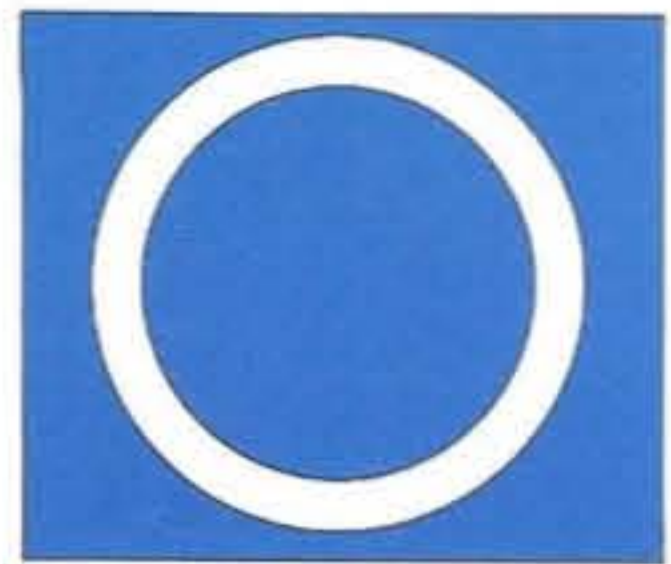


Campagnolo



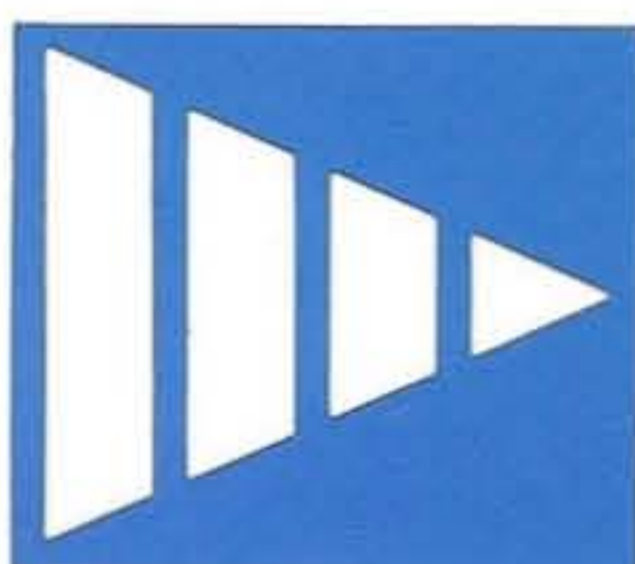
THE CAMPAGNOLO ALPHABET



RIM



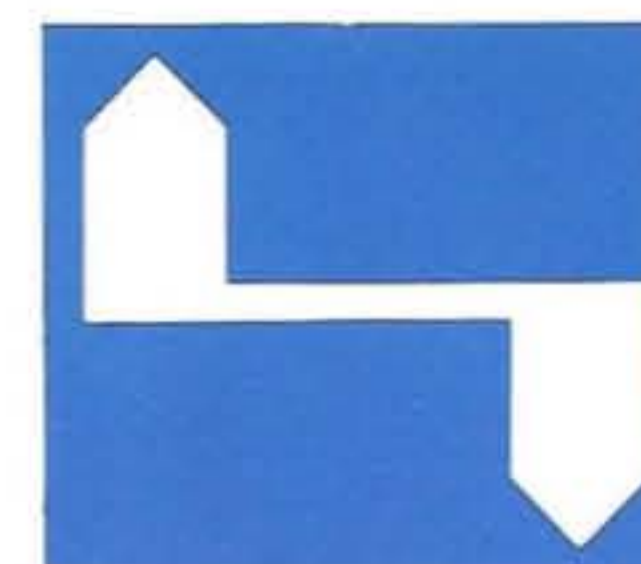
FLUID-DYNAMIC WHEELS



REAR DERAILLEUR



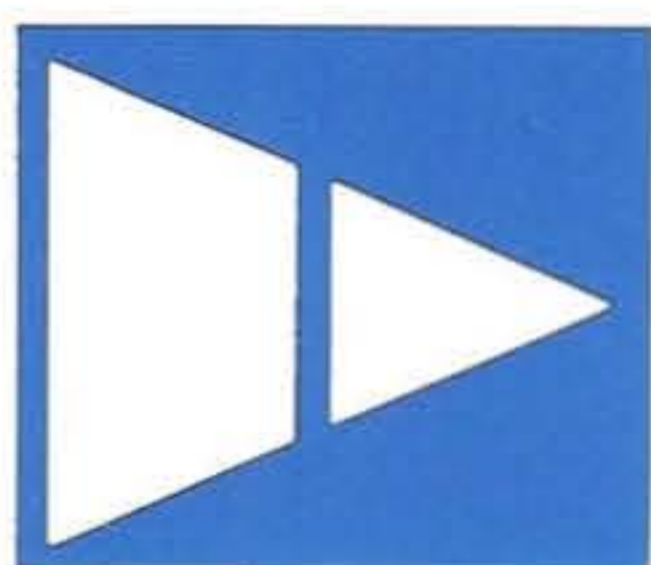
BOTTOM BRACKET SET



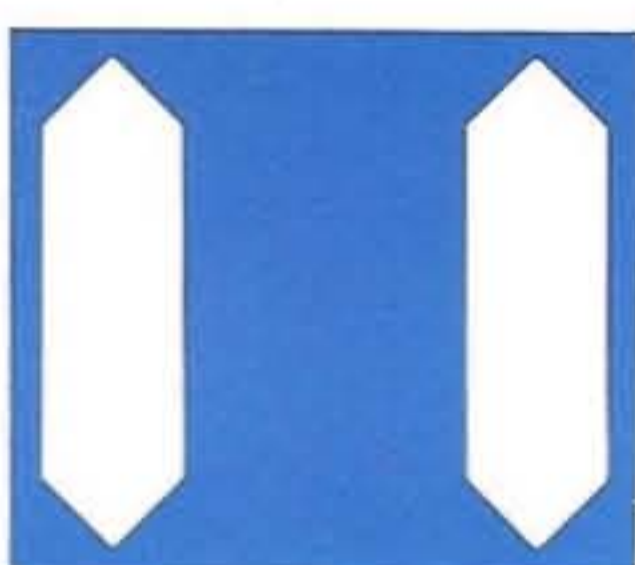
PEDAL



CLIPS



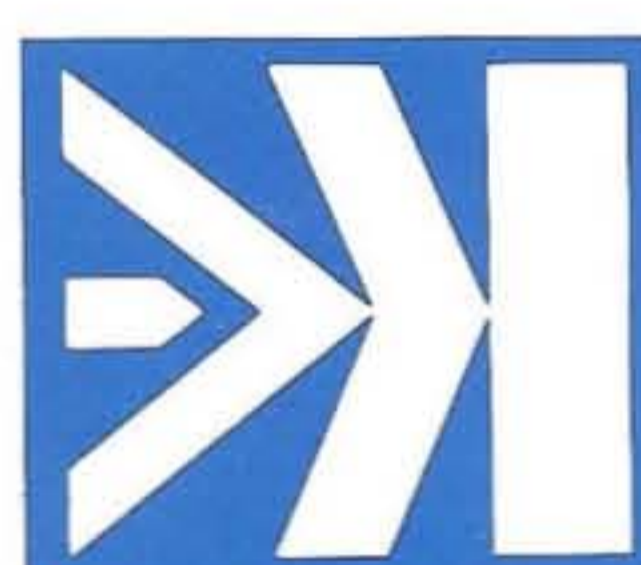
FRONT DERAILLEUR



SHIFTING LEVERS



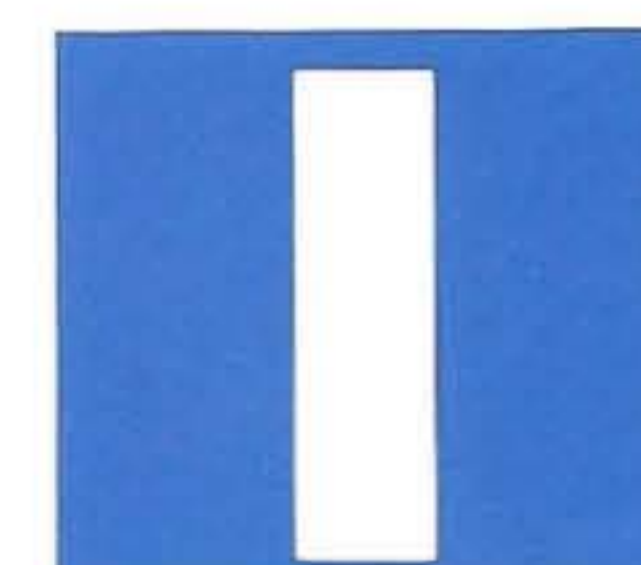
CABLES



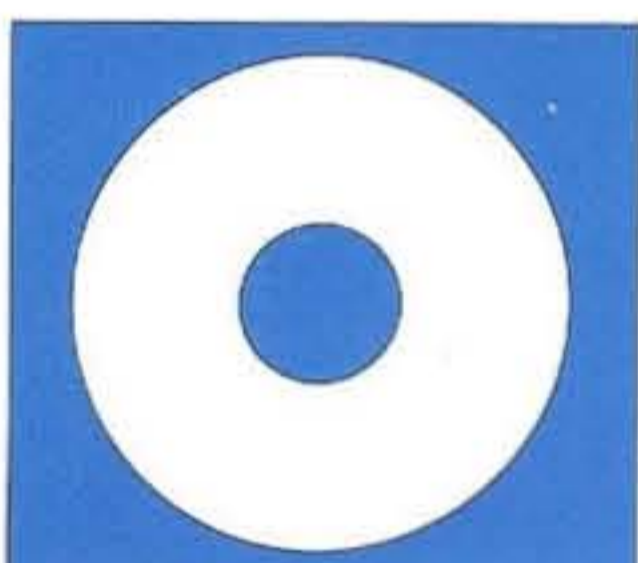
BRAKE



BRAKE LEVERS



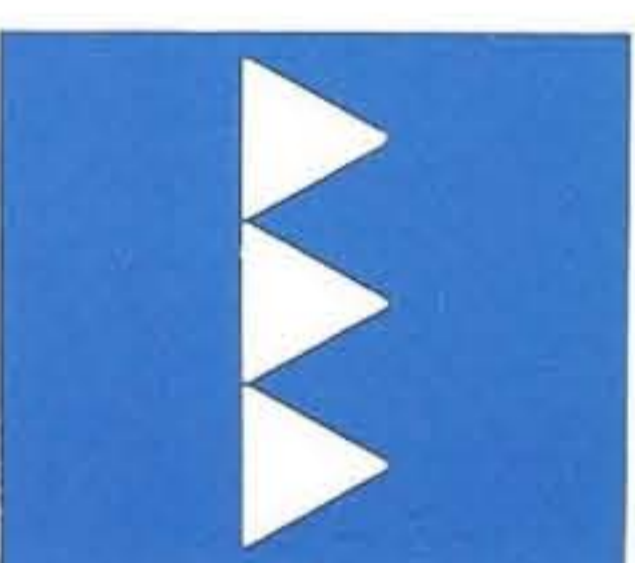
SEAT PIN



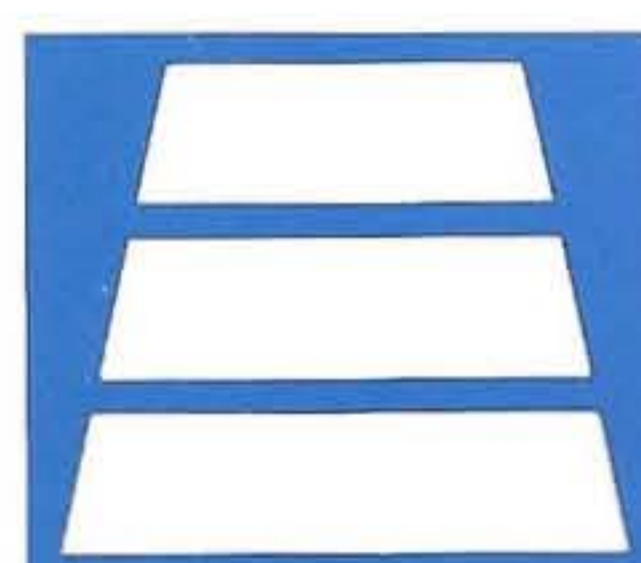
HUB



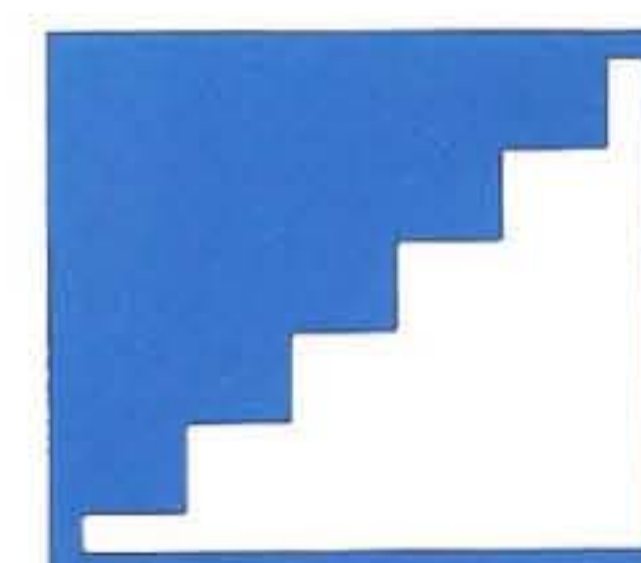
CRANK



CHAINRING



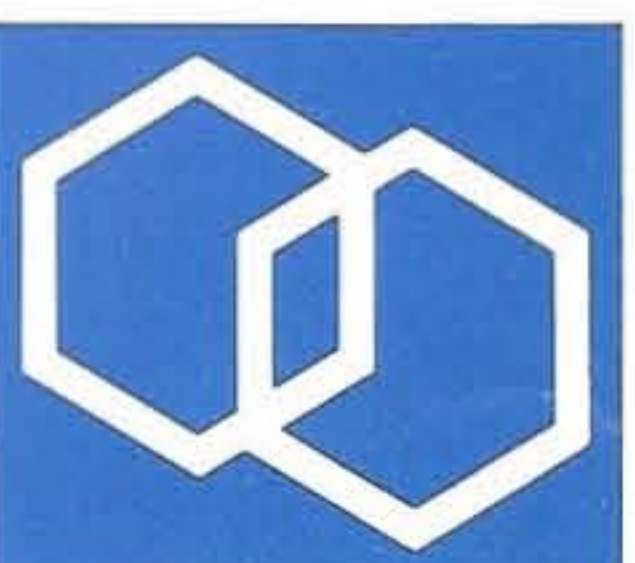
HEAD SET



FREEWHEEL



TOOLS



LUBRICANT



WATER-BOTTLE

The visual code on the Campagnolo packaging makes it easy for everybody to identify the contents, overcoming the language barrier.

The Group type (colour code), the component type (Campagnolo alphabetic symbol) and the technical details (clearly printed) are identifiable and understandable throughout the world.

The Campagnolo alphabet is made up of symbols and colours. Each symbol identifies a component and each colour identifies a Group.

All the items of each Group are immediately recognisable. Just as they already are on all the roads of the world.

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