

Press release

Basel, 30th April 2020

ALLEMANO

The Misuratori del Tempo by Allemano at Baselworld 2020 (Hall 1.1 – Stand W63)

Since 1856 a successful company history. From heavy carpentry in 1800 to the measuring instruments for the measurement of pressure, temperatures and force, up to the Misuratori del Tempo exhibited during these days at the world most important fair of the field in Basel, from the 30th April to the 5th May 2020.

Allemano is in **Baselworld 2020 (Hall 1.1 – Stand W63)** from the 30th April to the 5th May with its **1919 Collection of the Misuratori del Tempo**. Exactly a century after starting to manufacture measuring instruments for the control of pressure and temperatures, Allemano “**challenges**” time, with a high-quality collection: Italian manufacture and design (inspired by our historical production of instruments) and Swiss precision, with movements born under the Swiss flag.

The 1919 Collection is made up of three models for men: MAN, GMT and DAY. The models meet different aesthetic and technical requests: if MAN is perfect for your free time, GMT is the best choice for those who travel GMT, DAY has the right qualities to be “indispensable” for every day. All together they are the direct evidence of the **historical heritage of knowledge and experience** of Allemano, which today, with its “Time” division is finally available to everyone, ready to be worn on the wrist every day.

This past year **two Special Edition have joined the 1919 Collection**: the **Day MV Agusta Special Edition** dedicated to the Reparto Corse of one of the most historical Italian motorcycles company, and the **Day Grande Torino Special Edition** created in collaboration with the Torino Football Club (Official Product) to celebrate the football legends of our city, Torino.

2019 it has been also a very intense year full of **collaborations and events**. Starting with the sponsorship for MV Agusta Forward Racing Team Moto2 during the MotoGP, we presented the 1919 Collection in occasion of the Salone dell’Auto Torino – Parco del Valentino in June. We were present during the Coppa d’Oro delle Dolomiti as “Official Time Keeper” in July and then, in October, we presented our Collection at Aurochronos 2019 - International Festival of Independent Watch Brands. We took part at “Art for Excellence”, a cultural project where the contemporary art meets the Piedmont’s business excellences, and at Automotoretrò 2020, the great Turin exhibition dedicated to vintage vehicles where, looking back over the essential stages of the company’s history - from vehicles instrumentation to the Misuratori del Tempo - we made an exposition dedicated to all historic motorsport’s enthusiasts.

For the 2020 Edition of Baselworld, Allemano returns with its 1919 Collection of the Misuratori del Tempo and some exciting news that it can’t wait to share with all the passionate and professionals. Visit Allemano booth in Hall 1.1, Stand W63 to know the latest news of the project.



Allemano's history

1856 - The origins

Founded in 1856 by Giuseppe Allemano, the factory originally operates in the field of heavy carpentry, manufacturing steam powered road rollers used in the construction of roads, one of them used also by the municipality of Turin. The factory lately acquires notoriety around the end of the 19th Century.

1919 - The first measuring instruments

At the beginning of the 20th Century, thanks to the experience acquired in the control of pressure, the production changes heading towards measuring tools for the control of pressure and temperatures. Those pressure gauges were installed on board of military vehicles (ships, aeroplanes, submarines) and first Italian automobiles. The Fiat 501 Torpedo, the very first to be serially produced by Fiat, is equipped with the **1919 Allemano pressure gauge**.

1929 - The establishment of the company

In 1929 Felice, Giuseppe' son, renames the company into Allemano F. & Figli, empowering the manufacturing of precision mechanics for the creation of extremely high precise pressure gauges, thermometers and dynamometers, defining the logo which is currently used.

1950 - Allemano on board of aeroplanes, trains and ships

The Fifties are neuralgic years for the company because we are on board of everything that moves: Allemano studies, projects and manufactures a full range of measuring instruments for the aviation – such as pressure gauges for fuel and oil control - as well as for rails and ships.

1960 - Allemano and the industry

In the Sixties with a full range of precision instruments, the company empowers its manufacture for the mechanical industry, introducing its instruments on presses, industrial machineries, chemical and oil plants. This radical change affected the Allemano brand's visibility because it remained visible only to the field technicians. The people who were originally used to sit on their cars and recognize our brand on board of them, cannot see us anymore.

1980 - Allemano's underwater instruments

Allemano specializes in the crafting, assembly and calibration of underwater instruments, such as hyperbaric chambers, depth gauges and decompression gauges, taking over the brand SOS manufacturing the famous Allemano depth gauges, entirely planned, crafted and assembled in the historical headquarter in Turin.

2010 - Allemano's Laboratory

Along the first years of the 2000s the company undergoes another important transformation, together with the constitution in 2010 of the Allemano Laboratory equipped for Accredia calibrations and calibration services for equipment for the measurement of: length, shape, roundness and profile, planarity and roughness, force, pressure, hardness, torque, angle and level, volume, temperature, electrical quantities, smoke analysers, instruments calibration and gas.

2019 - The Misuratori del Tempo

This is the year of the Misuratori del Tempo by Allemano, with a strictly past-related design. After a long period spent in the mechanical industry, Allemano realizes the desire to re-establish the visibility of its products outside of it, directly in contact with people, as well as the origins. The inspiration for this collection of the Misuratori del Tempo comes from the pressure gauge which exactly 100 years ago was installed on board of the FIAT 501 Torpedo. **Today, thanks to the new collection, our Customers can enjoy Allemano's instruments again, no longer just on the dashboard, but straight to Their wrist.**



1919 Collection

MAN – the model with the strongest brand identity. MAN is a status symbol and also tells a story: it is the best choice for quality free time and the model which best symbolizes Allemano Time's origin: from the tradition of manometers to the Misuratori del Tempo for men (MAN).

GMT – (Greenwich Mean Time) the model par-excellence for those who travel and spend their lives in between different destinations...and time zones.

DAY – The quality Misuratore del Tempo to deal with busy&business days, a challenging and valuable daily life. DAY is an instrument and also a distinctive mark which identifies and distinguishes.

Special Edition

DAY MV AGUSTA – The special edition MV Agusta distinguishes itself for the elegant and sports design. It has a characteristic black dial, serigraphed with the official logo of MV Agusta Forward Racing Team which makes it recognizable to the lovers of two wheels. A black rubber strap reminds on one side the profile of a slick tyre and on the other one a rain tyre.

DAY GRANDE TORINO - The special edition of the model Day to celebrate the Grande Torino. The iconic logo on the dial and the unmistakable shade of the numbers which reminds the "Granata quarter of an hour". The case is engraved with the names of the players of a football team which marked indelibly the history of football.

Technical information

Swiss made manual and automatic movements on 100% Italian made watches, 44 mm dial, sapphire crystal case front and back, 5 ATM water-resistant, All 316L Stainless steel.

INFO

Downloadable catalogue from allemanotime.com

Further information on request through the information form on allemanotime.com

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