

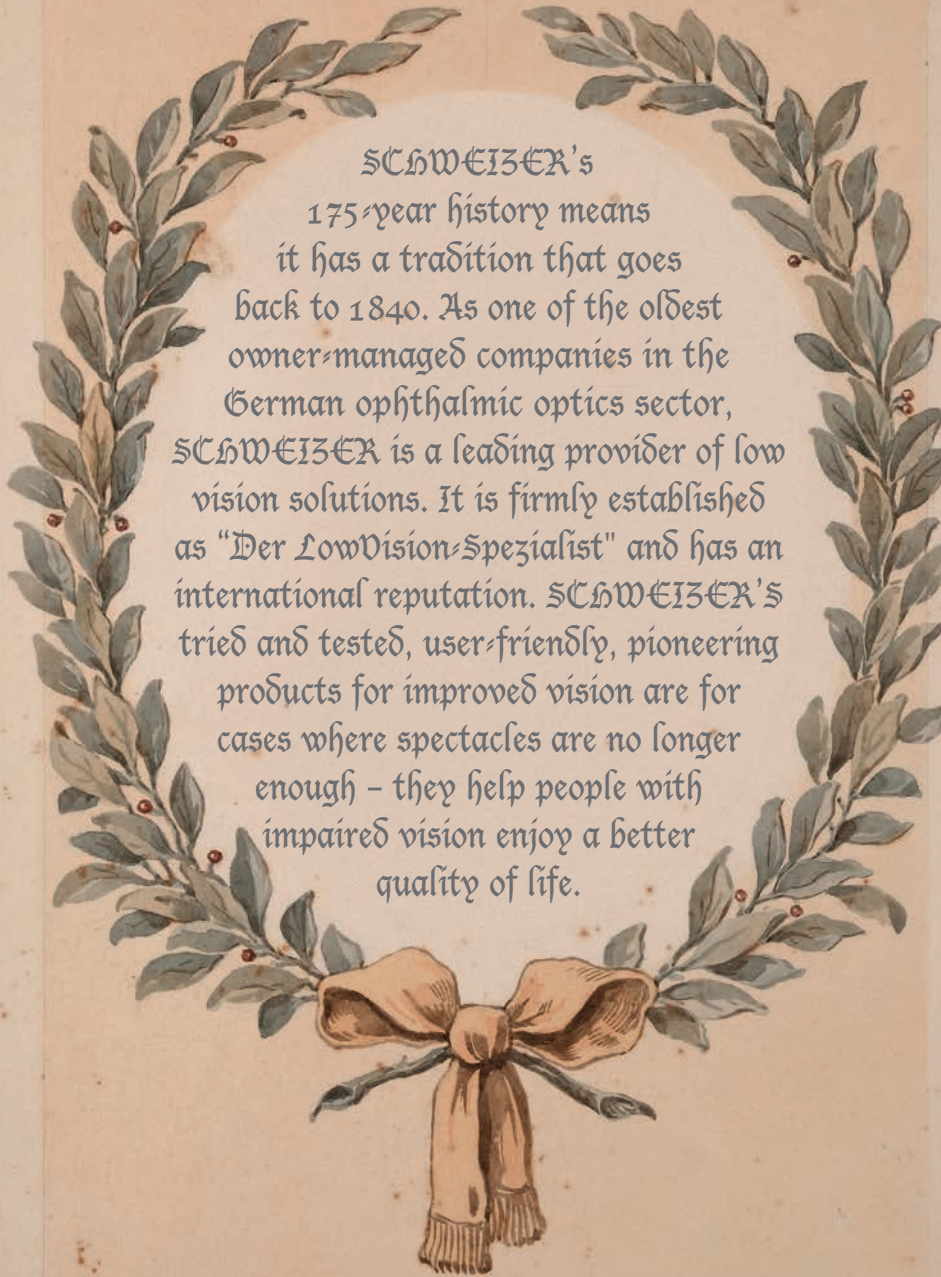
SCHWEIZER

Company History

1840 – 2015



SCHWEIZER's
 175-year history means
 it has a tradition that goes
 back to 1840. As one of the oldest
 owner-managed companies in the
 German ophthalmic optics sector,
 SCHWEIZER is a leading provider of low
 vision solutions. It is firmly established
 as "Der LowVision-Spezialist" and has an
 international reputation. SCHWEIZER's
 tried and tested, user-friendly, pioneering
 products for improved vision are for
 cases where spectacles are no longer
 enough - they help people with
 impaired vision enjoy a better
 quality of life.



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Tradition and innovation

SCHWEIZER boasts Europe's largest range of specialist visual optical aids. All SCHWEIZER illuminated magnifiers and reading magnifiers are made in Germany. It is no coincidence that satisfaction among SCHWEIZER's customers is high. Many years of experience, certified expertise and the dedicated commitment of its employees have made SCHWEIZER an innovative company.

SCHWEIZER's MODULAR magnifier range was the first in the world to offer a modular magnifier system with interchangeable magnification heads. In 2000, SCHWEIZER launched the ÖKOLUX, the world's first illuminated magnifiers with an LED light. Later, the company set new standards with its ergonomic magnifier series ERGO-Line.

SCHWEIZER passes on its professional expertise through a comprehensive range of training courses and seminars and, since 2014, through an online information platform and online seminars. The SCHWEIZER Optik-Akademie provides training for eye care professionals in how best to fit and dispense magnifying visual aids.

SCHWEIZER will continue to expand its leading position in the arena of magnifying visual aids...





Company history

1840 – 1858

1840

Five years after the “Adler”, Germany’s first steam locomotive, made its first journey from Nuremberg to Fürth in Bavaria, Abraham Schweizer **establishes A. SCHWEIZER in Fürth.**

At first, the master craftsman makes metal toys and optical toys. He soon adds spectacle frames, which SCHWEIZER makes from a range of different metals. Within the Kingdom of Bavaria, Fürth is regarded as the centre of the spectacle industry. The brand name that SCHWEIZER chooses for its products will last several decades: **Asif – A. SCHWEIZER in Fürth.**

1852

The growing demand for spectacles can no longer be met by the company’s manual production methods. Spectacles are imported from France, where the technology is more advanced. The French are working with cheaper materials and using **mass production** methods.

The Bavarian government sends Abraham Schweizer to Paris to uncover their much more **advanced method of manufacturing metal spectacle frames.** He makes a tempting offer to Eduard Buerier, a spectacle manufacturer, and persuades him to move to Fürth.

1853

Schweizer and Buverier establish the “Königlich Bayerische Privilegierte Stahlbrillen-Fabrik” (Royal Bavarian Metal-Rimmed Spectacles Manufactory) with the help of government loans, a royal privilege and the support of the Fürth trade association. From now on, production focuses mainly on steel-rimmed spectacles and lorgnettes.

1857

By now there are 25 journeymen working in the factory. Despite their expertise and intensive efforts, the young company is not able to hold its own against cheaper, industrial, mass-produced spectacle frames from Morez in the French Jura.

1858

Abraham Schweizer takes action and travels to Morez, where he headhunts trained spectacle makers and a mechanic. The company gradually begins switching from manual to industrial production. In order to be competitive, Schweizer also outsources some production areas to subcontractors. Seven years later, there are 200 employees making 1000 to 1200 dozen metal-rimmed spectacles per week.



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Company history

1866 – 1907

1866

On **25 July**, the company founder, **Abraham Schweizer**, dies. His wife Karoline and their two sons, Max and Albert, continue to run the company successfully. **Production soon doubles** and annual turnover increases to 200,000 Bavarian gulden.

1877

The company plans to open its own spectacle lens factory.

SCHWEIZER acquires a disused mirror glass grinding shop in **Forchheim** in northern Bavaria. The conditions are ideal:

There is a trained workforce, an equipped grinding shop and cheap hydro power – the new production site is on the River Wiesent. The conversion work for the new lens grinding shop includes installing a new turbine to cope with the higher energy requirements. The glass grinding shop lays the foundations for SCHWEIZER's later success.

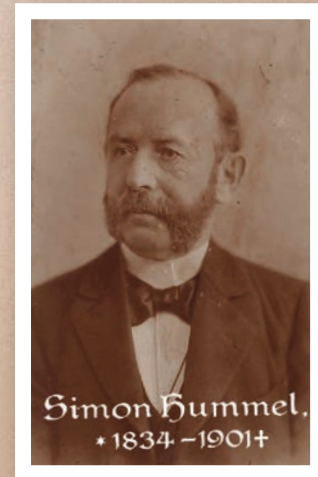


1879

To coincide with the launch of spectacle lens production, the words “**Optische Glasfabrik**” (**Optical Glass Factory**) are added to the **company name**. The main focus is on the production of spectacle lenses, but also on metal-rimmed spectacles and protective eyewear. Within just a few years, the production capacity has increased to such an extent that it is now possible to export spectacle lenses to France by the wagonload. **The son-in-law, Simon Hummel, joins the management team and remains there until he dies in 1901.**

1907

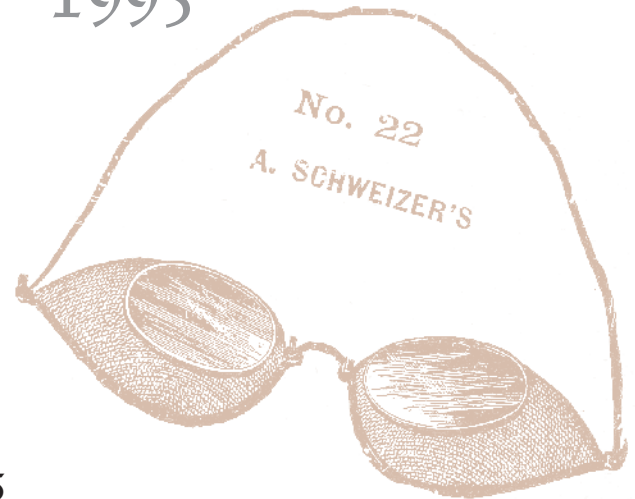
The **management relocates to Forchheim**.
The Fürth site fades into the past.
SCHWEIZER remains in family ownership.





Company history

1933 – 1995



1933-45

At first, the company specialises in spectacle frames, reading magnifiers and all kinds of optical lenses, and in **spectacles for special applications**, such as protective eyewear with wire mesh. In 1937, the company is **incorporated as a private limited company** and is listed in the trade register as "A. SCHWEIZER GmbH, optische Fabrik".

The owner families Schweizer and Hummel suffer reprisals at the hands of the National Socialists.

1957

The Forchheim-based family of **Johann Schüttinger** acquires the company from the trustee acting for the successors of company founder Abraham Schweizer, who are living in the USA.

1960

Brothers Ludwig and Hans Schüttinger are appointed as managing directors.

A new building is erected in the south of Forchheim on the present site on Hans-Böckler-Strasse. Short distances facilitate rational production. The site has a glass grinding shop, a quality control department, a maintenance department and warehouses for raw and finished materials, plus staff rooms for the employees.



1964

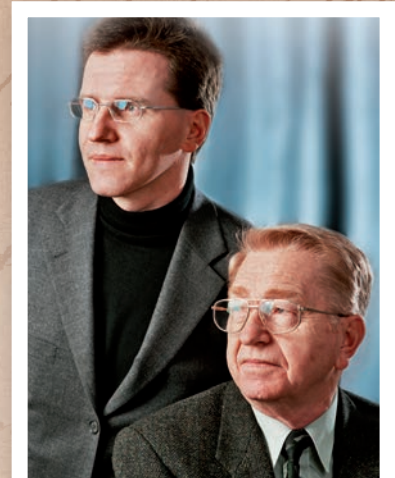
The **production area is increased** in a second construction phase: New rooms are added for production and administrative offices.

1984

An **injection moulding department is built** to enable the company to work with new lens materials such as the thermoplastic PMMA (acrylic glass or Plexiglas).

1995

Alfred Schüttinger, the son of Ludwig Schüttinger, becomes managing partner.



Company history

1997 – 2014

1997

The company reacts to market challenges with a **radical restructuring process** and positions itself as “**Der LowVision-Spezialist**”. The company offers Europe’s largest range of products for the visually impaired and makes its expertise available to eye care professionals in the form of seminars and training courses. German opticians also receive assistance from specially trained sales staff and from a service team consisting of ophthalmic opticians. The same year, the **SCHWEIZER First Class Partner Programme** becomes the first qualification system for German opticians in the low vision sector. SCHWEIZER promotes products for the visually impaired under the slogan “Visual aids beyond eyeglasses ...”.

2000

The **A. SCHWEIZER LowVision Foundation** is established. It connects and brings together the specialist disciplines involved in low vision care including opticians and ophthalmologists, associations and clinics for the partially sighted, scientific advisory councils and self-help groups. Later, **LowVision round tables** are set up for the same purpose.

2001

ImproVision GmbH is founded to service the company's global export activities.

DER LOW VISION SPEZIALIST





2006

SCHWEIZER installs the region's **biggest continuous photovoltaic array** and replaces its oil-fired heating system with a woodchip heating station. Around 89,100 kWh of electricity are produced each year from a collector surface area of 720 m². This corresponds to CO₂ savings of 61,400 kg.

2011

The company increases its environmentally-friendly production methods: It enlarges the solar array and builds a storage building for woodchips. It now produces 385,000 kWh of electricity from a total surface area of 2,400 m². This is the annual electricity requirement for the in-house production of magnifying visual aids.



 **SCHWEIZER**
Optik-Akademie

2014

The SCHWEIZER Optik-Akademie is launched. The Internet-based training and information platform covers all aspects of low vision care and offers practical **online training** in low vision – accessible from anywhere at any time. The video training courses and instructional films provide concentrated knowledge for beginners and professionals. A logical addition to the series of classroom-based training seminars that started in 1997.



Company history

2015

2015

Part of the site is redesigned: Green oases are created in a landscaped area that employees like to make use of in their breaks.



SCHWEIZER today and tomorrow:

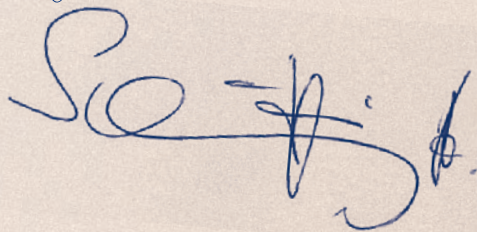
Dear Partners and Friends,

We see our long history both as an incentive and as a duty. An incentive to develop pioneering products specifically designed to benefit the visually impaired.

A duty to continue to be a reliable partner for our customers in Germany and abroad. A duty also to our employees and their families. Our determination to secure their jobs, our regional roots, and our clear commitment to in-house production are the fundamental elements that guide our actions.

Thank you for placing your trust in us.

Warm regards,



Alfred Schüttinger, Managing
Partner of A. SCHWEIZER GmbH

SCHWEIZER Developments – Milestones in 2

MODULAR

The MODULAR magnifier represents a world premiere. This first modular magnifier system boasts interchangeable magnification heads which make it highly versatile and easy and comfortable to handle. Thanks to its clever design, it just takes a single click to mount the required magnification module. In addition, the magnifying lens



can be tilted to either side for a comfortable reading posture.

ÖKOLUX

Presented in spring, ÖKOLUX is the world's first LED illuminated magnifier and impresses with its eco-friendly and viable LED technology in a new, innovative design. The light emitting diodes provide very bright, high-contrast lighting that evenly spreads across the reading material for clear and crisp



images. Thanks to its low energy consumption, it is not necessary to change the batteries often.

1990 1999

2000

MODULAR mobil

This first modular illuminated magnifier for portable use complements the modular system. Thanks to its handy size, it is small enough to fit into every pocket or bag and is thus the ideal companion in every situation. The swivable magnification heads can be



variably adjusted to any angle. The light focus is automatically adjusted to the different lens sizes.

ÖKOLUX mobil

Poor ambient lighting and small print are no longer an issue for people using the first LED illuminated hand magnifier ÖKOLUX mobil. Whether for hobby or professional use, ÖKOLUX mobil offers tremendous new application options. Launched in autumn, this handy, small magnifier



impresses with its ergonomically curved handle. The design of this portable magnifier permits comfortable viewing and relaxed use.

Low Vision care – SCHWEIZER Developments

MODULAR TV color

If the “normal” optical magnifying aid is no longer enough, the MODULAR TV color magnifier plays to its strengths. Connecting directly to mains power and a standard TV, it is the first magnifier worldwide to transfer high-contrast images in brilliant colours to the TV screen. The integrated high-quality camera can also be used



on uneven backgrounds. A choice of 3 colour modes is available to view texts: black on white, white on black and true colour mode.

KRYPTOLUX

The innovative KRYPTOLUX illuminated magnifier provides maximum reading and viewing support. The specifically developed Krypton bulb features glare-free, high-contrast lighting for even illumination and maximum brightness. For the first time, a choice of 3 types of lighting is available to provide the ideal contrast for each user: cool white



lighting (ÖKOLUX), KRYPTON lighting (KRYPTOLUX) and warm white lighting (MODULAR).

2001

2002

2003

2004

MODULAR mobil LED

The MODULAR mobil LED model is a highly versatile and easy-to-use portable magnifier. Its major advantage is its patented light focus function that tilts the LED lighting automatically to the correct position for the relevant magnification head and thus ensures perfect



lighting. The magnification head can be swivelled smoothly to the required position where it clicks into place.

MODULAR AS

Illuminated magnifier with automatic sensor. The MODULAR AS illuminated magnifier complements the popular MODULAR with a special function. Thanks to an integrated automatic sensor (AS), the light automatically switches on when the magnifier



is moved slightly. When it is not used for a few minutes, the KRYPTON light switches off.

Milestones in LowVision care

■ ERGO-Line

Once more, SCHWEIZER sets standards: the ERGO-Line is the first ergonomic range of magnifiers worldwide and improves the quality of everyday life for users. Its ergonomic handle design is tailored to fit into the hand and offers a pleasant angle between hand and magnifier. In addition to providing stabilising support, it also features a



balanced weight distribution and hence ensures relaxed reading. Today, all models of this product range offer a choice of 3 light temperatures.

■ ERGO-Lux MP

The models in this range of LED illuminated magnifiers feature a Multi-Power light option with an innovative boost switch. They can be perfectly adjusted to individual lighting requirements. Thanks to the boost switch with 2 brightness levels, the light intensity can be increased by 50 percent. The correct distance between lens and



object promotes a comfortable posture and relaxed reading. The stylish design of the ERGO-Lux MP is another plus.

2007

2009

2013

2015

■ ÖKOLUX plus/plus mobil

Designed to meet the highest individual requirements, the ÖKOLUX plus and ÖKOLUX plus mobil feature SMD LEDs in 3 light temperatures. The models combine bright and high-contrast LED lighting, low energy consumption and ergonomic handling. Thanks to its compact design,



ÖKOLUX plus mobil is the ideal companion for people with low vision in every situation.

■ ERGO-Lux MP mobil

ERGO-Lux MP mobil is an excellent small all-round hand magnifier in an innovative design. It can be used by people with low vision and people wearing glasses alike, and also by those who just want to benefit from a magnifier despite their normally good vision. Handy,



extra-bright and easy to use with carefully designed control elements to meet every need.



SCHWEIZER – 175 years Success made in Germany!



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 **SCHWEIZER**
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