

CARIOCA



> More about CARIOCA

CARIOCA s.p.a. born from the legacy of one of the leading Italian companies in the production of coloring, writing and drawing articles: Universal s.p.a.

The enlightened entrepreneur Alessandro Frola founded the Universal company in the Turin province in the mid-1950s, from which CARIOCA® and CORVINA® were born, laying the foundations for the start-up of the most important writing district in Italy and the world. Universal s.p.a. thanks to the CARIOCA® brand it soon became a global point of reference in the production of markers while CORVINA® became one of the most sold ballpoint pens in the world.

Today the company counts on about 110 people between the headquarters, the Settimo Torinese plant and the Spanish subsidiary in Barcelona. The Settimo Torinese plant is the main production center and exports over 70% of its production to over 80 countries.

CARIOCA® products are markers, colored pencils, tempera, pastels, educational games and many other drawing items, all made and tested with the utmost attention, quality and safety. CARIOCA® felt-tip inks are produced entirely in the Settimo Torinese factories, using food-grade dyes and ensuring unbeatable levels of washability and shine.

> Contacts

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