



## PRESS RELEASE

SWAROVSKI OPTIK KG  
Absam, May 30, 2021

### For the love of nature

#### Welcome SWAROVSKI OPTIK Nature Explorers

*More than 450 exciting submissions from 43 countries - this is how many people responded to SWAROVSKI OPTIK's call to apply as a microinfluencer for the company. From mid-February to mid-April 2021, the Tyrolean manufacturer of high-precision sports optics invited nature-loving outdoor enthusiasts to become part of the SWAROVSKI OPTIK Nature Explorer Team. The 50 most suitable applicants will now be equipped with high-quality binoculars and products from the GEAR line of the Tyrolean family-owned company for a year. Together with the SWAROVSKI OPTIK Nature Explorers, the company aims to bring the beauty of nature closer to as many people as possible, to increase awareness of the brand among the outdoor target group and to communicate the added value of using binoculars when exploring nature.*

#### **Up to date, authentic, active**

In recent years, nature has become a source of inspiration and well-being for ever more people. This trend was reinforced by the COVID 19 pandemic. A rising number of people are rediscovering their immediate surroundings. They want to explore nature and be fascinated by its beauty. With its "Nature Explorer" program, SWAROVSKI OPTIK is satiating this longing to be outdoors. "Working with microinfluencers is an important element in connecting with our outdoor target group. The selected microinfluencers do not only share our passion for nature. Their different approaches make it possible to create many different touchpoints and new perspectives. Each person addresses a unique audience in the outdoor segment with similar interests. Through authentic communication, the microinfluencers enjoy a high level of trust among their followers, and interaction with them is correspondingly high," says project manager Günther Klöner, explaining the benefits of the program.

#### **SEE THE UNSEEN**

Binoculars inspire a special sense of wonder. After all, they bring the unbelievable closer and make it possible to see things that are otherwise beyond our perception. "We observe from a distance and feel like we're right in the middle of the action," confirms Günther Klöner. Whether observing mammals or birds, exploring rugged mountain peaks or beautiful landscapes, from small and handy to optically as well as ergonomically perfected - SWAROVSKI OPTIK offers a broad portfolio of binoculars and spotting scopes for a wide range of applications.



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### **SWAROVSKI OPTIK - for the love of nature**

For more than 70 years, the Tyrolean family-owned company has been manufacturing long-range optics of the highest precision in Absam, Austria. SWAROVSKI OPTIK is part of the Swarovski Group. Its binoculars, spotting scopes, rifle scopes and optronic devices are preferred by discerning users worldwide. 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 2020 was 163.5 million euros (2019: 158.7 million euros), with an export ratio of 91%. The company has around 1.000 employees.

The world belongs to those who can see beauty.

Experience the moment!

SEE *THE* UNSEEN.

SWAROVSKIOPTIK.COM

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