GROUP

100% COMMITTED TO 0% MICROPLASTICS

THE SILHOUETTE GROUP PRODUCES ALL OF ITS OWN EYEWEAR LENSES IN A CLOSED LOOP WITH RECYCLING TO PREVENT MICROPLASTICS FROM CONTAMINATING THE ENVIRONMENT

The Silhouette Group is on a mission to protect the environment from microplastics. To help achieve this goal, the globally successful family-owned business from Austria has developed innovative processes, including a closed production cycle. For example, instead of grinding non-prescription lenses (for example for sunglasses), the Silhouette Group mills its lenses instead. This eliminates the need for water during this stage of production. The Silhouette Group also recycles all residue generated during the milling process. No water is used when drilling or finishing the edges of the lenses either. All residue is collected by a vacuum suction device and recycled. It is still necessary to grind prescription lenses though. However, the cooling water used in this process is filtered and reused multiple times in the production cycle. For that purpose, the company operates two on-site water purification systems. Water from the production floor is purified before being drained into the local sewage system.

100% Silhouette: The ideal solution for customers, eye care professionals—and the environment

The Silhouette Group's production approach is called "100% Silhouette". It is based on a holistic view of eyewear design, in which all elements are perfectly aligned with one another. At the Silhouette Group's Lens Lab in Linz, Austria, a team of lens specialists crafts each lens to match the individual needs of the wearer and the frames they choose. This ensures a perfect vision experience for every customer. It also significantly reduces the workload for eye care professionals, freeing them up to devote more attention to their customers. And it's good for the environment too. Due to the closed production cycle, no microplastics enter the wastewater. The result: perfectly aligned, 100% Silhouette premium eyewear with the feel-good factor of helping to protect the environment. This is a step in the right direction in an industry that is known for generating microplastic. In Germany alone, lens manufacturers generated at least 200 tons of microplastic in 2021.

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 Group

Headquartered in Linz, Austria, the Silhouette Group is the world's leading manufacturer of premium eyewear, with over 1,300 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 2021, around 1.3 million pairs of glasses were sold worldwide and the company reported €158 million in revenue.

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