



Press release

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Austria rocks Paris – party vibes at the Grand Palais

Former schoolmates meet on the podium after 25 years.

During the awesome SILMO d'Or gala night at the Grand Palais in the heart of Paris, not only one but two Austrian companies won the Oscars of the optical industry. ROLF Spectacles won over the jury for the third time in the frame technological innovation category with the wooden frame Deville and the new FLEXLOCK hinge. The start-up company SK-X[®] optical solutions of founder Christoph Rauter won its first Silmo d'Or for the directly glazed prescription ski goggles in the sport category. 25 years ago they started their careers together in the classroom of optician school and in the meantime went their separate ways. Now members of the international press and experts awarded them a prize for their innovations.

Revolutionary leap in terms of flexibility

Like all ROLF products, the wooden frame DEVILLE is handcrafted in Tyrol and comes with the new, patent-pending FLEXLOCK hinge. Densely compressed wood and natural rubber form the basis for the flexible, screwless and metal-free FLEXLOCK hinge. The result of this symbiosis is an innovative and visually appealing hinge which is multi-directional, like a shoulder joint. Upon customer request, the new FLEXLOCK hinge is available for all frames in the collection.

No more compromises for skiers and motorsport racers

The SK-X[®] glazed goggles for skiing and motorsports made by SK-X optical solutions offer huge advantages compared with existing clip-in systems or wearing normal glasses under the ski goggles - which is particularly dangerous. Big, curved prescription lenses offer a broad field of vision resulting in improved safety and peripheral vision which is important for body coordination. Better eyesight helps us to save energy, which will then be available for improved concentration and endurance. Including the prescription lenses into the double-layer system of the ski goggles significantly reduces fogging up of the prescription lenses and therefore improves perception.

„We are really happy and feel confirmed in our belief, that the development of this product is of great importance“, comments Christoph Rauter, CEO of SK-X optical solutions GmbH. The SK-X[®] solution enables sports enthusiasts to have more fun doing sports, offers a better vision, and therefore improved sense of balance. This is the positive feedback of many of our clients“, Rauter adds.

Roland Wolf, CEO of ROLF Spectacles is in a jubilant mood too: “With the FLEXLOCK we succeeded to produce the world’s first hinge made of metal without screws and springs. At the same time, the whole product consists of natural materials, which ensures sustainability. Winning a prize for this innovation makes us really proud“.

SILMO is one of the most important international optics and eyewear trade fair. The SILMO fair is organized by eyewear manufacturers who form the SILMO Association and provides special know-

how for opticians and manufacturers.

www.silmoparis.com

About SK-X® optical solutions GmbH

Based on 20 years of experience in the optical industry and 7 years in the field of sport optics, Christoph Rauter developed new solutions for sport optics and founded this company in 2017. For the 2017/18 season, the SK-X® solution for high-quality ski goggles of currently 3 manufacturers (Adidas, Atomic, Sziols) can be ordered from more than 170 opticians in Austria, Germany, Switzerland, France and Hungary. Interested opticians can register as network partners for free at www.sk-x.eu. We are working to find a license solution for customers from other continents.

About ROLF

A small, family-run business situated in the heart of the Tyrolean Alps, ROLF Spectacles produces handmade, lightweight frames made of wood, a combination of stone and wood as well as horn. One of ROLF Spectacles company goals is to set new trends in design and to realize new ideas. The patent-pending Flexlock is a unique hinge system and represents a revolutionary step towards sustainability. <http://www.rolf-spectacles.com/>

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