



PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, April 7, 2021

Groundbreaking optical performance – packed into the smallest possible package SWAROVSKI OPTIK expands its NL Pure range

A huge, revolutionary field of view combines with groundbreaking design in these premium-class binoculars – the NL Pure from SWAROVSKI OPTIK opens up a whole new world for nature lovers. With the NL Pure 32, the Tyrolean family-owned company is launching a smaller, lighter version of the binoculars in May 2021. It features the same superb optical system as its big brother, the NL Pure 42, within an extremely compact, precise mechanism. The new binoculars will be available in 8x32 and 10x32 versions from selected retailers and online at swarovskioptik.com.

“Pure Nature Love – the NL Pure delivers viewing experiences of unprecedented intensity. The 32-mm version is ideal for keen birders and outdoor enthusiasts who want to feel one with nature – wherever they happen to be. With the NL Pure 32, outdoor enthusiasts can discover the beauty of their surroundings, any time, any place,” says Carina Schiestl-Swarovski, Chairwoman of the Executive Board of SWAROVSKI OPTIK, explaining the benefits of the latest addition to the NL Pure range. The binoculars are distinguished by their use of the very finest materials and uncompromising quality. They also come in an eye-catching new color. In addition to the traditional green, this compact masterpiece is also available in Burnt Orange.

ONE WITH THE MOMENT

Just like the NL Pure 42, one look through the 32-mm version reveals the technical masterpiece that lies within. Thanks to the huge, revolutionary field of view (up to 69°) 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 32 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 forehead rest provides unbeatable comfort during prolonged use and ensures steady viewing.

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.

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 range. The field bag is made of 100% recycled polyester (rPET). A 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



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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/06~D>.

Press Center and visual materials

The press pack is available online from the SWAROVSKI OPTIK Press Center at <https://www.swarovskioptik.com/at/en/birding/press-releases>. High-resolution picture material for the product and its application can also be downloaded from here.

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 2020 was 163.5 million euros (2019: 158.7 million euros), with an export ratio of 91%. The company has around 1.000 employees.

Information & contact details

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