

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, February 2, 2021



Platform for nature lovers SWAROVSKI Optik launches new website

Informative, inspiring and versatile - this is how the new SWAROVSKI OPTIK website presents itself. On SWAROVSKIOPTIK.com, the Tyrolean family-owned company presents a beautiful world of nature experiences for hunters, birder, and nature lovers. The manufacturer combines them with a comprehensive range of services related to its high-quality product portfolio. Emotional content merges with classic e-commerce elements. The premium binoculars, spotting scopes, and rifle scopes do not only form an integral part of diverse stories from the three target groups, but are also presented with all their features and technical details in the modern e-shop. In this way, content and commerce elements merge into an exciting overall experience. Users can enjoy browsing in both worlds and dive into the SWAROVSKI OPTIK brand with all its fascinating facets.

In addition to the latest content, the site boasts new functions, a user-friendly structure and an appealing design. The focus lies on the user. Thanks to a clear and intuitive navigation, visitors can reach their goal in just a few clicks. Regardless of end devices and bandwidths, all functionalities work always and everywhere.

This innovative implementation required a completely new page architecture. It consists of many microservices linked by interfaces. In the background, a cloud solution ensures that the system can be flexibly adapted to new requirements or expanded with new functionalities at any time.

Customized services for the different target group create added value. The SWAROVSKI OPTIK customer portal is integrated into the website. MYSERVICE provides users with a comprehensive knowledge database containing a wealth of information on products, technical services, tips, and care, as well as tutorials and operating instructions. In MY ACCOUNT, customers can register their products, process orders, or register equipment for repair.

"Our goal with SWAROVSKIOPTIK.com is to deliver an exciting brand experience. The platform is the central point of contact for SWAROVSKI OPTIK customers and interested parties worldwide. The modern technical architecture also enables us to respond to regional requirements and local preferences in terms of content – which means that we can optimally satisfy the needs of our users around the world," says project manager Hans Nilsson, explaining the new website. The website went online in 6 languages and 13 country versions at the end of 2020. Bright IT, a Tyrolean company, was won as an implementation partner. The communications agency Gruppe am Park (GAP) based in Linz, Austria, was responsible for the design. Commercetools and Contentful acted as technical system partners.

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, February 2, 2021



The world belongs to the one who sees the beauty.

Experience the moment!

SEE THE UNSEEN.

www.swarovskioptik.com

SWAROVSKI OPTICS

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2019 was 158.7 million euros (2018: 156.3 million euros), with an export ratio of 91%. The company has around 980 employees.

Information & Contact

Kathrin Puelacher

Manager PR

Daniel Swarovski Straße 70

6067 Absam, Austria

Tel. +43 (0) 5223 / 511 6367

Mobile: +43 (0) 664 / 625 58 68

kathrin.puelacher@swarovskioptik.com

SWAROVSKIOPTIK.COM