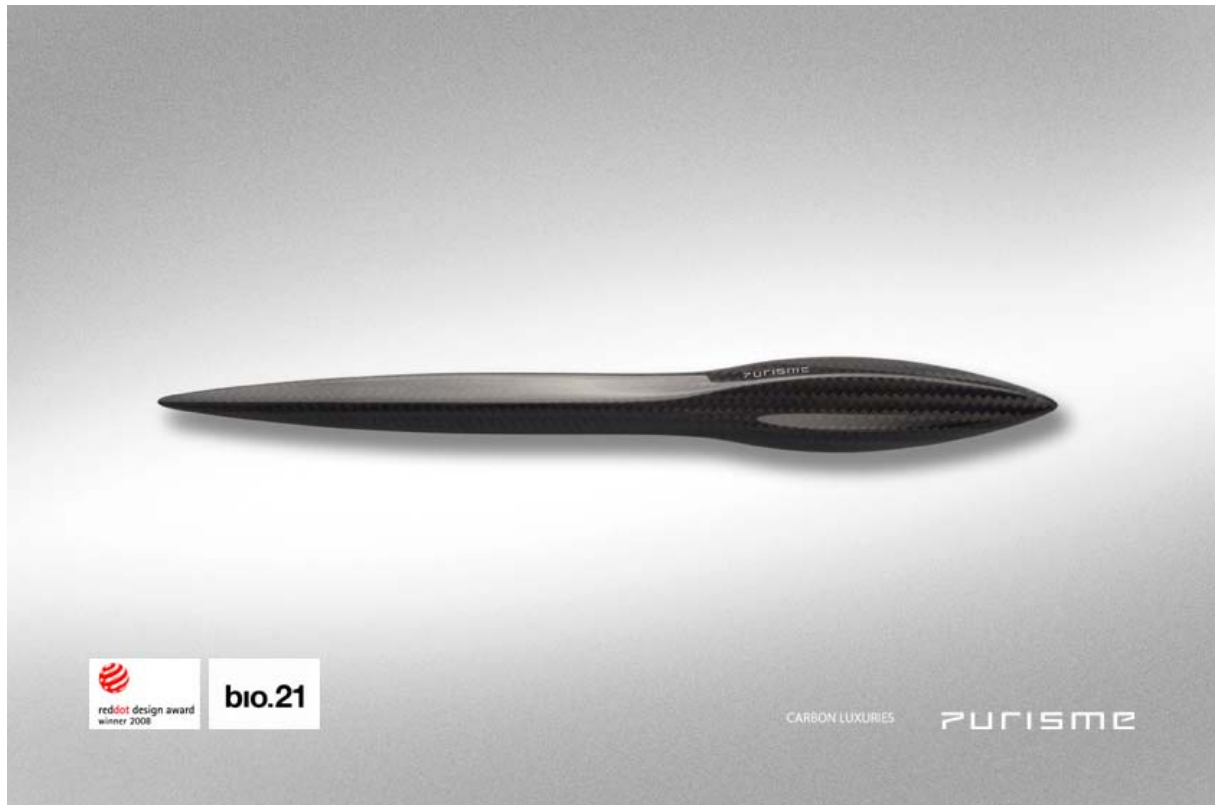


## PURISME LETTER OPENER

### Cutting-Edge Design Wins International Awards

Newcomer PURISME makes a spectacular debut in the world of luxury design: Immediately after its first introduction, the PURISME Letter Opener, has been awarded the prestigious international Red Dot Design Award and earned a similarly prestigious place as an exhibit at the 21st Biennial of Industrial Design 2008 at Lubljana, chosen by an international jury from 421 entries.



The award-winning design uses the fascinating hi-tech material carbon to make a distinctive sculptural statement with instant emotional impact: „I wanted the PURISME Letter Opener to express the uncompromising dynamics of a racing speedboat,“ comments designer Mario Zeppetzauer. The resulting tool is both visually fascinating and ergonomically convincing. Haptically it conveys the proverbial „touch of class“ and inside it carries a unique feature: On a specially developed RFID-TAG it carries an electromagnetically coded personal message from the design artist.. Thus, Purisme propels the age-old tradition of engraving personal items forward into the cyberspace era, giving an industrial product a soul, a history, and a lot of additional emotional value.

The PURISME Letter Opener is a European product of uncompromising quality: Manufactured in a process that combines latest serial production technology with traditional craftsmanship, each single example undergoes meticulous controls during production and an additional final inspection by the designer who has to sign his approval before the item leaves the factory.

The world's first full-carbon letter opener is issued by the PURISME GmbH in Vienna, Austria. Founded by three designers and one business economist, this young company has joined a strategic partnership with a leading carbon-processing company and positioned itself as a luxury brand with focus on design objects made of carbon.

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