

## PRESS RELEASE

SWAROVSKI OPTIK KG  
Absam, 11. July 2025

### **Be bold with color** **SWAROVSKI OPTIK expands its NL Pure series**

*With the new NL Pure 42 burnt orange, SWAROVSKI OPTIK presents an extraordinary version of its premium binoculars – for those who not only want to see the best but also want to experience nature with style and conviction. Since its introduction, the NL Pure has stood for brilliant optics, perfect ergonomics, and intense nature experiences. Now it is available in a new, confident color: burnt orange – inspired by the colorful facets of nature.*

“The NL Pure in burnt orange is a statement in terms of technological perfection and aesthetic design. Anyone who chooses these binoculars is making a conscious choice: the best field of view in its class, exceptional optical and mechanical precision, perfect ergonomics – and a color that stands out without being overbearing,” explains Thomas Saller, spokesperson for the Executive Board of SWAROVSKI OPTIK.

#### **Perfection in every respect**

At the heart of the new model is the proven NL Pure 42 – the most powerful universal binocular in the SWAROVSKI OPTIK range. With its large field of view of up to 159 m, legendary SWAROVISION technology for crystal-clear images right to the edge, and ergonomically curved housing, it allows for hours of observation without fatigue. The perfect balance of the design ensures that the binoculars fit naturally in your hand – a decisive advantage on long trips or in demanding observation situations. The NL Pure 42 is available in 8x42, 10x42, and 12x42 magnifications– ideal for a wide range of applications, from demanding birding and wildlife observation to hunting.

#### **Burnt orange – showing the power of nature**

The new color variant of the NL Pure offers more than just an aesthetic boost. Burnt orange is a powerful shade reminiscent of sunrises, fiery rocks, and the flickering of a campfire – moments when nature reveals its full energy.

For many hunters, orange has long been a familiar companion – visible without being distracting, and functional in practice. With burnt orange, SWAROVSKI OPTIK now offers nature observers a color alternative that also makes a clear statement: for a conscious, self-determined approach to nature and equipment.

#### **A new chapter: the Burnt Orange Collection**

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SWAROVSKI OPTIK is launching the new burnt orange collection with the NL Pure burnt orange. A carefully curated product line in which observation optics are available in the characteristic color – for a consistent look that combines functionality and style. Every product in this line expresses the self-confidence of its wearer.

**The NL Pure burnt orange will be available from July 11, 2025, in the SWAROVSKI OPTIK online shop and at selected retailers.**

**More information about the NL Pure 42 burnt orange & the burnt orange collection:**

Burnt Orange Collection: <https://swarop.tk/60afad>

NL Pure 10x42 Orange: <https://swarop.tk/98bda3>

**High-resolution picture material:**

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=tX3SQNI84qfS>

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The world belongs to those who can see beauty.

Experience the moment!

SEE *THE* UNSEEN.

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### 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 sport optical devices 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 aesthetic 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.

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