

THE NEW ÉLITE COLLECTION: BACK TO THE FUTURE!

With the presentation of the new Ad-Hoc catalog we decided to offer a new collection of handles, unique and unrepeatable, which we named Élite Collection.

THE REDISCOVERY OF THE SAND CASTING PROCESS



For an increasingly sophisticated and demanding target, we have decided to create a Collection that expresses the concepts of exclusivity and originality.

To do this we have chosen the ancient technology of Sand Casting, making the products individually: each article comes from a long and dedicated process, the result of the passion for craftsmanship and finished completely by hand.

All of course, as is tradition for the products of OMP Porro, strictly Made 100% in Italy.

The result of this process, as well explained in the Ad-Hoc catalog, are articles that express the concept of craftsmanship, exclusivity and uniqueness.

In addition, those that for industrial production may seem imperfections, rise to real distinctive elements and distinguish this production that, not surprisingly, we named Élite.

THE NAMES OF THE MODELS



For each model we thought of a name linked to nature and its infinite beauties: from the highest mountain of the earth, to the largest desert, to the most imposing forest on the planet, to the widest glacier, ..

All this to create a link between the wonders of nature and the beauty of "important" models (in design and size) that express the link between the beauty of nature and the skilful dexterity of man.

WHY A COLLECTION OF HANDLES IN THE AD-HOC CATALOG



We felt that the natural location for a Collection of door handles made individually, with an exclusive and artisanal production process could only be in the Ad-Hoc catalog.

They are not handles produced with an industrial process, such as for example hot forging brass, but as mentioned above, rediscovering and using the sand casting process, combining craftsmanship, passion and refinement of details.

THE RECOMMENDED FINISHES AND THE AVAILABLE FINISHES



In the price list we have identified the finishes that, according to the models, we consider more suitable:

Polished Brass Not Lacquered

Polished Brass

Gold Plated

Matt Bronze

Ancient Brass

and, on request,

Antique Silver

Oil Rubbed Bronze

However other finishes are feasible on request.

We can also realize the PVD finish even if, in this case, in consideration of the production process, the basic nickel plating will be carried out not by means of a galvanic bath but with a chemical process which will result in an increase in the cost linked to this particular process.

WHY A NET PRICE LIST

Starting from the concept of "uniqueness" of the Élite Collection, we thought it was more appropriate to create a price list with **Net Prices**.

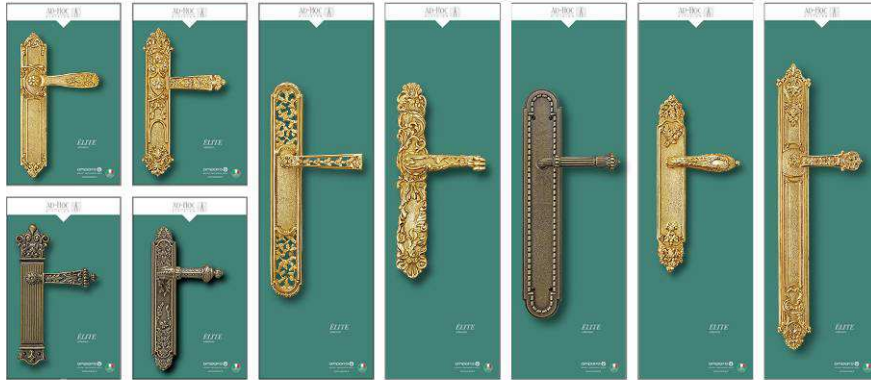
When it comes to exclusivity, unique pieces, it seemed reductive to link prices to discounts.

Our suggestion is to calculate a marginality of 30% but leaving ample freedom to our Customers to deal with their exclusive and important final Customers the right selling prices.

DELIVERY TIMES

Being a manual process the estimated delivery times are 60 working days.
These are the technical times related to the various phases of the complex and artisanal production process.
As always, our Sales Department is available for any more detailed information.

HOW TO EXHIBIT THE COLLECTION



Being unique pieces it is important to display this production to the best and give the possibility to the final Customers to "touch and feel" the refinement of the products.

The images alone, the elegant catalog and fully explaining the patient and long production process, the high resolution images, the campaign launched on all our social medias on their own, cannot fully express the beauty and uniqueness of this Collection.

It is therefore important to display this Collection to the best and for this reason we have created panels that reflect the color and layout of the Ad-Hoc Division: an elegant green that enhances the details of this collection.

With the new ÉLITE Collection, OMP Porro with its own Ad-Hoc Division offers a new important opportunity for its customers to meet the needs of the most demanding customers and the search for "unique pieces" with which to give a touch of elegant exclusivity to own home or to own projects.

Paola Porro

Commercial Director