

PRAMAOR TURNOVER TOPS 10 MILLION EURO (+30%)

Phase Three is consolidated with the successful integration of product, image and communications, enabling the market position of Blackfin to be raised to the level of a brand of eyewear with an international profile.

February 2018 – Pramaor, the Italian company specialising in the production of titanium eyewear with the Blackfin brand, has exceeded its goal of 10 million euro in turnover. The company's 100% Italian products are all entirely manufactured at its factory in the Province of Belluno.

The 2017 turnover hit **10.1 million euro**, up 30% on the previous year. Exports, representing 77% of total sales, grew by 32% achieving a figure of 7.8 million euro. The internal market also showed a positive trend in 2017, growing by 17.5% compared to the 2016 performance.

"2017 was an amazing and truly thrilling year and 2018 has started off full throttle. Phase Three for Blackfin is becoming ever more clearly defined thanks to continued raising of our corporate culture and the organisational methods applied to all company departments", affirms Nicola Del Din, CEO of the company. "I'm immensely proud of the route we are taking and which is made possible by the determination and commitment of a team working with passion and in perfect harmony. We are working on several fronts" - continues Nicola Del Din - "above all on product design and at MIDO we will be presenting even more exclusive collections. We have recently launched a new innovative, customised digital platform plus a high-tech app in order to create a Blackfin community and to interact with all our contacts, including sales agents, distributors and opticians. Last but not least, in the spring work will begin on extending our company HQ which is due to double in size".

This expansion is necessary in order to cope with the growing demand for our products with a global increase of 38% in orders in 2017. The new extension, to be built next to the premises inaugurated in July 2016, is part of an even larger plan for reorganising production which was launched last April with the appointment of Ivo Benvegnù as Chief Operations Officer.

Among our overseas markets, **Germany** shows a particularly positive trend, alone representing 28.5% of our turnover, up 38.5% in 2017. Among the Nordic countries, the performance of **Denmark** stands out with growth up 28% on the previous year.

Pramaor, with 80 employees and 28 direct agents, produces exclusively the titanium eyewear collections Blackfin, selling them, either directly or through distributors, in over 40 countries worldwide, with a particular focus on Europe and North America. In addition to Italy, Austria, Germany, Spain, France, Denmark, Sweden and the UK, from this year this eyewear will also be sold directly in Greece.



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