

Safilo[®]
GROUP



DESIGN
QUALITY

Who is Safilo?

We are the fully integrated **Italian eyewear creator** and **undisputed quality leader** in the eyewear industry.

Our **unique craftsmanship** and **technical know-how** are renowned worldwide.

Since 1934.

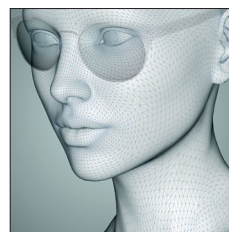
What quality means for Safilo.

**OUTSTANDING
DESIGN**

**EXCELLENT
MATERIALS**

**PERFECT
FITTING**

**PRODUCT
PERFORMANCE**



We are innovators.

We have changed the history of eyewear introducing some of the most breakthrough innovations such as the “Elasta hinge” and the “e-hinge”...

1967



“ELASTA HINGE”

A Safilo reliability trademark, the Elasta hinge family consists of approx. 20 different kinds of Elastic mechanisms, 7 of which classified as Invention Patents, developed by Safilo in the last 40 years, and successfully introduced and distributed in all key eyewear markets with more than 60 million frames produced.

Huge R&D investments in materials and engineering and production processes led to the achievement of “the perfect hinge” reducing its size and number of components, minimizing the glasses pressure on temples and maximizing resistance, durability and comfort.

and we will continue
changing the future.

“E-HINGE”

The exclusive e-hinge embodies the sum of creativity and all achievements gained since the first Elasta hinge launch. It features an innovative double springs system that takes the flex hinge performance to the next level: 200.000 opening-closing. In other terms: 15 years of impeccable performance. An enduring engine for a timeless eyewear collection.

2017



The e-hinge features 6 components:
1 seamless cylindrical titanium body,
2 miniaturized harmonic steel springs, 1 stem,
and 2 anti-cam-out teflon-coated screws.

How does Safilo guarantee quality?

The fascinating product journey begins within the Product Creation Department.

18 months before the market launch, our 5 design studios in New York, Portland, Padova, Milan and Hong Kong identify the main seasonal consumer trends and cooperate with external artists and designers to guarantee performance, functionality and fitting of each single pair of glasses.



01

SKETCHING THE FRAMES

Every season, Safilo designers' creative inputs are translated into new collections.



02

THE FIRST PROTOTYPES

Safilo's Atelier team of skilled artisans working in Padova, Italy turns 3D computer renderings into entirely handcrafted prototypes

03

SELECTING MATERIALS AND COLORS

The R&D Department accurately selects materials and colors for both frames and lenses.



04

FROM SKETCH TO 3D RENDER

The first sketches are turned into 3D computer renderings featuring the final colors and materials and production is ready to be launched.

We introduced **titanium** and **inox** in the eyewear industry and were the **first company in Europe** to create a production line for these materials. We use **wood, cork, rubber, aluminum** etc. to create unique and unexpected sculptural effects.



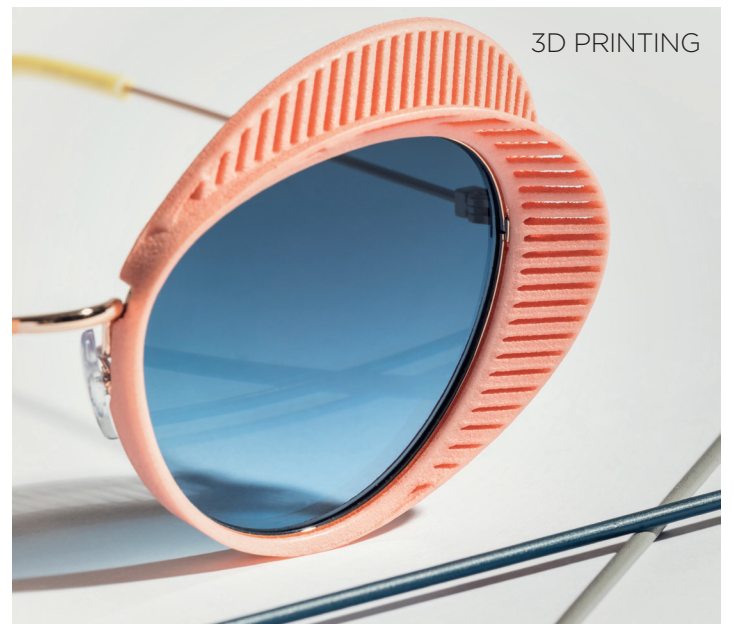
ACETATE



POLYCARBONATE



RUBBER



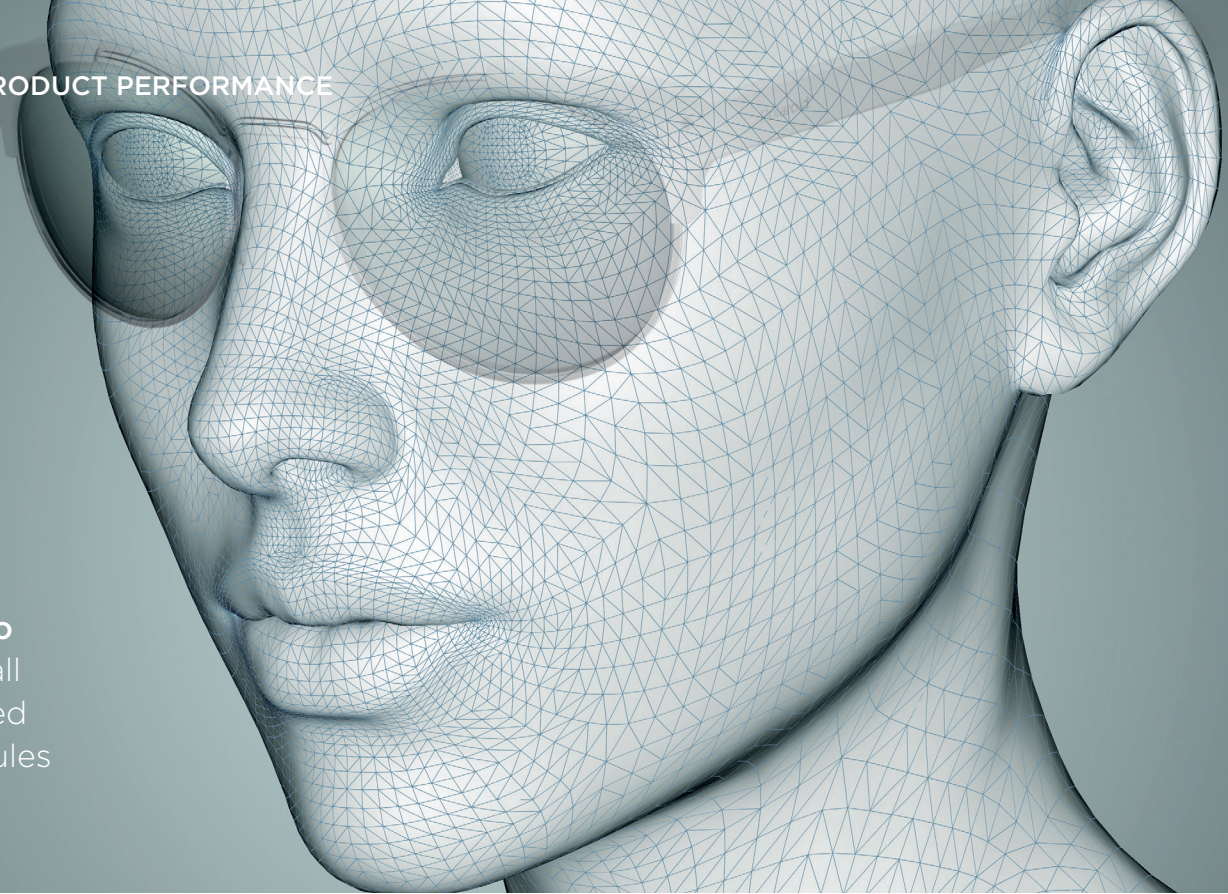
3D PRINTING



TITANIUM



STAINLESS STEEL



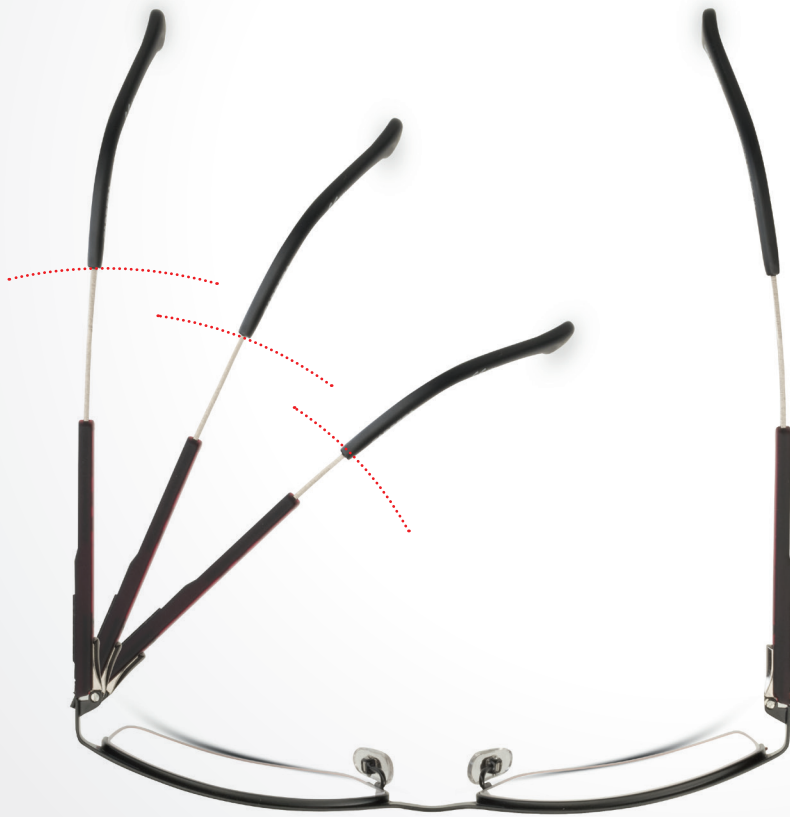
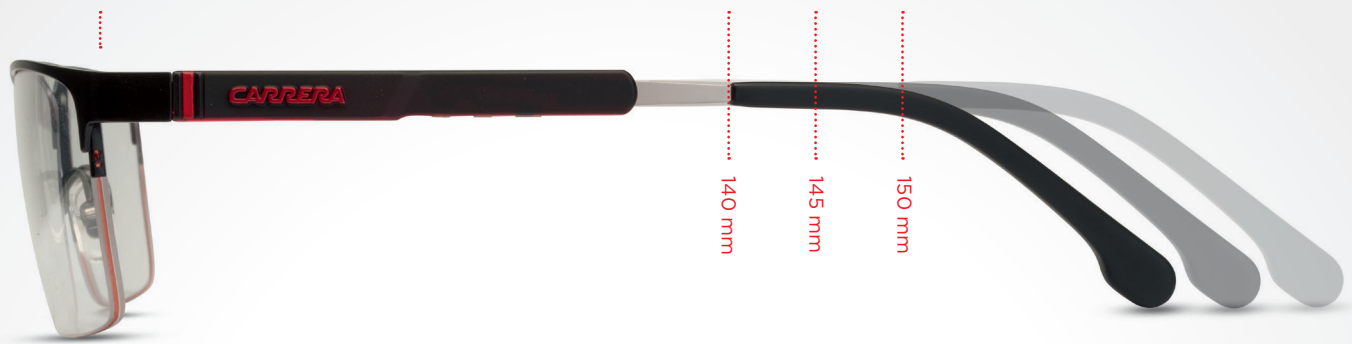
How does Safilo match fitting and facial harmony?

We began to study facial morphology **30 years ago** to improve the fitting of all our frames and established basis design and fitting rules in the 90's.

Fitting and facial harmony

Safilo's most advanced research stage is represented by the definition of the rules for the perfect fitting to meet different face morphologies:

FITTING	International	Global	Asian
DIMENSION OF THE FRONT	<p>About 140 mm</p> <p>19 mm</p>	<p>About 140 mm</p> <p>19 mm</p>	<p>About 145 mm</p> <p>17 mm</p>
DIMENSIONS AND INCLINATION OF THE NOSE PADS			
BENDING OF THE TEMPLES	<p>138 mm</p>	<p>143 mm</p>	<p>147 mm</p>

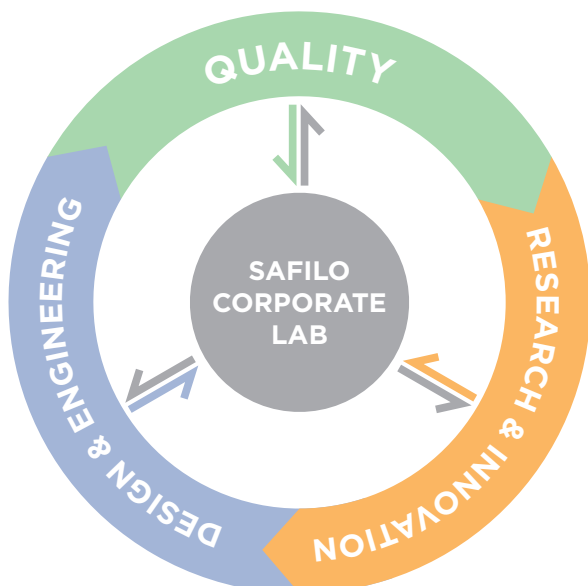


ADJUSTABLE TEMPLES

A sophisticated mechanism to adjust the temples' length (from 140mm to 145mm to 150mm) which, combined with the use of Flex hinges, guarantees a perfect fit.

Safilo R&D and Carrera have been working for over 1 year to combine comfort with aesthetics. The result is an adjustable see-through mechanism with a shape that recalls the iconic "C-logo".

What is the Safilo Corporate Lab?

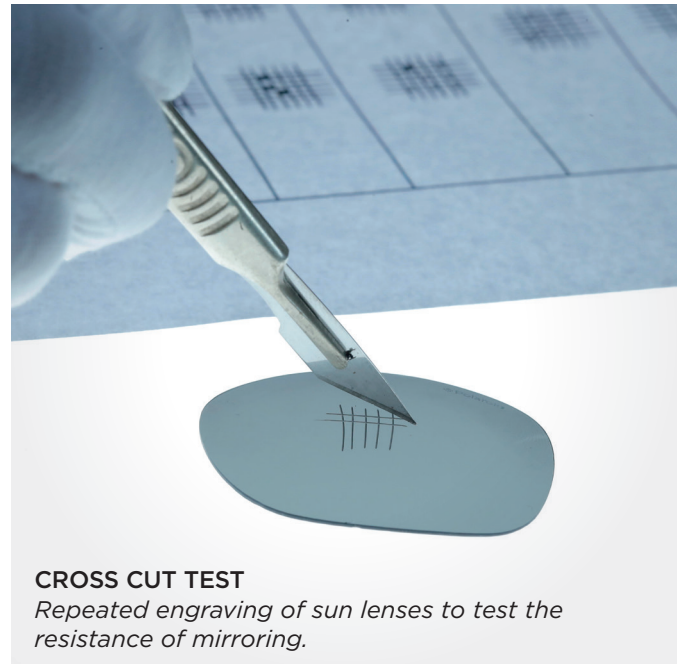


Located in Santa Maria di Sala, 15 km away from Safilo Headquarters, our Corporate Lab supports our R&D Department with state-of-the-art technologies and artisanal expertise.

Our Lab plays a central role in contributing to make Safilo a **global leader** in terms of **quality** and **innovation** thanks to its tight collaboration with, respectively, the **research, innovation, design** and **quality activities**.

How does Safilo guarantee the highest quality standards?

According to **CE regulations** products must undergo 17 different quality compliance tests. See a few examples:



AGEING TEST

This test checks the eyewear long-lastingness in “adverse” weather conditions such as intense humidity, high temperatures and UV light exposure that may cause spots, yellowing, surface corrosion, varnish layers’ detachment, logo or print degradation.



NICKEL RELEASE TEST

The test is carried out to assure the compliance in terms of nickel release.



DROP BALL

A steel sphere dropped on the lens from the height of 1.3m to test that the lens does not break or falls out of the frame. This test is in line with CE and International regulation standards.



PERSPIRATION RESISTANCE TEST

This CE test is carried out to avoid eyewear deterioration resulting from a repeated and prolonged contact with sweat that may cause spots, yellowing, surface corrosion, varnish detachment, logo or print degradation.

While CE regulations foresee that the product has to be exposed to sweat vapors, Safilo takes the test a step further. By wrapping the eyewear in a pad soaked in a synthetic sweat, it ensures the direct contact of the product with the liquid solution.



FLEX HINGES WEAR TEST

This test checks the eyewear mechanical performance ensuring its integrity over time. The test is carried out on all flex hinges.



The temples are opened and closed for 50.000 cycles with an extra opening of 20° to guarantee the eyewear resistance.

BAYER TEST

This test is carried out to check the plastic lenses' coating resistance and to guarantee visual sharpness and optical quality despite severe abrasion.



Plastic lenses undergo oscillating right-to-left movements at a speed of 150 cycles/min for a total of 300 cycles in direct contact with sand grains or other abrasive material.