

September 2008

**New Shades for Aeternum's Material Touch Flatware Set:  
The Pleasure of Use that You can Touch with Your Hands.**

**Aeternum** presents the new colours for its **Material Touch** flatware and flatware holder set, the orange, cream and blue versions that exalt the rational and contemporary design and the innovative, soft-touch handle.

In addition to bringing a touch of happiness to tables throughout Italy and the world, the exclusive soft-touch finish, with its pleasant tactile effect, allows for a "soft" and secure grip.

The entire **Material Touch** set includes 24 pieces of dishwasher-safe, stainless steel flatware (6 forks, 6 spoons, 6 knives and 6 teaspoons) that are contained in a convenient, matching Aeternum flatware holder.

**Address:** Bialetti Industrie – Tel +39 030.7720011  
Toll Free Number 800.014407  
[www.bialettiindustrie.it](http://www.bialettiindustrie.it)

**Press Office:** Aida Partners – Tel +39 02 89504650  
Laura Ceriotti – [laura.ceriotti@aidapartners.com](mailto:laura.ceriotti@aidapartners.com)  
Arianna Pellegrini – [arianna.pellegrini@aidapartners.com](mailto:arianna.pellegrini@aidapartners.com)

