



PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, July 1, 2020

NL Pure – One with nature **SWAROVSKI OPTIK opens up a new dimension of wildlife watching**

A huge, revolutionary field of view combined with groundbreaking design in premium-class binoculars – the new NL Pure from SWAROVSKI OPTIK takes your wildlife viewing to the next level. This is all thanks to a sophisticated optical system embedded in incredibly compact, precise mechanics. The very finest materials and top-quality workmanship ensure that these binoculars will stand the test of time. The NL Pure accessories also have a focus on sustainability. The newly designed bag, cleaning set, and packaging are made exclusively from recycled fabrics and natural materials. From September 1, 2020, the 8x42, 10x42, and 12x42 models of these new binoculars will be available from selected retailers and online at swarovskioptik.com.

SWAROVSKI OPTIK's high-quality long-range optical products heighten our senses and inspire us to love and respect our environment. Carina Schiestl-Swarovski, Chairwoman of the Executive Board of SWAROVSKI OPTIK, explains: "Experiencing the unique beauty of nature and becoming immersed in it – it is this yearning that is behind our desire to design binoculars that allow the observer to become one with nature. The high standards that we apply to optical quality and design have led our experts to rethink the laws of physics. The results are revolutionary. The NL Pure offers an experience of unprecedented intensity – **Pure Nature Love.**"

ONE WITH THE MOMENT

As soon as you look through the new NL Pure, the technical masterpiece that lies within reveals itself. Thanks to the huge, revolutionary field of view of SWAROVSKI OPTIK binoculars (up to 71°) and the barely perceptible edges, you are completely immersed in the image, making it the most natural form of observation.

ONE WITH YOU

The incredibly compact optics are encased in a uniquely ergonomic housing, which ensures that the NL Pure fits perfectly into your hand. With an oval recess between the thumb and index finger, the shape of the binoculars conforms to your natural grip. The new forehead rest provides unbeatable comfort, particularly during prolonged use, and ensures steady viewing – even at 12x magnification. The forehead rest is available as an accessory.

ONE WITH PERFECTION

Pin-sharp contours and a high-contrast display with optimum color fidelity – SWAROVISION technology guarantees breathtaking images. It is easy to make out the tiniest details and distinguish the most subtle nuances of color. This absolute color fidelity and high transmission is achieved thanks to an innovative lens coating.



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ONE WITH NATURE

Thanks to the reliability and long life of SWAROVSKI OPTIK products over generations, their impact on the environment is reduced. The company works tirelessly to promote sustainability in every area of its operations. The accessories were a particular focus when developing the NL Pure. The field bag is made of 100% recycled rPET. A brand-new soap & brush kit for cleaning the housing is supplied as standard. It contains a wooden brush and a palm oil-free, biodegradable soap made from coconut oil, olive oil, and shea butter with no colorants or fragrances. The soap is made in Tyrol, Austria and the brush comes from Germany. The product packaging is climate-neutral and is made of sustainable and recyclable materials. Each individual package also contributes to the support of ClimatePartner projects. In addition, the size has been reduced in order to save resources and cut carbon emissions during shipping.

Technical data on the product and prices are available at <http://swarovs.ki/=!tD>.

Visual material

High-resolution picture material for the product and application is available to download from <http://images.swarovskioptik.com/>

The world belongs to those who can see beauty.

Experience the moment!

SEE *THE* UNSEEN.

SWAROVSKIOPTIK.COM

SWAROVSKI OPTIK

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 details

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