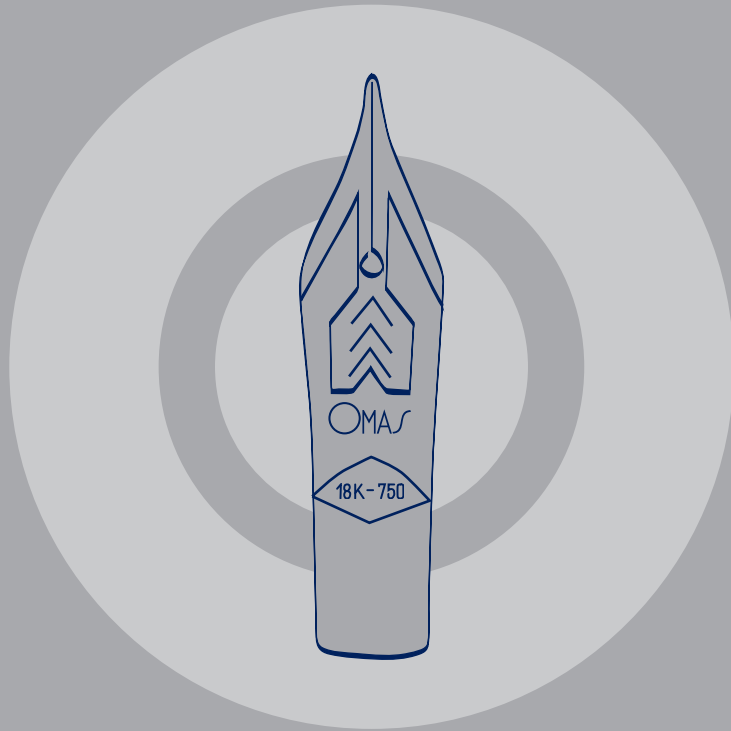


OMAS

HANDCRAFTED IN ITALY SINCE 1925



*Italian Creativity, History, Craftsmanship.
The Pleasure of Writing.*

OMAS



Bologna, famous for its porticos and the Asinelli and Garisenda Towers.



*A brilliant inventor.
A young Armando Simoni
at the time OMAS was founded.*

Passion and CREATIVITY

Armando Simoni was often heard to repeat "A pen must make writing pleasurable". If writing is the key to a man's soul, then OMAS designs speak about their creator. Simoni was an admirer of Greek culture and exalted his passion for classical studies in the creation of objects with a balanced design. Is not the famous twelve-sided Arte Italiana model reminiscent of a Doric column? This model is still produced today and has become a classic in the luxury pen market. As well as aesthetic considerations, Armando Simoni had been interested in mechanics since he was a child. By the age of 34 he had accumulated sufficient knowledge of the sector to found OMAS (Officina Meccanica Armando Simoni). During the 1930s he designed the twelve-sided model and the other great success story of the pre-war years, the Doctor's Pen fitted with a tiny clinical thermometer in the body of the pen.

Simoni's love of technical challenges resulted in the endless creation of surprising models: from the fountain pen with two nibs to the series with the transparent barrel to emphasize lucent beauty. These exclusive items demonstrate the creative force of their designer. He was nominated Cavaliere della Corona d'Italia - Knight of the Italian Crown - and thereafter acquired the moniker "il Cavaliere". The new noble status of Simoni was extended to the firm as the small Bologna-based workshop was transformed quickly into a world famous company.

Our HISTORY

1927: Ogiva Pen

1930: Doctor's Pen
Omas Extra - the faceted Collection

1956: Omas extra 361B - The Million Dollar Pen

1985: Arte Italiana The Paragon

1988: MoMA for Museum of Modern Art of New York

1992: Europa Limited Edition: Official Pen celebrating the Maastricht Treaty
The first High Luxury Limited Edition: Almirante

1995: FAO Limited Edition: Official Fountain Pen celebrating the 50th Anniversary of F.A.O.

1996: 360 Collection
Signs for Children Limited Edition: 50th Anniversary of UNICEF

1997: Return to the Motherland Limited Edition: the return of Hong Kong to China

1999: Mandela 80 Limited Edition: to celebrate the 80th Anniversary of Nelson Mandela

2000: T2 Titanium Collection

2005: Bologna Collection

2008: Enamel Doctor's Pen and The Paragon Fashion Collection to celebrate the 50th Anniversary of the Founder's death

2009: I think Limited Edition - Charity Project with Charles Darwin Foundation in the Galapagos Islands.
High Luxury One Small Step Limited Edition: to commemorate the 40th Anniversary of the Moon Landing

OMAS EXTRA 361 B (1956)

The million dollar pen, because this was the amount that an important competitor offered Cavaliere Simoni to buy the patent. In consequence of the Cavaliere's refusal, he tried the vain imitation, but without any success. Omas 361 enables three different types of writing with a single nib ranging from flexible and calligraphic to hard and it is also able to write as a Ball-Point. In 1955 the faceted line joined the streamlined line and the simple and elegant clip of the rounded models of 1948, a perfect pair of tradition and avant-garde.



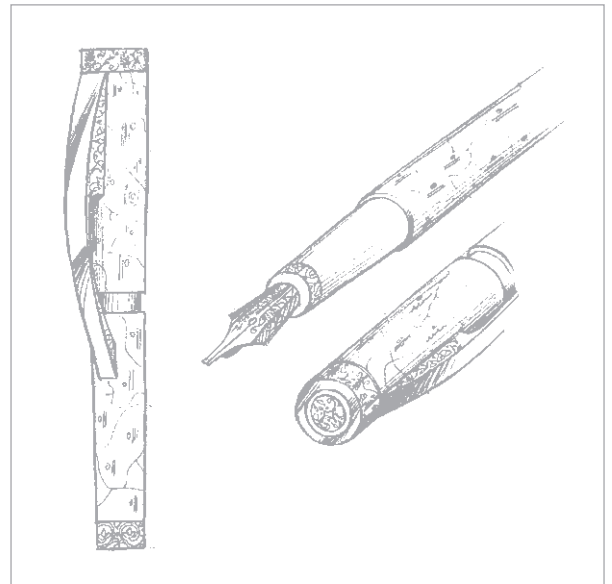
FAO (1995)

Official Fountain Pen celebrating the fiftieth anniversary of the Food and Agriculture Organization of the United Nations (F.A.O.).

The green colour, the same of the verdant corn, is a sign of peace and solidarity between men. The clip, which reproduces an ear of corn, that appears in F.A.O. logo, was designed by the famous sculptor Gio' Pomodoro.

OMAS pens, handcrafted in Bologna's workshop, have always been characterised by their timeless, elegant, essential design and strong personality. The skilful mix of Design, Handcrafting, the use of Precious Materials and Innovation constitute the values around which each OMAS pen is developed.

An OMAS Fountain Pen is the result of a multitude of delicate operations: from the research of new materials to the drawings of the first models, from technical studies to the final product. Cotton resin, celluloid, wood, titanium, gold and silver are worked to produce high quality masterpieces destined for true connoisseurs and enthusiasts. It can take up to 365 days to produce the exceptional lightness, refined brilliance, and surprisingly pleasant feel of a celluloid pen. Each collection is a real jewel of the highest level of craftsmanship, where creative and aesthetic abilities integrate naturally with technical and functional innovation. Each pen thus becomes a unique and unrepeatable work of art, symbol of the *Made in Italy* style.





OMAS COLLECTIONS



ARTE ITALIANA

The Arte Italiana Collection is a modern tribute to the original twelve-faceted model designed by Armando Simoni in 1930.

The design resembles a twelve-sided Doric column and provides a precise grip to enhance the pleasure of writing.

Perfect combination of tradition and innovation, The Arte Italiana Collection is available in three different sizes, The Paragon, Milord and Cruise, and in various materials, for instance cotton resin, celluloid, titanium and gold.

In 2006 Arte Italiana The Paragon won two prestigious awards at the contest "Le Trophée du Stylographe" in Paris, for the categories "Design Award" and "The Fabulous Fountain Pen", in 2009 Arte Italiana Wild The Paragon won an award for the category "Best Contemporary Design" in Pen World's Fifteenth Annual Reader's Choice Awards.



ARTE ITALIANA



Cotton Resin THE PARAGON

Fountain Pen with piston filling system, cotton resin body, platinum or gold plated trim, platinum or gold plated clip, two - tone 18K gold nib.

Cotton Resin MILORD

Cotton resin Fountain Pen with converter/cartridge filling system, Roller Ball, Ball Point and Mechanical Pencil. Platinum or gold plated trim, 18K gold nib.

ARTE ITALIANA



**Wild Celluloid
THE PARAGON**

Wild celluloid Fountain Pen with piston filling system, 925‰ silver trim, two-tone 18K gold nib.



**Wild Celluloid
MILORD**

Wild celluloid Roller Ball with rhodium plated trim. Fountain Pen with piston filling system and 18K gold nib, Ball Point and Mechanical Pencil models also available.



**Arco Celluloid
THE PARAGON**

Arco celluloid Fountain Pen with piston filling system, 925‰ silver or gold plated silver trim, two-tone 18K gold nib.

**Arco Celluloid
MILORD**

Arco celluloid Fountain Pen with piston filling system and Roller Ball, rhodium or gold plated trim, 18K gold nib. Ball Point and Mechanical Pencil models also available.

ARTE ITALIANA



Woods
MILORD

Olive tree wood Fountain Pen with piston filling system, available also Roller Ball model, and Cocobolo wood Roller Ball, available also Fountain Pen model, platinum plated 925‰ silver trim, 18K gold nib.



Titanium
MILORD

Satin finish titanium Fountain Pen with piston filling system, rhodium plated clip and trim, rhodium plated nib. Roller Ball, Ball Point and Mechanical Pencil models also available.

ARTE ITALIANA



Resin CRUISE

Resin Fountain Pen with converter/cartridge filling system, Roller Ball and Ball Point, in blue, red and caramel. Platinum plated trim for the blue and red versions, gold plated trim for the caramel version, 14K gold nib.

The image shows three OMAS 360 pens standing upright against a white background. The pen in the center is a light brown or tan color, while the two flanking pens are a dark grey or black. Each pen has a distinctive triangular body. The central pen has the OMAS logo and '360' printed vertically on its side. The dark grey pens have a silver-colored clip and a silver-colored band near the base. The overall aesthetic is clean and modern.

360

The triangular 360 is the flagship OMAS model and represents the most revolutionary collection of writing instruments of our time.

The 360's triangular body is based on ergonomic principles, it is available in two different sizes, and in various materials, for instance cotton resin, titanium and clip with diamonds.

In 2008 the 360 Collection won Readers' Pen World Choice Award, as "Brand Icon".



360



**Resin
360**

Resin Fountain Pen with converter/
cartridge filling system, Roller Ball
and Ball Point available in black
and bordeaux. Palladium plated
trim, platinum plated 18K gold
nib.



**Cotton Resin
OUR WEDDING MOMENT**

Set composed of a Ball Point 360
"mezzo" Iceberg, interchangeable
with Roller Ball, for her, and a Roller
Ball 360 Blue/Black for him, high
tech trim. Special case dedicated to
newlyweds.

360



Cotton Resin
360 MEZZO

Fountain Pen with cartridge filling system and Ball Point interchangeable with Roller Ball in the following colours: iceberg, ruby red, mandarin, blue, lilac, blue/black. High tech trim, rhodium plated 18K gold nib.



BOLOGNA

Designed to celebrate OMAS's 80th birthday, the Bologna series introduces a new balanced shape that is pleasing to the touch.

Made of resin or celluloid, Bologna famous porticos are engraved on the nib and on the rollerball tip.

The Bologna Collection also includes a model for women: Divine. A prestigious enamel pen available in orange and black with a sparkling crystal heart pendant charm: Divine is dedicated to all women wishing to be fashionable even in terms of the latest writing trends.



BOLOGNA



Resin BOLOGNA

Resin Fountain Pen with converter/cartridge filling system, Roller Ball and Ball Point in the colors Natti di Bologna, Omas Blue Madreperla and Passioni. Palladium trim, platinum plated 14K gold nib.

BOLOGNA



Celluloid
BOLOGNA

Celluloid Fountain Pen with piston filling system and Roller Ball available in black/gold and red. Gold plated trim for the black/gold version and platinum plated trim for the red version, platinum plated 14K gold nib.



Enamel
DIVINE

Bologna collection ladies model made of brass and handcrafted enamels. Interchangeable Roller Ball/Ball Point. Available in orange and black, rhodium and 4N rose gold plated trim.

LIMITED EDITIONS

THE MASTERPIECES

OMAS uses its Numbered Editions to commemorate the most significant historical and cultural episodes from the past as well as specific places or events of note.

Each collection is a masterpiece of craftsmanship: the materials used are very rare and prestigious, the manual processing techniques used are particularly complex and sophisticated.

All Limited Edition models are numbered to make each pen a unique work of art.

The Masterpieces are High Luxury Limited Editions, available only in few pieces, to commemorate the most considerable Journeys for Man in the history and the most important Works of Art.

LIMITED

EDITIONS

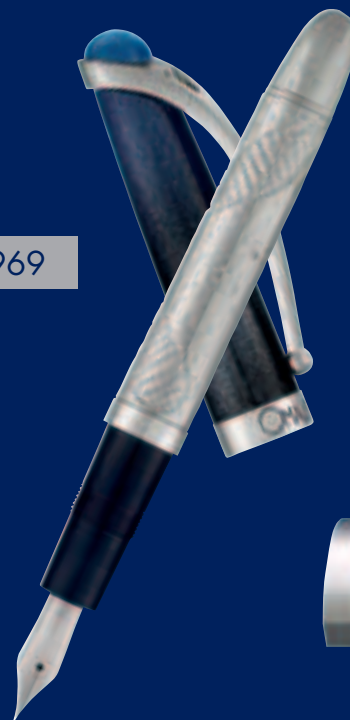
LIMITED

EDITIONS

LIMITED

EDITIONS

MOON 1969



I THINK



LIMITED

EDITIONS

LIMITED

EDITIONS

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EDITIONS



ALEKSANDR PUSHKIN

TAUROMAQUIA



LIMITED

EDITIONS

LIMITED

EDITIONS

LIMITED

EDITIONS

FPC - FOUNTAIN PEN PERSONAL COMPUTER



SAMO



LIMITED

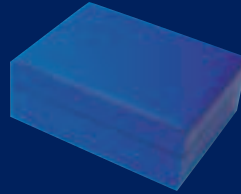
EDITIONS

LIMITED

EDITIONS

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EDITIONS



360 LUCENS

THE PARAGON FASHION COLLECTION



LIMITED

EDITIONS

LIMITED

EDITIONS

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EDITIONS

INVISIBILIS



MIKU



LIMITED

EDITIONS

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IMAGINATION



ST.GEORGE



LIMITED

EDITIONS

LIMITED

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LIMITED

EDITIONS



HARMONIA MUNDI



PENNA DEL DOTTORE
Tribute to Armando Simoni





CHATEAU LAFITE ROTHSCHILD BY OMAS



SPECIAL

EDITIONS

SPECIAL

EDITIONS

SPECIAL

EDITIONS



KRUG BY OMAS

SPECIAL

EDITIONS

SPECIAL

EDITIONS

SPECIAL

EDITIONS



OMAS *for* MASERATI



THE MASTERPIECES MAN'S JOURNEYS THE MASTERPIECES



ONE SMALL STEP

Limited Edition made of white gold, diamonds and topazes, dedicated to an unforgettable event in the history of Mankind: the conquest of Moon on July 21, 1969.

Piston - filled Fountain Pens produced in 21 numbered and limited pieces and Roller Balls produced in 7 numbered and limited pieces.



MARTE

Limited Edition made of red gold, diamonds and rubies, dedicated to Mars, the planet that since ancient times has fascinated the human mind, and to its discovery trips, past and future.

Piston - filled Fountain Pens produced in 30 numbered and limited pieces.

THE NIBS



18K GOLD NIB



TWO-TONE 18K
GOLD NIB



RHODIUM-PLATED 18K
GOLD NIB



14K GOLD NIB



TITANIUM NIB

THE PLEASURE OF WRITING

The heart of the Fountain Pen is the nib. OMAS is well-known worldwide for the performance in writing with its Fountain Pens. OMAS has studied its own nib shape to grant the perfect mix between smoothness and performance in writing.

Made of 18K gold, 14K gold or titanium, OMAS nibs are available in 11 different types of tip to adapt technique to own personality:

EF: Extra-fine 0,60 mm

F: Fine 0,80 mm

M: Medium 1,00 mm

B: Broad 1,20 mm

BB: Extra-broad 1,40 mm

OM: Special left-handed nib 1,40 mm

OMD: Right oblique (medium) 1,00 mm

OBD: Right oblique (broad) 1,20 mm

OBBD: Right oblique (extra-broad) 1,40 mm

STUB and ITALICO: Special nibs made on demand



RHODIUM - PLATED NIB

The OMAS nib becomes two-tone when plated with rhodium. The gold parts are coated with special red paint before the rhodium plating process and then subjected to ultrasound cleaning to restore their splendour.



OMAS dedicates to all pens lovers the OMAS SOCIETY, an exclusive club where enthusiasts can share their passion for the fascinating world of writing.

OMAS SOCIETY gives to its members the possibility to receive free gifts and all the latest news from OMAS.

www.theomassociety.com

OMAS AROUND THE WORLD IS PRESENT THROUGH EXCLUSIVE RETAILERS.

For further information please visit our web site: www.omas.com

OMAS BOUTIQUES

- N°.939, Ground Floor, Huai Hai Zhong Road, Pinault Printemps Redoute (PPR), *Shanghai*, China
- First Floor, Maison Mode Department Store, *Chang Sha*, China
- Ground Floor, Meitro Building, *Su Zhou*, China
- Ground Floor, Tian Shan Department Store, *Xin Jiang*, China
- Ground Floor, Citic Department Store, *Shen Yang*, China
- Fourth Floor, Lufthansa Shopping Center, *Bei Jing*, China

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