

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, 2 November 2020

Ready for the adventure SWAROVSKI OPTIK launches GEAR collection

As one of the world's leading manufacturers of long-range optics, SWAROVSKI OPTIK now offers more diverse equipment for unforgettable outdoor experiences: thought-out down to the last detail by the experts of the Tyrolean family business, with functional and attractive design, produced as sustainably as possible, robust, durable and beautiful. The products of the GEAR line will be available from November 2, 2020, at selected retailers and online at swarovskioptik.com.

Opening people's eyes to the beauty of nature and inspiring them to love and care for the environment - this is what SWAROVSKI OPTIK stands for and works for. The new GEAR collection reflects this deep conviction by providing nature lovers with the best possible equipment for their unforgettable outdoor experiences. The items are thus the perfect complement to the Tyrolean specialists' broad portfolio of long-range optical devices.

BP backpack 30: All set for the outdoors

Valuable equipment wants to be transported safely and comfortably. This backpack has the ideal size for day trips and can be loaded optimally. On the outside there is room for a tripod. You can conveniently attach your binoculars to a carrying strap integrated for that specific purpose. Comfortable and quick observation guaranteed. The interior offers clarity and flexibility. Together with our partner Deuter, SWAROVSKI OPTIK developed this unique piece of gear keeping the special outdoor requirements of nature observers always in mind. The backpack is made of 100 percent recycled PET and PFC-free. Deuter produces according to the bluesign® standard, the world's strictest environmental standard for textile products.

ML merino liner: The perfect grip

Keep your hands warm while using long-range optical devices thanks to the fine ML merino liner gloves. Due to their non-slip surface, you can easily adjust the focusing wheel of your binoculars or spotting scope and even operate your smartphone. Made of the finest merino wool, these warm and durable gloves are particularly suitable for sensitive skin and available in four sizes.

GP gloves pro: Tackle the elements

Finally, long hours of outdoor observation in bad weather conditions are no problem anymore. The GP gloves pro come with a wind- and water-repellent, breathable Sympatex membrane. Like a second skin,

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the pre-shaped fingers wrap themselves around your hands. The leather reinforcements make them extremely rugged and even touchscreen compatible.

In addition, merino beanies, caps, an insulated drinking bottle and a multifunctional tube are currently available as part of the GEAR line. Stay tuned for further news in 2021, as the assortment will become even more diverse. For more details about the individual items of equipment from the GEAR line, go to <https://aa.swarovskioptik.com/outdoor/product-list-lifestyle-c220405>.

Highest quality with focus on sustainability

Durability and a long service life are of vital importance to SWAROVSKI OPTIK in all its products - from long-range optical devices over accessories to gear: environment-friendly production is at the heart of the company's philosophy. Accordingly, the partners with whom the GEAR line is implemented are selected with the utmost care.

Picture material

You may download high resolution images at <http://images.swarovskioptik.com/>.

The world belongs to those who can see beauty.

Experience the moment!

SEE *THE* UNSEEN.

SWAROVSKIOPTIK.COM

SWAROVSKI OPTIC

SWAROVSKI OPTIK, based in Absam, Tyrol, is part of the Swarovski Group. Founded in 1949, the Austrian company specializes in the development and manufacture of high-precision remote optical instruments. Its binoculars, telescopes, riflescopes 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 aesthetic design. The appreciation of nature is an essential part of the company's philosophy and is expressed in the exemplary environmentally friendly production and in a sustainable commitment to selected nature conservation projects. In 2019, sales amounted to 158.7 million euros (previous year: 156.3 million euros) and the export ratio was 91%. The company employs about 980 people.

Information & Contact

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