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AN EYE ON THE FUTURE

SILHOUETTE IS FIGHTING THE CLIMATE CRISIS THROUGH GREEN ENERGY INITIATIVES AND CARBON OFFSETTING

The climate crisis is threatening life as we know it. Since the beginning of industrialization, the climate has rapidly changed. The planet is warming up, causing extreme weather events on a global scale. Silhouette takes its responsibility towards the planet seriously. As the global market leader in rimless premium eyewear, the Austrian family-owned company thinks long-term, with an eye on the future. Silhouette's premium eyewear makes you feel light and carefree. It opens your eyes to new possibilities — including when it comes to sustainability.

Empowered by Lightness: A vision for the future

Silhouette is leading by example. For instance, it produces its premium eyewear using 100 % climate-neutral green electricity. Since September 2022, its production is also CO₂-neutral thanks to carbon reduction projects and offsetting. In the last seven years, the brand has been able to slash its carbon footprint in half. It achieved this in part by switching to its own solar power and installing large solar panels on the roofs of its eyewear production facilities. The company is also phasing out combustion vehicles and has already replaced a quarter of them with electric and hybrid alternatives.

Gold Standard project: 6-megawatt solar energy farm

Any emissions that Silhouette cannot eliminate so far are offset by purchasing certificates from Gold Standard projects. The Austrian premium brand is focusing on solar energy generation in the Global South. In its first year, the brand is supporting a 6-megawatt solar energy farm in India. The farm in Kolanupaka supplies 9,899 MWh of clean energy each year to the local power grid, which is currently still dominated by fossil fuels. It cuts emissions by 9,535 tons of CO₂e (CO₂ equivalent) each year. The project connects multiple solar farms to the grid, lowering emissions while also improving air quality and living conditions, and making the local power supply more stable and sustainable. This will also make it possible to set up a health camp for 400 people and provide medical treatment in cooperation with nearby Kamineni Hospital.



FURTHER INFORMATION:**Silhouette**

Founded in 1964, Silhouette is the global leader in premium rimless eyewear. In 1999, the family-operated company revolutionized the glasses industry with an innovative screwless, hingeless, and rimless model called Titan Minimal Art. This innovative design – made from start to finish in Austria and weighing only 1.8 grams – was unlike anything the world had ever seen. All Silhouette glasses are made from the highest quality materials using cutting edge technology and the finest craftsmanship. In fact, around 80% of the build is carried out by hand. This ensures the glasses deliver best-in-class comfort to a global market of more than 100 countries on five continents and in space. With 50 patents and over 100 design awards under its belt, Silhouette has a relentless commitment to quality: Over 100 quality control checks must be carried out before a single pair of glasses leaves its headquarters in Linz, Austria.

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,300 employees worldwide. With 13 international subsidiaries, the family-owned company is the market leader in rimless eyewear, which has brought it acclaim and success around the world. Exports account for 95% of its production. Silhouette eyewear is available in over 100 countries. Since 2017, the company has been a full-service provider of frames and lenses – made in Austria. In 2021, around 1.3 million pairs of glasses were sold worldwide and the company reported €158 million in revenue.

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