



SWISSFLEX[®]

e y e w e a r

unique:

tangible wearing comfort

Immediate and unparalleled comfort when wearing

efficient:

minimal investment

One-time purchase of subsidized demo collection ensures long-term sales

relevant:

high customer loyalty

Mouth-to-mouth promotion by wearers generates demand among friends & family

exclusive:

independently manufactured

Family-owned and operated Swiss company producing modular eyewear since 1998

individually customizable

Modular setup guarantees a fit for every face regarding size, shape and colors

no stock

All models, shapes and variations always available for order

suitable for all ages

Specific properties tailored to adult, teen, kid and baby customers

no online sales

Individualized fitting ensures RX-sales only through certified shops

long-time bestsellers

Evergreen models with over 1 million variations and decade-long success

one stop shop for sourcing

Frames, lenses and glazing all taken care out-of-one-hand

secure liquidity

SF-invoices due after receiving payment of retail customer

recommended by O's

Ophthalmologists, optometrists and orthoptics actively promote SF

100% Swiss-made

Developed, designed and manufactured in Switzerland

just-in-time delivery

Ready-to-wear glasses delivered to the store for retail customer

no discounts

Stable sales prices without discounts or clearance due to new collections

protected territory

Selective and certified distribution in about 10% of shops on the market