

# CASTELLI

MILANO  
1938

## 09 / Appeel

made from  
apples



# A BIOMATERIAL FROM AGRO-INDUSTRIAL WASTE

I notebook Appeel sono realizzati con un materiale innovativo ricavato dai residui della lavorazione alimentare delle mele. Questo processo non solo riduce gli sprechi, ma dona nuova vita alle risorse naturali, garantendo al prodotto un ciclo di vita sostenibile.

Appeel notebooks are made with an innovative material made from the residues of apples and other vegetables fibers that are ground and emulsified into an organic paper. This process not only reduces waste, but gives new life to natural resources, ensuring the product a sustainable life cycle.





Castelli / The ultimate notebook collection



La palette colori trae ispirazione dalle varietà di mele: il verde vibrante delle Granny Smith si intreccia con il rosso caldo delle Red Delicious, dando vita a un concept che dichiara la natura ecologica di Appeel.

The colour palette is inspired by apple varieties: the vibrant green of Granny Smith blends with the warm red of Red Delicious, creating a concept that magnifies the ecological nature of Appeel.



# the ecological concept



## INSPIRING SOURCE

La vita all'aria aperta, le montagne alpine e i meleti del Trentino-Alto Adige, sono elementi che hanno ispirato lo studio e il design di questo prodotto innovativo e consapevole, dedicato alla salvaguardia del territorio.

The outdoors, the Alpine mountains and the apple orchards of Trentino-Alto Adige, are elements that have inspired the study and design of this innovative and conscious product, dedicated to the protection of the territory.



Castelli / The ultimate notebook collection







La eco-leather della collezione Appeel si arricchisce con la speciale finitura saffiano dal design sofisticato e dalle sensazioni tattili uniche. Nessun compromesso estetico per un'autentica anima sostenibile.

The eco-leather of the Appeel collection is enriched with the special saffiano finish with sophisticated design and unique tactile sensations. No aesthetic compromise for an authentic sustainable soul.

# sophisticated nature



Castelli / The ultimate notebook collection



12 / Appeel

# A NATURAL AND SUSTAINABLE STORY

Un processo sostenibile che racconta come l'unione tra tecnologia e fantasia riesca a generare innovazione e bellezza, nel pieno rispetto dell'ambiente. Appeel significa esplorare, sognare e preservare la bellezza del nostro mondo.

A sustainable process that tells how the combination of technology and imagination can generate innovation and beauty, in full respect of the environment. Appeel means exploring, dreaming and preserving the beauty of our world.



# Appeel / technical area

## BOUND NOTEBOOK

9x14 cm



- 80 gsm
- elastic
- ribbon marker
- penloop

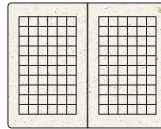
## INSIDE PAGES LAYOUT

Ruled pages  
M32



160 pages

Squared pages  
M33



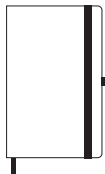
160 pages

Plain pages  
M34



160 pages

13x21 cm



- 80 gsm
- elastic
- ribbon marker
- penloop

Ruled pages  
M39



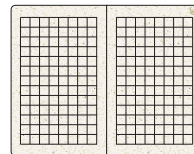
192 pages

Ruled pages  
M57 SLIM



160 pages

Squared pages  
M40



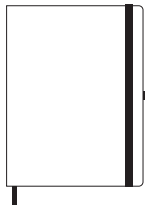
192 pages

Plain pages  
M41



192 pages

19x25 cm



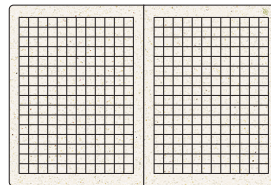
- 80 gsm
- elastic
- ribbon marker
- penloop

Ruled pages  
M48



192 pages

Squared pages  
M49



192 pages

Plain pages  
M50



192 pages

## SADDLE - STITCHED NOTEBOOK

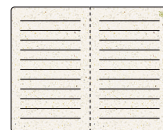
9x14 cm



- 80 gsm
- stitched

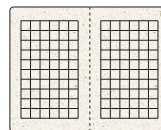
## INSIDE PAGES LAYOUT

Ruled pages  
M35



48 pages

Squared pages  
M36



48 pages

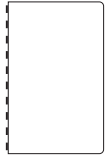
Plain pages  
M37



48 pages

**SADDLE - STITCHED  
NOTEBOOK**

13x21 cm



- 80 gsm
- stitched

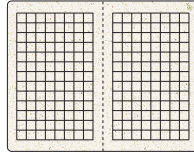
**INSIDE PAGES LAYOUT**

Ruled pages  
M42



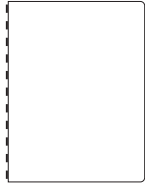
64 pages

Squared pages  
M44



64 pages

19x25 cm



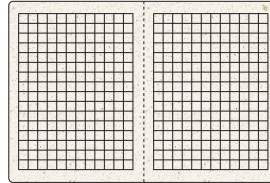
- 80 gsm
- stitched

Ruled pages  
M51



64 pages

Squared pages  
M52



64 pages

Plain pages  
M53



64 pages

**INSIDE PAGES PAPER CERTIFICATIONS  
APPEEL**

La linea di questi taccuini è realizzata con carta derivata dal mix di residui di lavorazione delle mele e fibre di riciclo, certificata FSC®, è prodotta con energia rinnovabile. Un'incredibile storia naturale e sostenibile.

The notebook collection is made from apple pulp and other vegetable fibres, FSC® certified, is produced with renewable energy. Organic to the core, sustainable and natural.



apple



**COVERS CERTIFICATIONS  
PREDAIA / ORTISEI**

Le copertine di questi taccuini sono realizzati in Predaia e Ortisei, un materiale prodotto in Italia, composto anche dai residui di lavorazione alimentare delle bucce delle mele.

The covers of these notebooks are made in Predaia and Ortisei, a material produced in Italy, composed also from residues of food processing of apple peel.

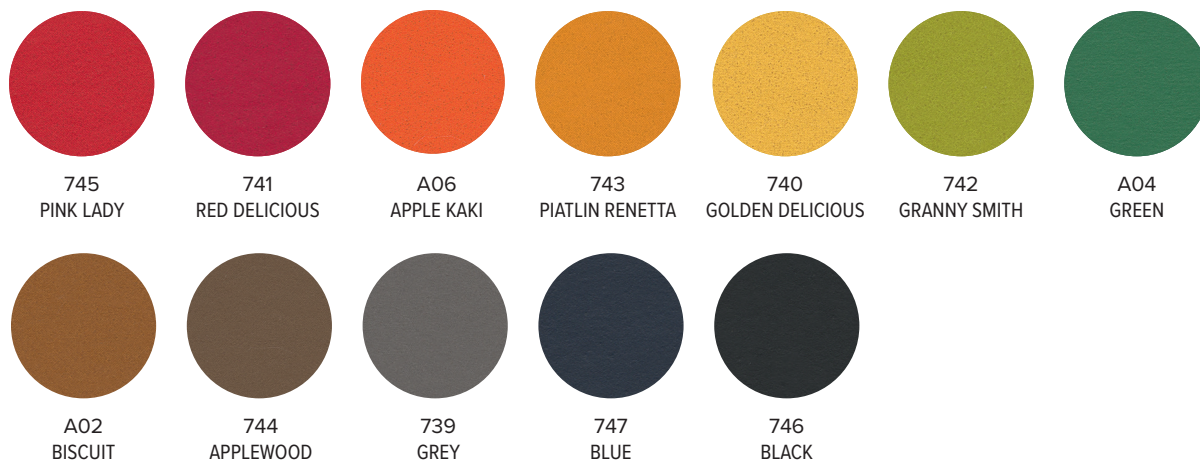


# Appeel / technical area

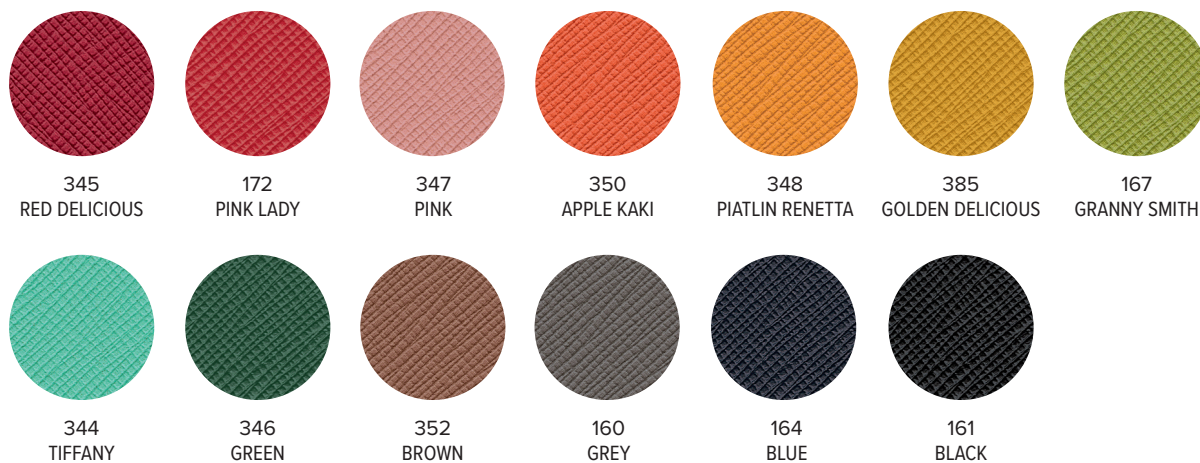
## SUGGESTED COVER CUSTOMIZATION OPTIONS

- BLIND EMBOSSING
- THERMO EFFECT BLIND EMBOSSING
- SPECIAL FOIL EFFECT
- DIGITAL PRINT

## PREDAIA COLOUR OPTIONS



## ORTISEI COLOUR OPTIONS



FSC® C 143836 - [www.FSC.org](http://www.FSC.org)

Castelli Spa si impegna a realizzare i propri prodotti utilizzando materiali provenienti da foreste certificate FSC®, gestite in modo responsabile secondo rigorosi standard ambientali, sociali ed economici.

*Castelli Spa is committed to make its products using materials from FSC® certified responsibly managed forests according to strict environmental, social and economic standards.*

