

INFINITE PERSONALIZATION AND UNMATCHED COMFORT

SWISSFLEX



Like wearing nothing!

Swissflex Eyewear is a modular frame system with unparalleled wearing comfort and customization options. For any age and personality, Swissflex offers a perfect fit and modular individuality to meet the individual needs of the wearer. Unlike regular eyewear, Swissflex glasses are assembled individually for each wearer in the local markets. The modular system of freely adapting size, shape, and color allows the opportunity to turn each pair of glasses into a one-of-a-kind creation.

Experience the System

Swissflex is the umbrella brand for nine evergreen model systems, including an innovative approach that spans all areas, from product development to manufacturing, distribution, marketing, and sales. In the stores, Swissflex presents itself with a demo collection, allowing customers to experience the various models of the system. Still, the optician's consultation and fitting skills are key to ensuring a perfect match for every customer.

Local Distribution

In over 50 countries worldwide, Swissflex is locally managed by independent distribution partners. They are responsible for the local assortment, pricing, and promotion, mounting and edging the Swissflex glasses in their laboratories and sending the complete eyewear to certified SF opticians.

All Starts at Eye-Systems

Swissflex owes its edge in comfort to a specially developed polymer blend and specific production expertise. For example, the high manufacturing quality ensures that replacement parts can be clicked into the same frames without color changes, even years later. Manufactured 100% in Switzerland, Swissflex glasses are available in over 15,000 optical shops worldwide.

Support from Eyecare Professionals

Due to its unique fitting capabilities for all ages, Swissflex has earned an excellent reputation among ophthalmologists, optometrists, and orthoptists. The system offers 32 nose pads and 16 temple tips, providing maximum variety and adaptability. This is particularly important in the case of children's glasses, where the ability to customize the fit is vital for comfort and effectiveness.

Try it Yourself!

The better your glasses fit, the better you see and feel! The best way to experience the unique qualities of Swissflex eyewear is to try them on. You will feel the 'Swissflex-Wow-Effect', the main reason for the many loyal Swissflex wearers.

SWISS PRECISION AND GLOBAL NETWORK

EYE SYSTEMS



Roots way in the past

In 1956, Willhelm Anger revolutionized the eyewear market with the first branded eyewear Carrera, promoted as a fashion item. Eye-Systems started in 1998 as a partnership between Anger and Markus Caviezel based on the thought of eyewear not just being a fashion accessory but an individually customizable product for comfort and well-being. The first model 'eyephorics' was the first modular eyewear, made 100% out of polymer and without any screws.

Modularity provides Flexibility

At the heart of Eye-Systems is a unique system approach: Eye-Systems manufactures and stocks individual frame components such as bridges/fronts, hinges, temples, nose pads, and endpieces. The assembly of the complete glasses happens individually for each wearer at the central lab of the local distributor. This system product is supplied internationally with minimal local stock requirements and allows maximum flexibility. In the more than 50 countries in which Eye-Systems is represented, Swissflex spectacles are assembled and customized directly by local distributors - precisely tailored to the requirements and needs of the respective markets.

Partnership as the secret of success

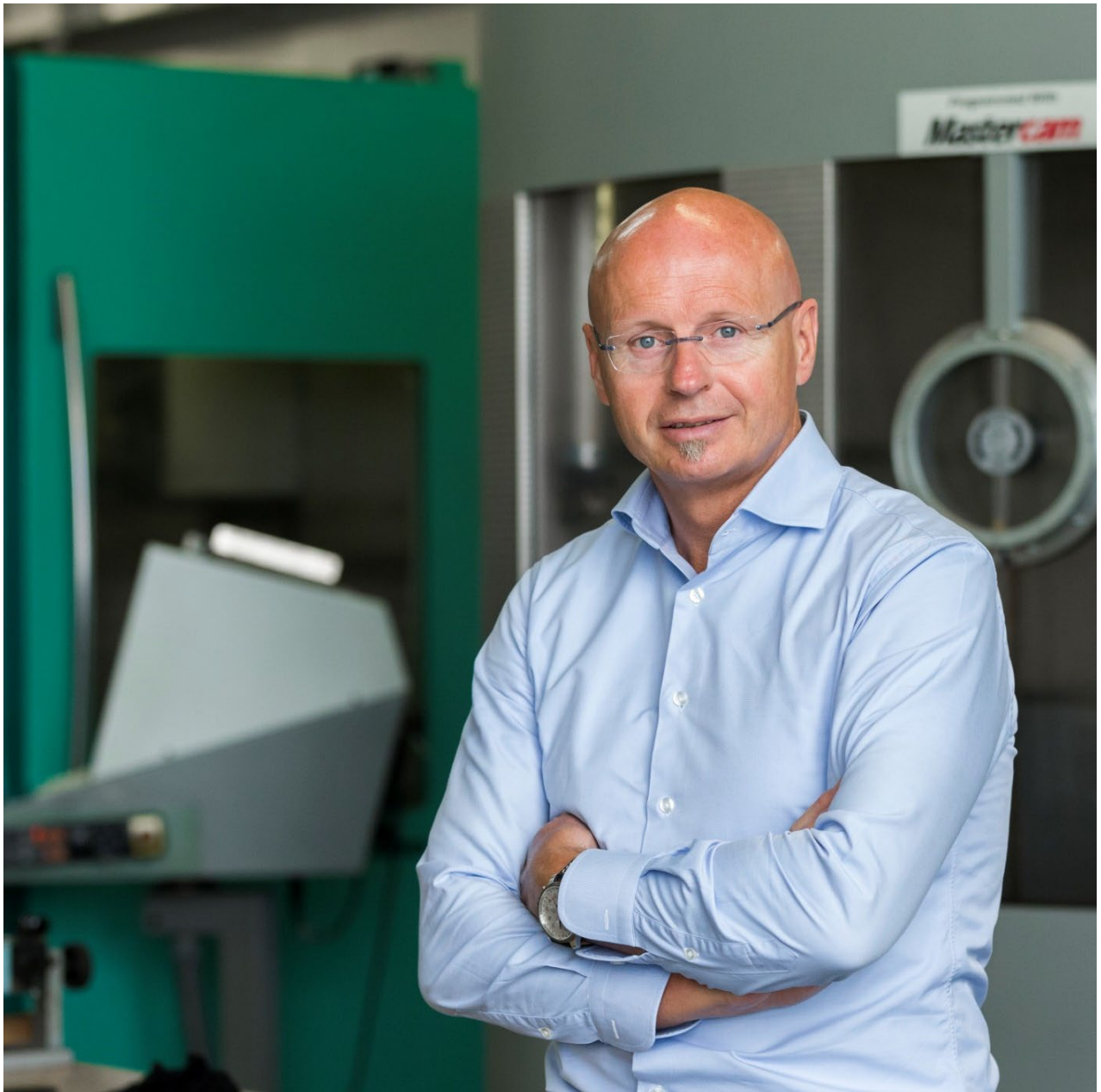
Eye-Systems relies on long-term partnerships. Whether suppliers, distributors, or opticians, most partners have been working with the company for decades. The Swissflex brand has a loyal customer base worldwide that appreciates the high level of comfort, precision fitting, and special lightweight of the frames.

High-Tech from Grisons (CH)

With a small team that works closely with specialized suppliers, Eye-Systems produces a world-renowned product entirely in Chur, Switzerland. The Swissflex frames are subjected to the most stringent tests, guaranteeing durability and robustness even under adverse conditions. Eye-Systems has succeeded in creating frames that adapt to the physiognomic needs of every face and offer the highest level of wearing comfort.

PASSION AND DEDICATION

MARKUS CAVIEZEL



Passion and Vision

Markus Caviezel was born in 1963 in Paspels, a beautiful mountain village in the Swiss Alps. Growing up in a big family, he developed an eye for detail early on. This love for precision led him from his first job as a toolmaker to becoming an entrepreneur.

At 20, Caviezel went to the United States, ready for adventure. He started as an allrounder and then moved into real estate management before a call from home took him back to Switzerland.

A memorable meeting

In 1986, Caviezel started a new job in Chur and met the company's owner, Wilhelm Anger. Anger, is the founder of Carrera and a respected name in the eyewear business. He gave him the task of reorganizing the company Eyemetrics. Later they came up with the idea for a new kind of eyeglass frame-system, launched the model 'eyephorics', and started the company< Eye-Systems.

The birth of a revolutionary eyewear system

Caviezel and Anger wanted to rethink how eyeglass frames were made. They created a modular system that allowed frames to be comfortable and customizable. To make this possible, they developed their own polymer recipes and CNC machines to reach the desired quality/exactness level. Instead of focusing on creating a flashy brand, they focused on making a product that convinced wearers and turned them into loyal wearers.

An entrepreneur with passion and vision

Even after the retirement of Anger in 2006, Caviezel remained true to the original vision: development, production, and sales continue to be based on a dense network of regional partners. Regularly launching new model systems – including sport and sun – and increasing the fitting and personalization options of all the models, the core stays wearing comfort and individual adaptability.

In his private life, Caviezel is the father of four children and grandfather of three grandchildren and lives with his wife Martina in Lenzerheide, where he enjoys the Alpine nature and actively supports the professional skiing sports careers of his sons.

STRONG ROOTS AND MODULAR SYSTEM

MILESTONES



1996

Development of the frame system

The global eyewear market is dominated by interchangeable frames that offer little room for individuality. Markus Caviezel and Wilhelm Anger set themselves the goal of developing a unique modular frame system that enables maximum wearing comfort (well-being) to be produced in Switzerland and delivered just in time to distributors worldwide with minimal local warehousing. The first model, 'eyephorics' sets new standards worldwide. To bundle their activities, they founded the company Eye-Systems.

1997

Definition of the distribution system

Eye-Systems produces just frame parts and maintains a constant stock of all parts in all colors and finishings. It ships just the frame parts but no complete frames. The assembly of the frame and insertion of the lenses takes place in local laboratories of independent distributors to let opticians concentrate on consulting, fitting, and selling. This system allows each distributor to offer a customized individual collection in the respective market.

1999

Presentation at MIDO

The 'eyephorics' glasses celebrate their premiere at the international MIDO trade fair. Initially viewed with some skepticism, quickly gained recognition for its unique rimless, modular design.

2000

Launch of the SF loop model system

Swissflex presents an innovative product that meets the demand for full-rim frames with unmatched wearing comfort. The innovative frame automatically adapts to the shape of the lens – which is based on a patented process.

Presence in 10 countries

Swissflex continues to expand and now works with distributors in countries such as the UK, Finland, the USA, Japan, and Singapore.

2004

Fine-tuning and optimization

Swissflex continuously optimizes its frame systems based on feedback from distributors, opticians, and end users. For example, requests for more colors, interchangeable frame elements, and additional lens breakage protection were incorporated into further development.

Launch of the SF classic model system

The SF classic is launched and sets new variability standards in the world of rimless frames. It offers numerous customization options and has become a worldwide bestseller in the Swissflex range.



2005

Launch of umbrella brand - Swissflex

For the several model systems the umbrella brand 'Swissflex' is launched. It is protected worldwide and stands for comfort and customization of eyewear and positions the innovations and future models clearly and uniformly.

Presence in over 20 countries

Swissflex continues to grow and is offered in over 20 countries worldwide. The wearers are very loyal and recommend Swissflex to their families and friends and therefore the brand becomes better known.

2006

Launch of SF loop Kid System

Swissflex presents the SF loop Kid system, which is specially tailored to the fitting and safety needs of children, with ergonomic nose and end pieces with child-friendly designs.



Launch of SF rainbow System

The full and half-rim frames immediately become a bestseller. The robust glasses are offered in many shapes and more than 20 colors.



2007

Launch of SF motion System

This is a sporty version of rimless frames on the market that makes colors stand out more.

Red Dot Design Award

Swissflex won the Red Dot Design Award in the product design category and is internationally recognized as a design icon.

2009

Sales in more than 25 countries

Swissflex continues to expand and is now represented in more than 25 countries. Over 12,000 stores worldwide sell Swissflex products.

2011

Launch of SF loop Baby System

A frame specifically designed for babies that is exceptionally safe and ergonomic.

2012

Launch of SF airlight System

A particularly thin and stable rimless frame is developed.

2013

Launch of SF fashion System

Also offers striking frames in the full rim range. At the same time, the demand for sunglasses is integrated into the product range.

2014

Start of SF-the-next-step Programs

New processes and measures to strengthen Swissflex for future market requirements and to further energize the brand.



Integration Optik Werkstatt

Eye-Systems buys the Optik Werkstatt GmbH in Berlin to optimize technical support and assembly tools of the SF system for worldwide distributors.

2015

Launch of SF classic Contur Systems

The SF classic Contur system extends the possibilities in the rimless sector. Distributors can create glass shapes with the Conturfoils in various designs according to local trends and requirements.



2018

20th anniversary

The brand has established itself worldwide and is represented in over 50 countries.

2019

Launch of SF champ System

It offers a sports collection that combines the popular wearing comfort of Swissflex with sporty designs.



2020

Launch of the SF protection collection

The modular SF protection system is developed to protect against droplet contamination for the eyes, nose, and mouth.

2023

Introduction of SF varius System

Swissflex launches a revolutionary model system with a protected design patent. It is a full-rim model system and offers infinite design possibilities. Five ocular shapes and 13 colors allow individual looks for every need.



2024

The new SF champ Varuna and Varuna Small sports models

The new SF champ Varuna and Varuna Small models combine everything that Swissflex sports eyewear stands for: lightness, ergonomics, and customized Zeiss lenses. These rimless sports glasses are suitable for every activity and every light condition and at the same time offer maximum wearing comfort.

Summer

Spring, Summer, Autumn, Winter

