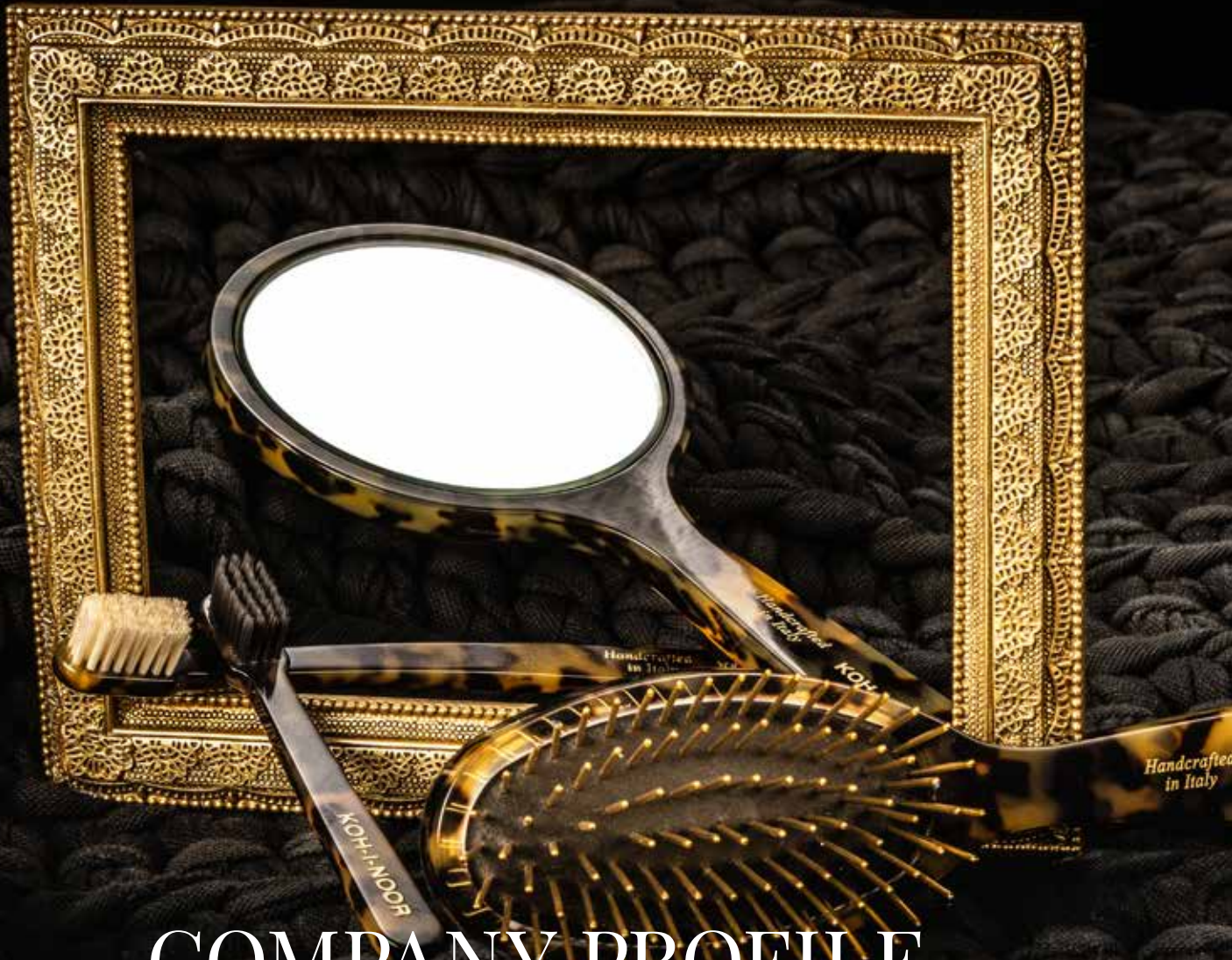
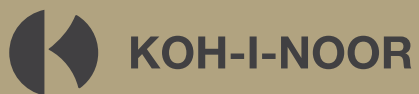


KOH-I-NOOR

— Handcrafted in Italy —



COMPANY PROFILE



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KOH-I-NOOR

— Handcrafted in Italy —

Come into our world

More than 80 years dedicated to the research of elegant and functional design
for living the world of body care accessories in the best way.



180.185.1



Carlo Scarini e C. - s.r.l.

Capitale Sociale L. 4.200.000. = - Sede in Milano

Segue inventario al bilancio al 31-12-1955

| | |
|--|------------|
| riporto | 11.899.287 |
| Scatole confezioni | 69.937 |
| Imballaggi | 165.842 |
| Spazzolini da denti 2 ^a scelta Zenith | 184.632 |
| Petтини segati 2 ^a scelta | 532.920 |
| Custodie pettini fuori listino 2 ^a scelta | 107.827 |
| Liquidazione spazzolini 2 ^a scelta | 430.374 |
| Petтини 2 ^a scelta | 55.404 |
| Articoli difetti da rendere alla base | 84.014 |

Photo

Bilancio 1955

4

Company Profile

KOH-I-NOOR

Through the years

Since 1930

1930 The Scavini family imports and distributes the toothbrushes of Bürstenfabrik Grüneber.

1950 Carlo Scavini founds the Koh-I-Noor Carlo Scavini & C. and takes over the brand, the patents and all the know-how of the Czechoslovakian house.

1960 Koh-I-Noor from 1960 always expands plus its own production and is present in

perfumery and pharmacy market with a wide range of body care products.

1989 Kono, designed by Alberto Marvelli, the famous toilet brush goes into production: a true evergreen, still in the collection today. With this product Koh-I-Noor starts the search e development in the bathroom furnishing sector.

1995 The bathroom furniture division is born as a natural consequence of a genuine “vocation for the bathroom” taken in consideration as a whole as space to live and furnish. Production is concentrated in the Tradate plant to guarantee the best relationship between research and production in the tradition of “made in Italy. “ The products designed by the internal studio with the collaboration of qualified designers, tell the story and the identity of the company and express

the value of continuous research of new materials and innovative solutions technology.

2001 From a great intuition Otti Line debuts, first of a long and innovative collection of wall accessories to apply without drilling.

2005 Born in Barberà del Valles (Barcelona) DKD, Design Koh-I-Noor Distribution, company

subsidiary for the distribution of the brand in Spain.

2011 Koh-I-Noor is present in more than 30 markets in the world. A new logo is created to strengthen its full Italian identity.

2013 The new refined and elegant debut Koh-I-Noor 1930 collection to celebrate a long history of successes.

2014 In the Tradate factory comes inaugurated the new production department of mirrors with light. With this new one offer, with a high technological content, Koh-I-Noor presents itself as a full name actor also in the world of supplies Contract and Hôtellerie.

2020 ...the adventure goes on!

A brand's history

An amazing story of tradition

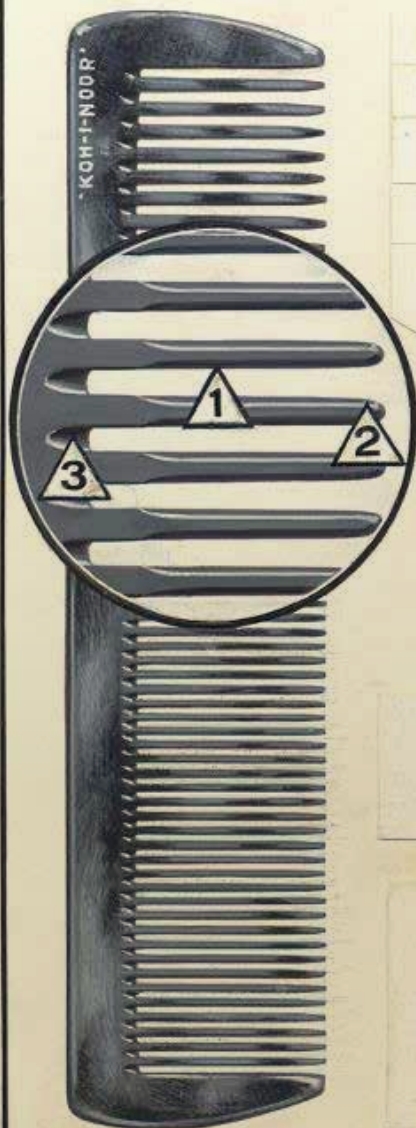
The most important capital a company can possess are the traditions that are passed from one generation to the next. Koh-I-Noor is a company that is all about tradition.

Established in 1830 by Friederich Grüneberg, Burstenfabrik Grüneberg was the precursor of Koh-I-Noor. This company was located in Bratislava, Slovakia and manufactured brushes manually by a workforce of 100 strong. In 1866 leadership of the factory was succeeded by Wilhelm Grüneberg, Friederich's son.

As part of the tradition, Burstenfabrik Grüneberg made some of the first toothbrushes that were distributed throughout Europe. Toothbrush handles were originally made of ox bone and the bristles were inserted by hand into the handles. Under Wilhelm's leadership, the company acquired the first automatic machines used for producing toothbrush. Over time, the handles evolved from ox bone to wood and subsequently to celluloid acetate (plastic).

Il pettine

KOH-I-NOOR



**Penetra facilmente
nella chioma più folta**

Non graffia la cute

Non strappa i capelli

perchè dopo il taglio ogni
dente subisce tre
particolari lavorazioni

- 1 Pianettatura
- 2 Molatura
- 3 Truccatura

Non si rompe

perchè è fatto con materiale
pregiato flessibile e resistente

È sempre perfetto

perchè ogni pettine subisce
un rigoroso controllo e solo
se completamente esente da
difetti viene posto in vendita
col marchio KOH-I-NOR



PHOTO

Gianluca Marvelli
Martino Scavini
Giuseppe Bortoluzzi

A family tale



Creativity, innovation and style made in Italy

Craftmanship and industrialization, technology, design and communication: these are the real protagonists of Koh-i-noor, the company that through a complete range of bathroom accessories and complements narrates since more than 80 years the bathroom as a proper world, a place to be lived with wellbeing, functionality and design typically Italian.

At the Tradate factory, quality and attention to detail characterize all stages of the production process of Koh-i-noor, a company with an high innovative vocation, looking every day for new technological solutions, formal and customized for the needs of a specific customer.

Handcrafted in Italy

The true craftsmanship

With the new look of polished plastic, Wilhelm decided to rename the company to something that was synonymous with beauty, uniqueness and perfection. The name “Koh-I-Noor” was selected and is based on the 191 carat diamond found in India. The diamond was taken by the British during the conquest of the Punjab in 1849 and is currently on display in the Jewel House at the Tower of London. The name is actually Persian and means “Mountain of Light”. With the name change and introduction of the new shiny toothbrushes, Koh-I-Noor experienced a significant increase in business. By 1910, the factory in Bratislava employed over 1000 workers.

In the years prior to World War II, Koh-I-Noor granted manufacturing licenses to international distributors including Carlo Scavini, an exclusive Italian importer. Hence, KOH-I-NOOR Italiana was created to which subsequently Wilhelm Gruneberg ceded the entire know-how, patents and brands in the world.

In 1964 KOH-I-NOOR opens the factory in Tradate, where still today all the products of the range of accessories for body care are produced with the productive characteristics of always. The reliability of the materials and the productive tradition make Koh-I-Noor a rare combination between innovation and craftsmanship of true made in Italy.



Quality and design

In order to achieve the high quality combs that Koh-I-Noor produces, each one goes through an average of twenty to twenty-five different processes.

The designs, the refinement of the material, the dedication to producing high quality products and the strong tradition all contribute to the uniqueness of the Jaspé Collection and the other collections from KOH-I-NOOR.





Natural bristles hair brushes

Natural bristle hair brushes are made from boar bristles and offer many benefits such as conditioning the hair, improving the hair texture, reducing frizz, stimulating the scalp and reducing the need to wash your hair so often.



Pneumatic hair brushes

Pneumatic brushes have rubber cushions where the pins or bristles are mounted. The rubber pad has a pocket of air trapped between it and the handle, and compresses when brushing hair, thereby reducing stress on the hair shaft. Pneumatic hair brushes are ideal for use with longer and thicker hair.





Beard

Beard accessories

Handles made of cellulose acetate derived from cotton with turtle coloring effect, warm to the touch and self-polishing. Attention: badger hair used by KOH-I-NOOR is absolutely pure and not artificially whitened. Natural bristles: The bristles used are completely natural and come from animals (pigs) reared under medical surveillance.



Hand made combs

Our handmade combs are produced from cellulose acetate which is derived from cotton. The faux tortoiseshell appearance is a coloring effect that is unique to this material. To obtain the best quality and beautiful finishes, Koh-I-Noor combs go through several mechanical and manual processes.

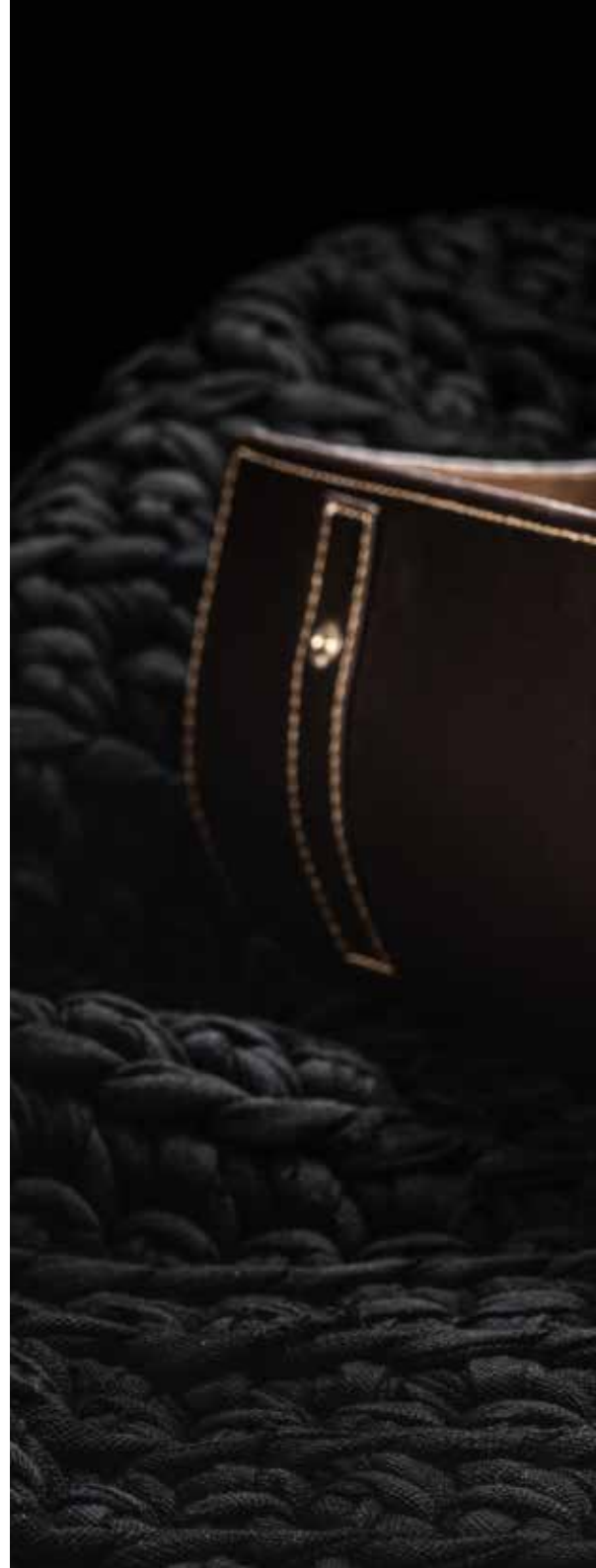




Haircare

Toothbrushes

Handles made of cellulose acetate derived from cotton with turtle coloring effect, warm to the touch and self-polishing hand made. Nylon monofilaments or natural bristles. The bristles used are completely natural and come from ani-mals (pigs) reared under medical surveillance. Nylon with top rounded









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