



The innovative frame system from Switzerland

As a pioneer, Eye-Systems regularly generates innovations and has always focused on the product - not the brand. Swissflex eyewear is primarily characterized by Markus Caviezel and stands for modular high-tech frames. Various milestones have shaped the company and the brand.

1996

Development of Frame System

The eyewear market is dominated by exchangeable frames worldwide - differentiating in terms of brand identity only. Wilhelm Anger and Markus Caviezel are looking for a unique product idea that makes individuality possible again, produced in Switzerland and requiring minimal storage and 'just-in-time' delivery.

Together, they invent a novel modular frame system made entirely of a high-tech polymer material - their focus: maximum wearing comfort (wellbeing).

Their first model builds on countless innovations that are unique in the world (see Pioneer).

To bundle the business activities, they found HEMARIS company.

1997

Determination of Distribution System

The new approach is to have frame and lens mounted industrially and automated in a central lab by specialists. Opticians can now focus on advising customers and customizing the glasses.

in each country we work with an independent local distributor who is equipped, trained and accompanied. This distributor buys the SF system (frame, assembly aids, support material, ...) from Hemariss, supplies the shops with a (non-saleable) demo collection, assembles/glazes the optical in its own central laboratory and distributes Swissflex according to local market requirements.

Development of Machines and Tools

Together with Optik Werkstatt Berlin, the CNC machines and devices are developed and produced by them in a first phase.

Functional and Wearing Tests

The frame system is extensively tested for robustness - in internal static load tests (e.g., pull / push, temperature, UV light, drop, break, cleaning, ...) and external wearing tests (e.g., weather, sweat, makeup, ...). At the same time, it ensures that each frame can be worn easily under climatic conditions of various kinds. Various certifications (including CE mark) are obtained in order to meet local requirements in a worldwide distribution.

1998

First Presentation at MIDO

The novel high-polymer eyewear 'eyephorics' is thin and light. Because of doubts about its robustness, it receives unfavorable reviews in the trade magazines.

1999

Second Presentation at MIDO

The same 'eyephorics' will be re-presented one year later. This time the feedback from the trade journals is very positive. The 'eyephorics' is referred to as the „rimless eyewear trendsetter“. The message of this unique innovation is spread in more and more countries.



Start in six countries

The ‚eyephorics‘ is being launched in Switzerland, Germany, Austria, France, Italy and Japan - by established local distributors in the optical field (e.g. Sickel, Stimuli, Japan Optical, ...). The positive feedback from satisfied customers worldwide is tremendous. The basis of a loyal clientele and active word-of-mouth propaganda has been laid.

2000

Launch SF loop System

In the year 2000, the market demands full-rim frames with high wearing comfort. A frame is created that consists of a patented stretchable high-polymer material. This automatically adapts to the shape of the lens.

Presence in 10 countries

From now on, the distributors are being trained and equipped with the CNC machines - unique in the field of optics. The countries in focus are currently Switzerland, Germany, Austria, France, Italy, UK, Finland, USA, Japan and Singapore.

2004

Fine-tuning and Optimizations

The frame systems are being continuously developed – caring very much about the feedbacks from distributors, opticians and end consumers. Requirements arise for more and different colors (e.g. transparent), frame elements that can be replaced when changing lenses or additional lens breakage protection.

Launch SF classic System

The market requirements are being integrated in the new model SF classic. It is the model system with the most design options and has since become the worldwide best seller in the rimless range of Swissflex.



2005

Founding Eye-Systems

In addition to the development company HEMARIS, the sales organization Eye-Systems is founded.

Launch of Umbrella Brand ‚Swissflex‘

The Swissflex brand is created and protected worldwide. This in order to market current and future models in a more uniform and targeted manner.

Presence in over 20 countries

The Swissflex family grows with other distributors in Europe, Asia, South America. This reinforces the growth trend of the frame system.

2006

Launch SF loop Kid

The proven loop system is optimized for the needs of children. Examples include special ergonomic nose pads and endpieces, child-friendly colors (e.g., glitter), and safety (e.g., rivetable nose pads).



Launch SF rainbow System

The trend towards full-rim frames continues. At the same time, there is a desire for a more concise frame without compromising on comfort. The ‚SF rainbow‘ is available in more than 20 colors and immediately becomes an SF bestseller in the full after in half-rim area.



Mr. Anger leaves Eye-Systems

Wilhelm Anger turns 80 years old. He withdraws from Eye-Systems and becomes a privateer.

2007

Launch SF motion system

The trend towards more succinct frames in the rimless area comes up (colors are supposed to be more pronounced). The ‚sporty‘ rimless frame is offered in matt and polished finishes.

Red-dot Award

Out of over 2,500 submissions from 43 countries, Swissflex is being awarded for the outstanding product design.

2009

Sales of Swissflex in over 25 countries

More than 15,000 shops worldwide are SF resellers. Unlike the conventional spectacle frame, Swissflex does not launch new collections every year. Swissflex selectively expands the timeless models with regard to new surfaces, colors and fitting elements.

2011

Launch SF loop baby

Swissflex children's frames are extremely popular. For the very young, however, there are currently hardly any baby-friendly frame solutions. For safety reasons, a semi-modular Swissflex baby frame is being developed and launched in the market.

2012

Launch of SF airlight System

Meanwhile, proprietary formulations of high-performance polymer have been developed that allow even thinner, but equally stable frames. Also in the joining technology new ways are taken - a particularly fine rimless frame makes the step to the ultimate 'like wearing nothing'.

2013

Launch SF fashion System

Stronger frames are now trendy also in the full-rim fashion. Many customers also express the desire for Swissflex sunglasses. A product family with 7 different fronts in 10 colors is being launched.

Support by O's

The O's (ophthalmologists, optometrists, orthoptists) are particularly interested in the optimal fit of Swissflex frames. The 'tailor-made' frame system from Swissflex is well appreciated and increasingly recommended.

2014

The-next-step of Swissflex

The frame system with the timeless models has been successfully sold worldwide since 1998. Under the motto 'SF-tns' concrete measures are introduced to dynamize and develop the product and brand. This in order to prepare well for future market challenges.



Integration Optik Werkstatt Berlin in Business Model

Optik Werkstatt is a manufacturer of assembly aids, grinding workshop and distributor for the SF system in Germany. Eye-Systems buys and integrates the company to expand its "mounting & edging" technical support for current and future SF distributors.

2015

Launch Contur System

The focus of the SF range continues to be in the rimless field. Eye-Systems develops and launches the unique "rim without frame" model for SF classic. Distributors can design the colors / shapes / dimensions independently and according to local trends with SF classic contur.



2017

Presence in over 45 countries

The Swissflex partner family is growing: new distributors, i.a. China, Russia, Argentina and the Caribbean are added.

2018

20th Anniversary

The worldwide success story is celebrated with our business partners.

Presence in over 50 countries

The Swissflex family is growing; new distributors in Costa Rica, Panama, Estonia, Latvia, Lithuania are added.

2019

Launch SF champ System

The appreciated wearing comfort is now available as well in optically glazable sports eyewear. In 2020 it will be launched in Switzerland.

2020

First SF-Monobrand Shop

In St.Petersburg (Russia) the first SF-only shop starts in which all available SF-models are available, mounted and glazed immediately in the shop.

Launch of SF protection collection

The modular face- and eye-shield provide gut protection against droplet contamination for eyes, nose and mouth.

