

FOR THE LOVE OF NATURE

SEE *THE* UNSEEN


SWAROVSKI
OPTIK

An aerial photograph of a dense forest with a variety of green trees, including some with yellowing leaves, creating a textured canopy. The text is overlaid in the center.

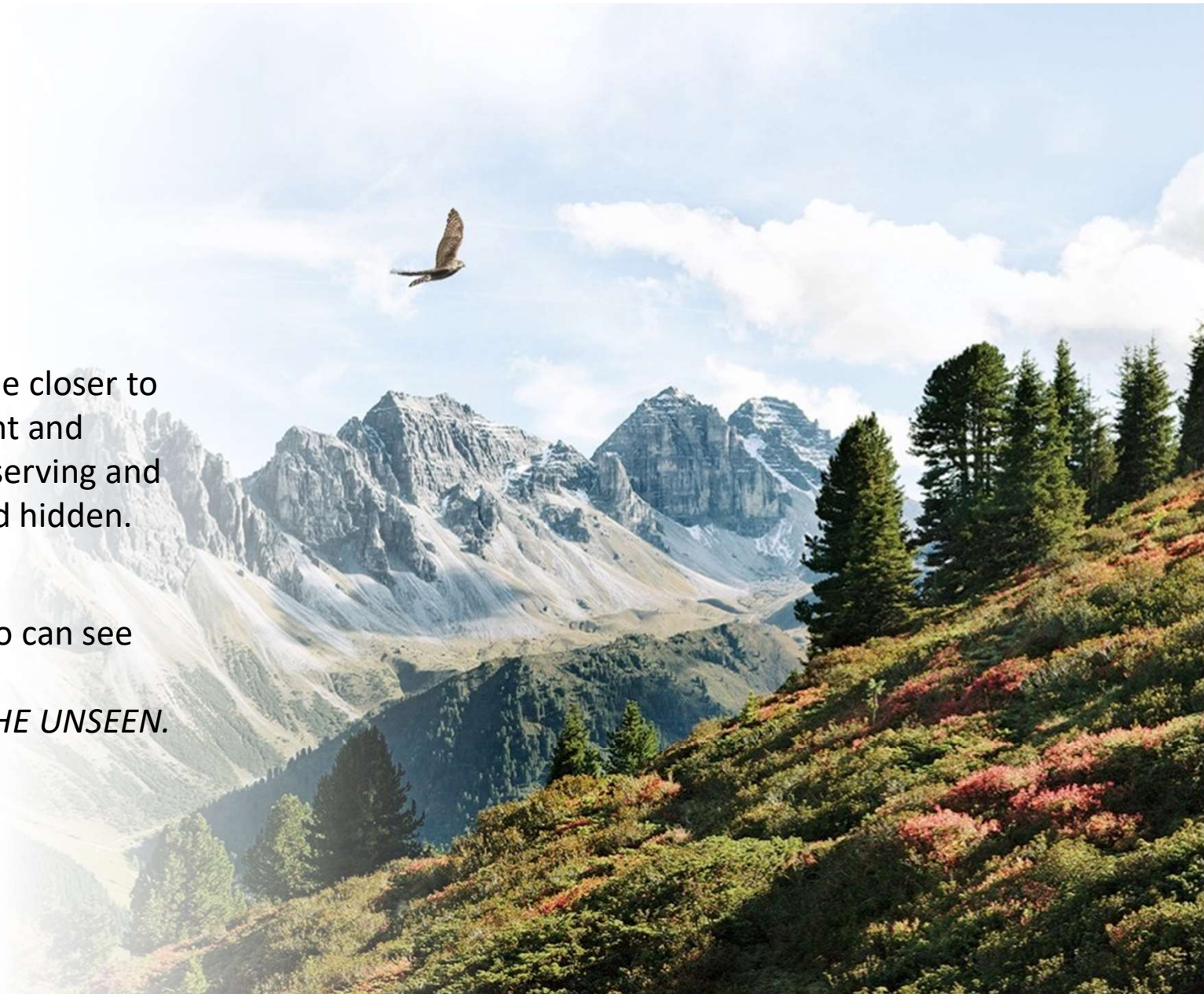
FOR THE LOVE OF NATURE

*WE AT SWAROVSKI OPTIK WANT TO
INSPIRE PEOPLE TO LOVE AND CARE
FOR NATURE.*

VISION

SWAROVSKI OPTIK brings people closer to the preciousness of the moment and shares with them the joy of observing and fascinating for the beautiful and hidden.

The world belongs to those who can see beauty.
Experience the moment. *SEE THE UNSEEN.*



OUR WORLD SPINS AROUND OUR CUSTOMERS





Birding



Outdoor



Hunting

CREATE THE BEST SOLUTIONS FOR OUR
CONSUMERS REQUIREMENTS

A close-up photograph of a person's hands holding a pair of dark green binoculars. The person is wearing a thick, brown and white patterned knit sweater. The background is a blurred, snowy landscape under a cloudy sky. The text "GROUNDBREAKING INNOVATIONS" is overlaid in white, sans-serif capital letters across the center of the image.

GROUNDBREAKING INNOVATIONS

REVOLUTIONIZE THE INDUSTRY: EL – NL PURE

1999

EL - world's first binocular with wrap-around grip

2020

NL Pure – new dimension in ergonomics design and field of view

2021

NL Pure 32





THE ART OF VIEWING: ATX – BTX

1990

Launch of the AT80

2012

Modular spotting scopes

2017

BTX – worldwide first binocular
spotting scope

2022

ATC/STC

EXPERTS IN FORESIGHTS: EL RANGE

2011

EL Range – combination of our top EL binocular with a precise range and angle measurement in one product

2021

Next generation EL Range with Tracking Assistant

2023

EL Range 32





2024 - AX VISION

The first smart binoculars

The future of nature observation

EXPERIENCE SWAROVSKI OPTIK

- represented in 92 countries
- direct sales in 47 countries
- 3.700 dealers and distributors worldwide



SWAROVSKI OPTIK
Mono Brand Store in
Wattens, Austria







Binoculars > NL Pure > NL Pure

NL Pure 10x32

When every detail counts - with 10x magnification, the NL Pure 32 guarantees you won't miss a thing, while its light weight (640 g/22.5 oz) and compact design allow you to observe in comfort, even for long periods.

COLOR



burnt
orange

E-Shop:

- Launch 2013: in 12 countries and 4 languages
- Status 2023: Presence in 16 countries and 7 languages
- Sale of binoculars, spotting scopes, accessories and gear products.

€2,720.00

ADD TO CART



SWAROVSKI OPTIK MOBILE EXPERIENCE (MEX)

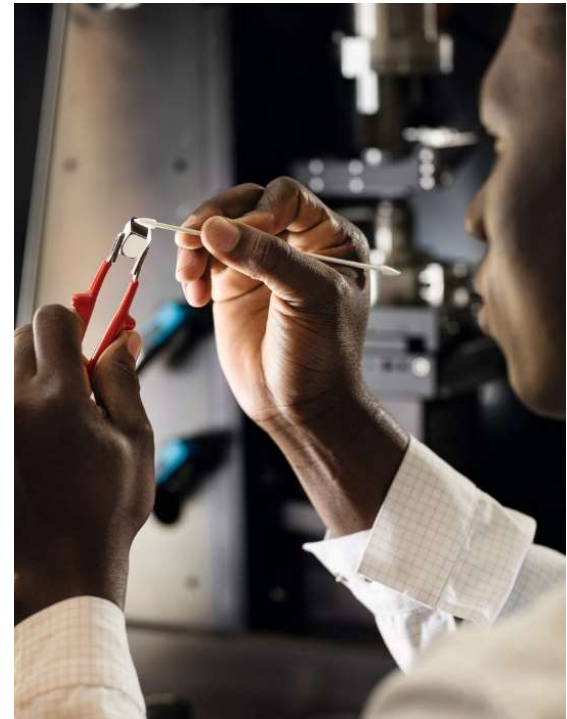
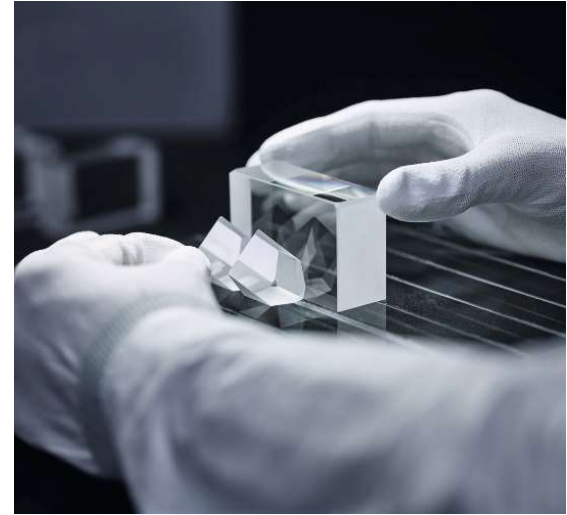
- Since 2017
- 48 vehicles - trailer to bike
- 400 Events
- in more than 20 Countries



WHAT SWAROVSKI OPTIK STANDS FOR



THE MOST MODERN PRODUCTION STANDARDS IN THE HEART OF EUROPE



INDUSTRIE 4.0

- 189 digitally networked workstations worldwide
- approx. 90 machines/systems approx.
- 15 robots
- Machine replacement every 10 years
- Anodizing plant 10 million parts per year
- Production area around 25,000 square meters



A person wearing a white lab coat is shown from the chest up, focused on a task. They are using a pair of red-handled pliers to work on a small, white, cylindrical component. The background is a blurred laboratory or industrial setting with various pieces of equipment and a bright light source on the right.

MANUFAKTUR

LEAN concept

approx. 200 employees

approx. 330 workstations

600+ devices per day

approx. 120,000 parts assembled
per day

QUALITY IS PRICELESS

- the whole package matters
- outstanding optics
- perfect functionality
- user friendly ergonomics
- appealing design
- customer-oriented service





Footprint



Biodiversity



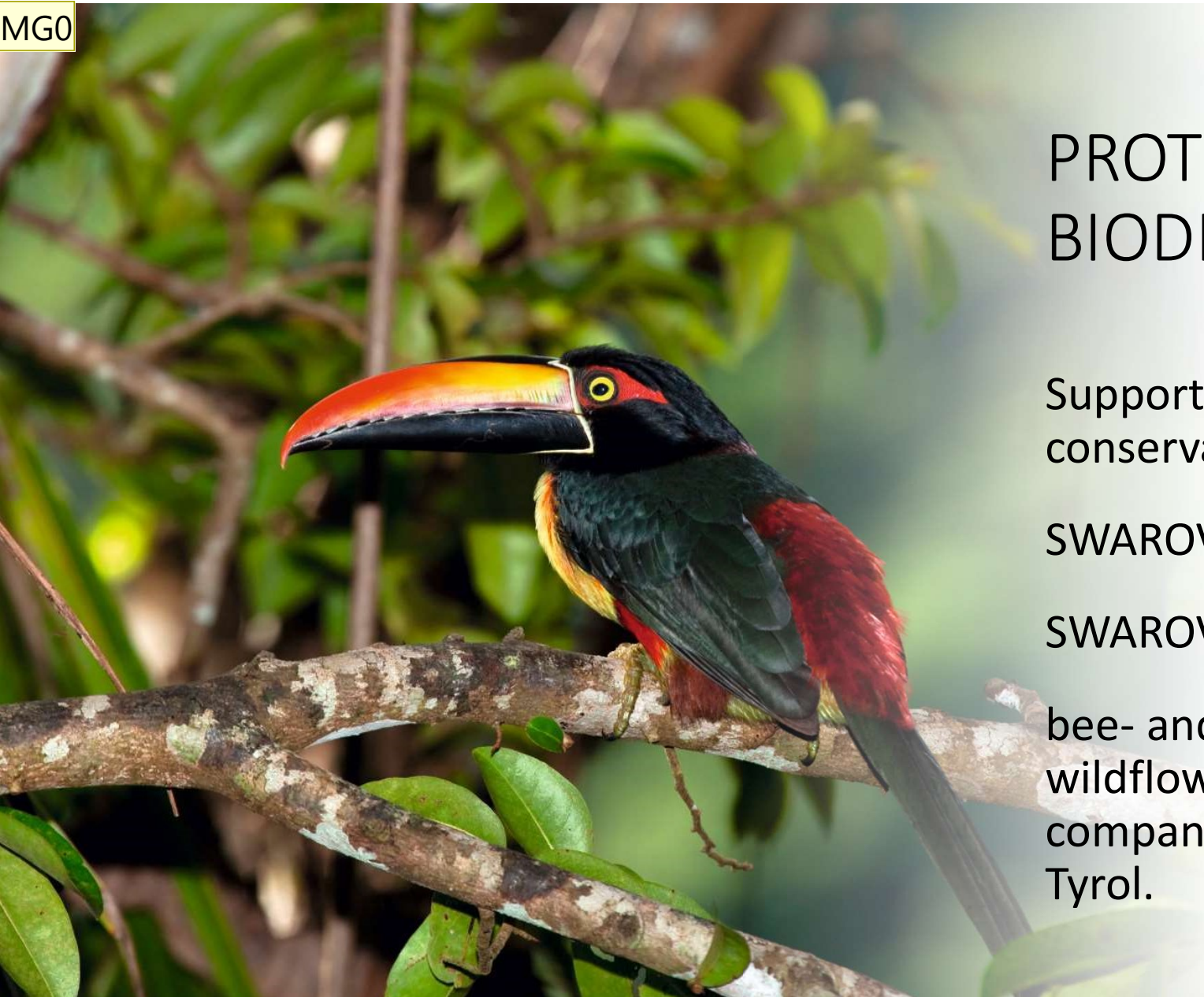
Social Responsibility

SUSTAINABLE IN THE INTERESTS OF THE COMPANY AND
THE ENVIRONMENT

REDUCING OUR ECOLOGICAL FOOTPRINT

- Using renewable energy sources and reducing electricity consumption
- Ensure heating and cooling supply via a closed-loop system
- Promote future-oriented mobility
- Use sustainable packaging and
- Produce locally wherever possible





PROTECT BIODIVERSITY

Supporting nature and species
conservation projects worldwide

SWAROVSKI OPTIK Rainforest

SWAROVSKI OPTIK Hinterautal

bee- and insect-friendly
wildflower meadow at the
company's premises in Absam,
Tyrol.

MG0

Hier kann noch was kommen

Martin Gundolf; 2023-11-06T07:07:45.085



SWAROVSKI OPTIK RAINFOREST

- 284 acres (115 ha)
- protecting natural habitat and supporting biodiversity on Osa peninsula in Costa Rica
- scientific studies and citizen science

MG0

Botshcraft gut aber bitte schöner

Landkarte wenig schön

ZB - schönes Bild Costa Rica(Website)

Affenvideo bitte raus

Hinterautal bitte auch rein (Bild)

Martin Gundolf; 2023-11-06T16:08:19.484

SWAROVSKI OPTIK HINTERAUTAL

- Hunting management in harmony with nature and tourism
- Important contribution to the preservation of biodiversity in Tyrol's largest protected area
- 24.700 acres (10.000 ha) habitat





SOCIAL RESPONSIBILITY

- SWAROVSKI OPTIK
Wichtelwald
- Company Canteen
- Physical and mental
health training courses
- Additional social benefits

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