

TWELVE REASONS FOR UNIQUE SPECTACLES.



1. OUR STRENGTH: EXPERIENCE.

We manufacture our spectacles in line with the highest standards of German engineering – a principle we have adhered to since our company was founded in 1877.



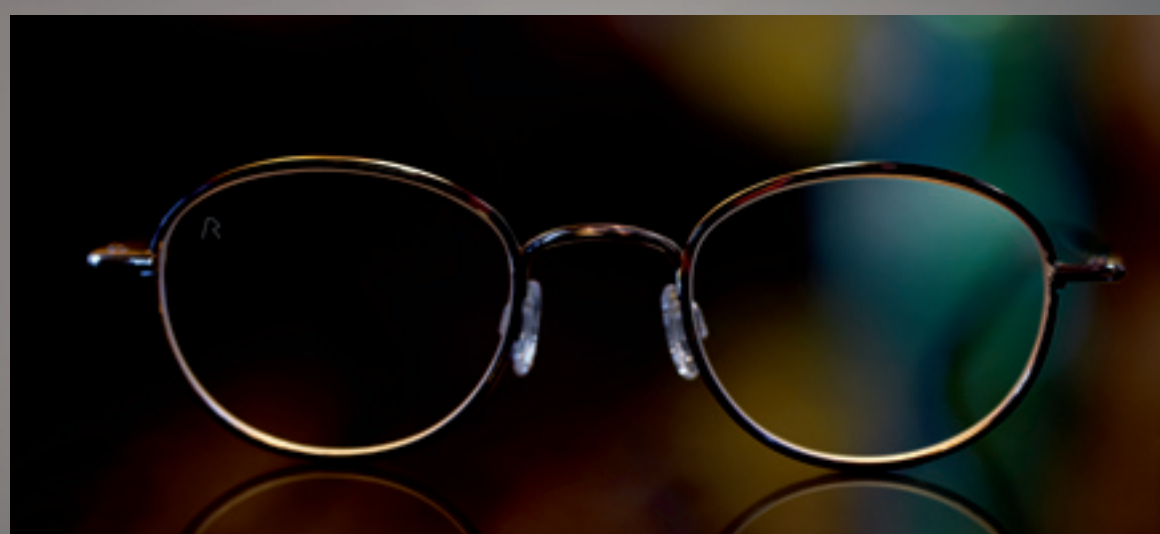
2. OUR TRADITION: INNOVATION.

From the outset our spectacles have been designed, developed and engineered by the most innovative design and optics experts in Germany.



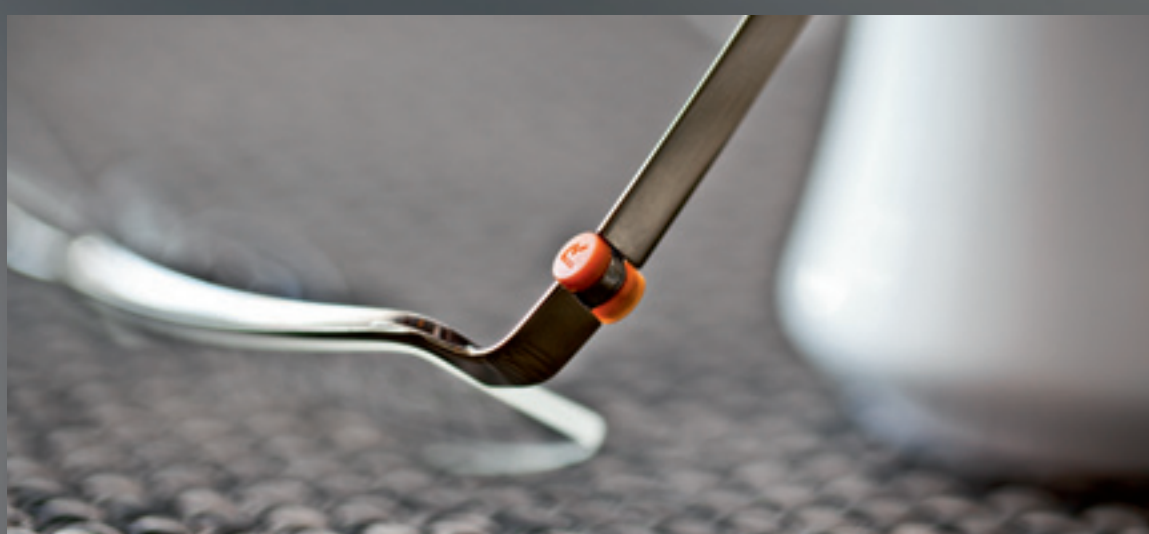
3. OUR PERFORMANCE: UNIQUE.

With our “System of Better Vision” we offer what no other manufacturer can deliver: lenses and frames from one single source.



4. OUR ASPIRATION: PERFECTION.

Our spectacles are characterised by timeless design, perfect functionality and well-balanced material combinations.



5. OUR MATERIALS: STATE-OF-THE-ART.

We exclusively use materials of the highest quality for our spectacles: ultra-light titanium, robust stainless steel, finest Italian acetate or filigree polyamide.



6. OUR DESIGN: AWARD-WINNING.

Our spectacles have already received various prizes like the iF Product Design Award, the Red Dot Award or the German Federal Manufacturing Award.



7. OUR GUARANTEE: COMFORT.

With our experience and numerous ways to adjust a Rodenstock frame we have guaranteed the perfect fit and wearing comfort for 135 years.



8. OUR PROMISE: LONGEVITY.

Besides tradition and innovation our spectacles predominantly stand for extreme longevity – thanks to a sophisticated quality management.



9. OUR SECRET OF SUCCESS: COMPLETENESS.

We only produce premium quality, therefore for us standards never suffice – neither with components, nor when it comes to the quality control of our products.



10. OUR LENSES: MASTERPIECES.

Thanks to state-of-the-art technology our spectacle lenses provide a unique vision experience, excellent wearing comfort and aesthetics.



11. OUR SERVICE: EXCELLENT.

Guarantees, replacement parts, training and customer service – our service is also characterised by a premium quality.



12. OUR VALUES: SACRED.

As a premium manufacturer we are committed to five firm values: competence, functionality, timeless elegance, precision and craftsmanship.

