

PRESS RELEASE

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CL Companion Habicht special edition SWAROVSKI OPTIK is celebrating 75 years

For more than seven decades, the hawk (Habicht in German) has been an essential part of SWAROVSKI OPTIK's identity. This is a good reason for the Tyrolean family-owned company, in its 75th year of existence, to celebrate this enduring bond with the CL Companion Habicht special edition. The anniversary binoculars have been produced in a strictly limited series of 1,000 items. The CL Companion Habicht binoculars are available from March 5, 2024 in selected retailers, in the SWAROVSKI OPTIK Shop in Wattens, and on swarovskioptik.com.

SWAROVSKI OPTIK and the hawk are intrinsically linked – in several respects: For the company's founder Wilhelm Swarovski, the keen eyesight of the bird of prey was the inspiration for binoculars designed to bring people a "sharp view" of the beauty of nature. This is also reflected in the name of the first SWAROVSKI OPTIK binocular series, the Habicht (hawk), launched in 1949 and still produced in the factory in Absam today. The hawk has been part of the SWAROVSKI OPTIK logo since 1982 and symbolizes the high optical quality of the company's products. Stefan Schwarz, CEO of SWAROVSKI OPTIK, proudly explains: "The CL Companion Habicht binoculars are a beautiful tribute to our history. Since the founding of our company, our aim has been to inspire people to love, respect, and preserve nature with our premium products. With the special edition, we are now creating a bridge from our current portfolio back to our roots."

CL Companion Habicht – the anniversary binoculars

The special edition encapsulates the company's present and past perfectly in special pair of binoculars. In technical terms, SWAROVSKI OPTIK has opted for the proven quality of one of the most successful and popular binocular models, the CL Companion. For the design, the company has chosen a leather coating that reflects the look and feel of the company's first binocular series, the Habicht. A certificate with a handwritten number makes each item in the special edition a one-off.

Sustainable production

Sustainability was another important consideration for the special edition. The nappa leather used for the CL Companion Habicht is produced sustainably in Europe and tanned using a plant-based process. The high-quality bag is made from loden cloth (sheep wool) from Germany as well as nappa leather and is lined with cotton. It is made in Tyrol.

The perfect companion – CL Companion

The CL Companion's balanced optical concept offers a comfortable viewing experience with high-contrast images that are razor-sharp and color-true. The binoculars are both lightweight and rugged thanks to their slim, compact design and solid magnesium housing. Intuitive handling, clever ergonomics, and high-quality workmanship also make the CL Companion a perfect companion for a wide range of outdoor activities.

CL family: SWAROVSKI OPTIK's proven companions

The CL family was launched in 2011 with the CL Companion. Since then, SWAROVSKI OPTIK has been offering nature lovers and outdoor enthusiasts a range of binoculars providing the uncompromising combination of outstanding optical quality and compact size. The CL binoculars are now among the most popular SWAROVSKI OPTIK products.

75 years of SWAROVSKI OPTIK – We are celebrating nature. As we have for generations.

For 75 years, SWAROVSKI OPTIK has been producing products that allow people to focus on the beauty of nature. Throughout its history, the company has made sustainable decisions with foresight to maintain the balance of ecosystems and ensure the continuity of future generations. From the very beginning, the Tyrolean family-owned company has demonstrated and passed on its great love of nature. In its anniversary year of 2024, under the motto of “Generation Nature”, SWAROVSKI OPTIK is calling on all those who share this special enthusiasm for Mother Earth, regardless of age, interests, and national borders. For more information: https://swarop.tk/generation_nature

#generationnature #swarovskioptik

More information about the CL Companion Habicht: <https://swarop.tk/cl-companion-habicht>

High-resolution picture material:

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=fOGi4P3wnuhA>

The world belongs to those who can see beauty.

Experience the moment!

SEE *THE* UNSEEN.

SWAROVSKIOPTIK.COM

About 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 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 2022 was 216.4 million euros (2021: 210.4 million euros), with an export ratio of 90%. The company has over 1,000 employees worldwide.

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