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## **AN EYE ON THE FUTURE**

### **SILHOUETTE INTERNATIONAL HAS SWITCHED TO CO<sub>2</sub>-NEUTRAL PRODUCTION WITH CARBON OFFSETTING AND PROJECTS IN THE GLOBAL SOUTH**

What good are the best premium glasses without a beautiful world around us to look at? As a family business, Silhouette International thinks long-term and has the future of the planet in mind. Since September 2022, the company's eyewear production is carbon neutral thanks to carbon reduction actions and offsetting projects independently verified by TÜV Austria. The full-service eyewear brand is continually working to slash CO<sub>2</sub> emissions even further through its environmentally friendly policies. And the results speak for themselves: In just seven years, the company has cut its CO<sub>2</sub> emissions in half, reducing them to around 2,000 tons last year.

#### **Solar panels on every roof**

By 2023, Silhouette International plans to have installed solar panels on all suitable roofs of the production and administrative buildings at its company headquarters. From 2020 to 2021, the company installed over 35,000 square feet of rooftop solar panels. Another 43,000 square feet will be installed by the end of 2023. After that, Silhouette International will be able to self-generate 13% of the energy it needs to produce its eyewear each year (1,142,000 kWh). This will prevent 450 tons of CO<sub>2</sub> emissions annually. This is equivalent to the amount of CO<sub>2</sub> that it would take 13,361 trees to absorb. Silhouette International is also switching to using electric vehicles. Currently, over a quarter of the company's fleet is already electric or hybrid.

#### **Production powered by 100 % green electricity**

To create its premium eyewear, Silhouette International relies on the help of some powerful elements: sunlight, wind and water. As a result, the global market leader in rimless premium eyewear uses only CO<sub>2</sub>-free, sustainable, green electricity. This results in a significant reduction in CO<sub>2</sub> emissions, because electricity is the most widely used form of energy in eyewear production.

#### **Gold Standard projects in the Global South**

Silhouette International is committed to projects that continuously reduce its carbon footprint. The remaining 2,000 tons of CO<sub>2</sub> that the Austrian company has emitted last year is offset through purchasing certificates from social Gold Standard projects that have been proven to reduce greenhouse gases while supporting local ecosystems and the people who live in them.



Silhouette International's three brands each promote a different Gold Standard project. The parent brand Silhouette is focusing on solar power in the Global South by supporting a 6-megawatt solar panel farm in India in its first year. The urban lifestyle brand NEUBAU EYEWEAR with its sustainable brand philosophy is supporting a reforestation project called BaumInvest in Costa Rica. And sports eyewear brand evil eye invests in a project that reflects its own powerful brand values: building a hydraulic power plant in Colon, Honduras. By supporting these projects, among others, Silhouette International is proving its commitment to protecting our planet for generations to come.

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**FURTHER INFORMATION:**

**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 1,300 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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