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A PROGRESSIVE LENS AS UNIQUE AS A FINGERPRINT

SILHOUETTE IS PRESENTING ITS NEW PROGRESSIVE LENS WHICH ADAPTS EVEN MORE PRECISELY TO THE FRAME AND THE WEARER'S NEEDS AND LIFESTYLE: SILHOUETTE PANORAMA PROGRESSIVE ONE



Switching to progressive lenses and adapting to the different strength ranges can be very challenging. On top of this, blurring can prevent clear and relaxed vision. But now these problems are a thing of the past with Silhouette Panorama Progressive ONE, the new progressive lenses from Silhouette. These lenses have been created to adapt seamlessly to the visual habits and needs of the wearer, no matter what kind of activity they are doing. The lenses maximize the

range of vision and minimize blurring around the edges. Their optimized features make it exceptionally easy to get used to wearing a new pair of glasses. These progressive lenses have been manufactured with the utmost precision and to the highest quality standards so that every pair is completely unique to the wearer. Quality always comes first at Silhouette. This is why the premium eyewear brand based in Austria has become the global market leader in ultralight rimless glasses.

100% Silhouette, 100% perfection

The progressive lenses are manufactured together with the frames in the Silhouette Vision Sensation[®] Lab at Silhouette's factory in Linz, Austria. Silhouette's new Panorama Progressive ONE lenses complement the existing Panorama Progressive lenses. Manufacturing lenses and frames under one roof allows Silhouette to create perfectly coordinated eyewear and to live up to its "100% Silhouette" quality promise. "When producing prescription eyewear, it is essential that the frames and the lenses form a seamless and harmonious whole. This is exactly what we do at our factory in Linz. We use exceptionally precise 3D data to manufacture Silhouette frames in-house and we incorporate this data when calculating the measurements for each lens. 100% Silhouette means that the frames and lenses are completely made for each other," explains Thomas Beier, Director of Silhouette Vision Sensation[®].



All-in-one eyewear service, with plenty of advantages

The 100% Silhouette service brings many benefits for opticians. It saves time and money by making it easier than ever to order Silhouette eyewear. Plus, it reduces the amount of time the optician has to spend working on the glasses, which also lowers the risk of breaking them. Now, opticians have more time to spend advising their customers, who benefit from receiving more time and attention. What's more, Silhouette provides additional support to specialist opticians with the Vision Sensation® App, which offers an exceptionally tailored consultation experience, many useful features, and a huge choice of 400 lens shapes. Silhouette can process the complete order within five working days, including configuring, ordering, and delivering the finished glasses. After that, the customer is ready to experience the wonderfully tailored fit and perfect vision that are unmistakably Silhouette.

FURTHER INFORMATION:

www.silhouette.com, www.silhouette.com/newsroom, www.facebook.com/silhouette/

Silhouette

Founded in 1964, Silhouette is the global leader in premium rimless eyewear. In 1999, the family-operated company revolutionized the glasses industry with an innovative screwless, hingeless, and rimless model called Titan Minimal Art. This innovative design – made from start to finish in Austria and weighing only 1.8 grams – was unlike anything the world had ever seen. All Silhouette glasses are made from the highest quality materials using cutting edge technology and the finest handcraftsmanship. In fact, around 80% of the build is carried out by hand. This ensures the glasses deliver best-in-class comfort to a global market of more than 100 countries on five continents and in space. With 50 patents and over 100 design awards under its belt, Silhouette has a relentless commitment to quality: Over 100 quality control checks must be carried out before a single pair of glasses leaves its headquarters in Linz, Austria.

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,400 employees worldwide. With 13 international subsidiaries, the family-owned company is the market leader in rimless eyewear, which has brought it acclaim and success around the world. Exports account for 95% of its production. Silhouette eyewear is available in over 100 countries. Since 2017, the company has been a full-service provider of frames and lenses – made in Austria. In 2020, around 1 million pairs of glasses were sold worldwide and the company reported €123 million in revenue.

Dr. Anja Strejcek, Head of PR and Communication, Silhouette International Schmied AG
A.Strejcek@silhouette.com, Telefon: +43-664-237-6934