

IRS
DISTRIBUTORS



**WHY MEPRA
PVD IS
BETTER?**

MEPRA
S. p. A.
ARTE INOSSIDABILE



BEHIND PVD

PVD, also known as Physical Vapor Deposition, is a high-tech **coating process**, initially developed for the aeronautics industry. In 2008, we became the first to apply this technology to flatware, launching a finish that transformed the market forever. Through PVD, **metal vapor deposit**, such as titanium nitride, is deposited onto cutlery in a vacuum environment. This process involves **no chemical solution**, resulting in an exceptionally hard and durable surface. Key Facts about PVD Coating:

- **Durability:** Achieves a hardness rating of approximately 2,500 HV, four times stronger than standard plating. This level of hardness is reached for gold finishes, while it tends to slightly decrease on darker colors, though it remains the most durable option available on the market.
- **Uniformity:** Provides a consistently smooth and uniform finish.
- **Biocompatibility:** Made with titanium nitride and zirconium nitride, both biocompatible and 100% safe for food contact.

RESEARCH BEFORE LAUNCHING

15 Years of Research and Development

Before Mepra PVD flatware was introduced in 2008, it underwent fifteen years of dedicated research, testing, and refinement. Every detail—material behavior, surface bonding, color longevity, and resistance to heavy-duty use—was studied to ensure the PVD finish met the highest professional standards. The result is a technology engineered not just for appearance, but for durability in real-world conditions.

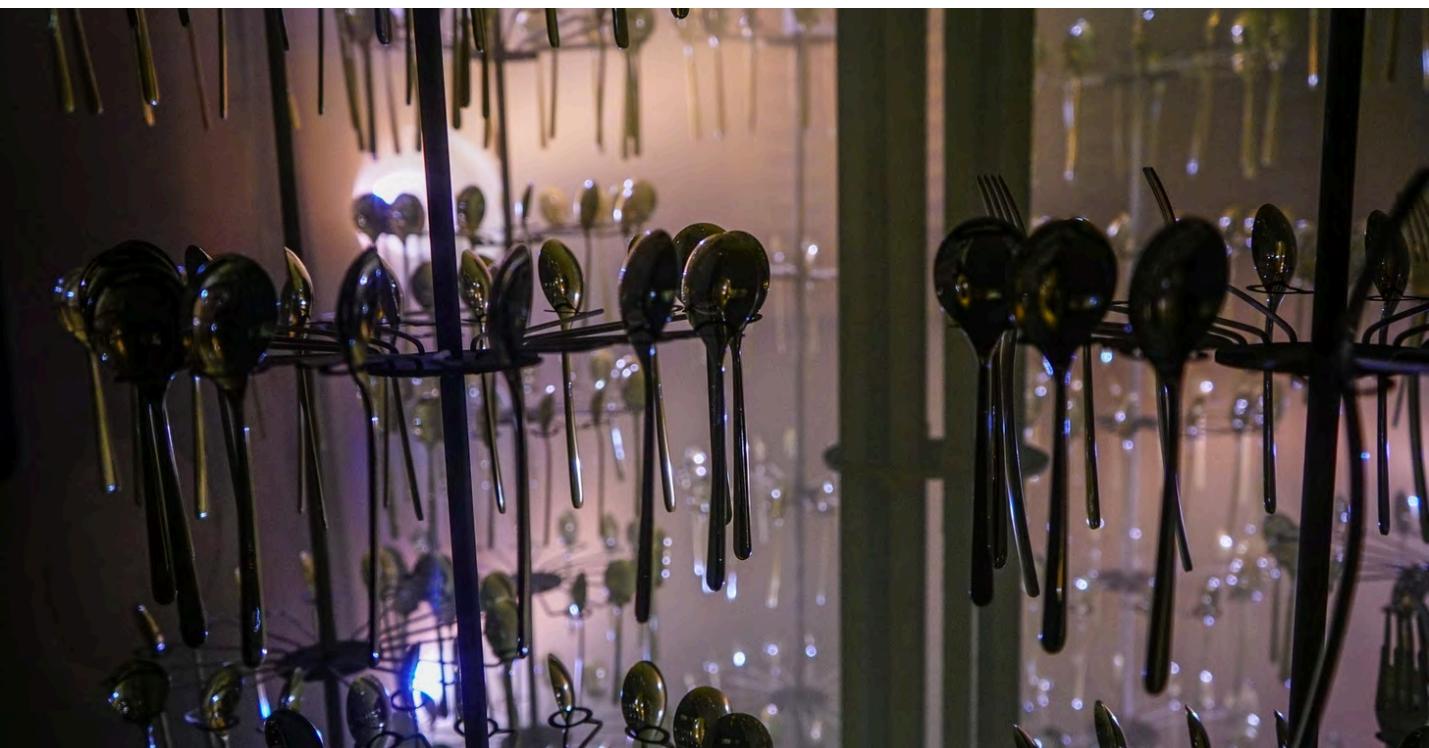
18 Years of Trusted Use in Professional Environments

Since its launch, Mepra PVD has been used across major hotels, resorts, and restaurant groups around the world. After nearly two decades of continuous use in high-volume operations, it has delivered exceptional reliability with no complaints about performance or durability. This long track record in demanding environments is the strongest validation of PVD's quality.

A Finish Built to Last

Together, the years of research and the proven success in the field demonstrate the strength of Mepra's PVD technology. It is a finish created for professionals who expect long-term beauty, extreme resistance to wear, and consistency at scale.





NO SHORTCUTS

Over 90 Minutes in the PVD Chamber

Each piece of Mepra flatware remains in the PVD chamber for more than 90 minutes. While it is technically possible to create a similar color in just fifteen to twenty minutes, and at a fraction of the cost, Mepra refuses to use shortcuts. The extended cycle allows the coating to bond deeply and uniformly with the steel, producing a finish that is richer, more durable, and far more resistant to wear over time.

Proprietary Metal Preparation for Superior Bonding

Before the PVD coating is even applied, every piece undergoes a proprietary preparation process developed exclusively by Mepra. This preparation is as critical as the coating itself. It ensures the surface of the metal is ideal for receiving the PVD layer, creating a stronger and more stable bond.

Quality Without Compromise

Taken together, the extended coating time and advanced surface preparation define Mepra's approach: long-term performance always outweighs production speed. The goal is not quick color—it is lasting beauty and unmatched durability.

CERTIFIED & WARRANTY

Certified for Direct Food Contact

Mepra PVD finishes meet all required standards for safe use with food. The coating is fully certified for direct contact, ensuring the finish is non-toxic, stable, and suitable for everyday dining in both private homes and professional settings. Certificates can be provided upon request for any operation that requires formal documentation.

Guaranteed for 5.000 cycles of Commercial Dishwasher Cycles

Mepra is the only company to offer a warranty against peeling and corrosion up to 5.000 cycles into a commercial dishwasher. No competitor provides any comparable guarantee. This assurance reflects the strength of our PVD technology and the confidence we have in its long-term performance under the toughest conditions.

Certificates and warranties can be provided upon request for any operation that requires formal documentation.



Test report n.: IT21D10D 001 Test report no.:	 TÜV Rheinland
Contenuto ordine: Order content	Materials with Food Contact
Specifiche di prova: Test specification:	Technical Guide on Metals and alloys used in food contact materials
A003100576-001	



RECOMMENDATIONS

Pvd cutlery is highly recommended for professional settings and environments where aesthetics, durability, and low maintenance are essential. Thanks to its superior resistance and sophisticated design, it is ideal for:

- **Hotels and Resorts:** enhances table elegance while providing durability and easy maintenance.
- **Cruise Ships:** successfully tested for over 15 years, it withstands the most demanding conditions.
- **Coastal Locations and Humid Climates:** unlike silver-plated cutlery, it does not tarnish, maintaining a pristine appearance even in high-humidity environments.
- **High-End Dining:** offers a refined look comparable to silver, with superior longevity and safety.

Separate knives from forks and spoons in the dishwasher and possibly utilize a flatware rack. Do not use rough sponges or abrasive detergents.

FINISHING AND COLORS AVAILABLE

Mirror

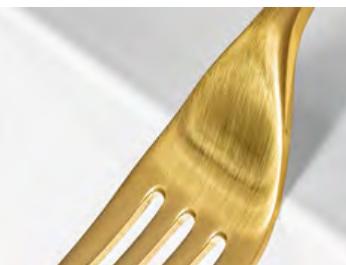
Ice

Pewter

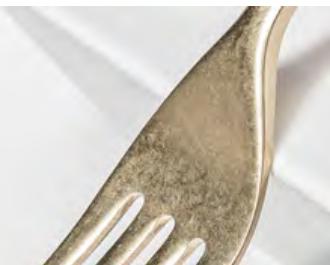
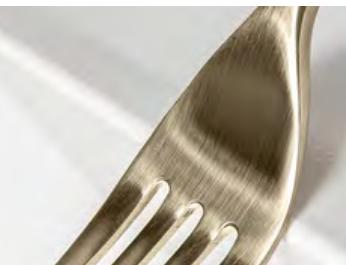
Frozen



Stainless steel



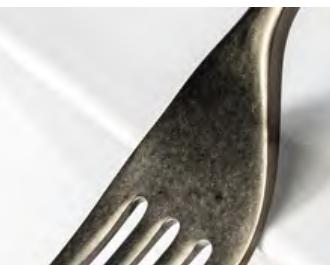
Gold



Champagne



Bronze



Black



Rainbow



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