

Swissflex Contur System Guidelines for Implementation

1. What is Contur?

The Contur system is an innovative design element for rimless SF glasses and consists of a shapeable contour foil. ,Contur' is the original name of Swissflex for the design system.

The individual, fashionable extension is an addition to the lens and not part of the spectacle frame. For this reason, OW is the contact partner for all issues related to the Contur system.

2. What is the benefit of Contur?

- → expansion of variation possibilities of SF classic (novelties, trends, individuality)
- → launch of sub-collections for target groups (freaks, retro, ...)
- → strengthening of pioneer status (Swissflex launched Contur in 2015)
- → minimization of investment (standard shape design, JIT-delivery / -production, direct purchase)

3. Which parameter of Contur can be designed?

The implementation takes place through the creative combination of Contur foils, lens and frame.

3.1 Contur foil

→ Shape and Design

Starting from the respective lens shape, different shapes (Shape) or widths (Width) can be used to create a wide variety of Contur designs.





→ Material and shade of color

Commercially obtainable clip-on foils in standard colors or foils supplied by OW are available in other basic colors as per order form.

Example: various transparent and full colors



→ Color saturation and reflection

There are also different styles possible according to the overview ,SF Contur Colors', like transparent / non-transparent, glossy / matt as well as monochrome & bicolored gradient.

Bsp.: glänzend, intransparent, zweifarbig verlaufend, transparent Example: glossy, non-transparent, two-tone gradient, transparent



3.2. Spectacle Lenses

Contur foils can be combined with clear, colored, gradient and sun protecting RX and plano lenses. Choice and purchase of the lenses are up to the respective distributor.

Example: clear lens, sun lens (uni, mirror, gradient)



3.3 Frame

The Contur system can be used with SF classic. The frame components can be arranged according to your needs.

- discreet / dominant
- color coordinated / color complementary
- monochrome / multi-color
- polished / matt / frosty
- temple types: straight / raster / wide

Example: unicolor and multicolour (frame / Contur)





4. How is a local Contur collection being created (collection management)

Basically, the distributor assembles the local SFC Contur range independently according to local needs.

4.1. Initial Sample Collection 2018

Eye-Systems has put together an ,Initial Sample Collection' for the distributors, which will be supplemented with new designs every year in the future. This collection can be purchased at OW as Demos and Contur foils (cut or uncut).

Initial Sample Collection Eye-Systems (24 SFCC incl. 4 Sun)





4.2. Sub-Collections

If required, the different designs can be bundled into product families or further developed / supplemented in order to specifically address particular target groups.

- trendy, modern, classic
- retro / up-to-date
- extravagant / classic
- pastel colors / full colors
- round / square
- etc.







5. How are Contur glasses labeled?

In the following years, many new ,Conturs' will be created and so a simple and standardized labeling is helpful for the exchange between OW and the distributors:

C121-50 D01/S75

C Contur

121 lens shape

50 box size lens

D01 design form Contur > a uniqe number for every design

S75 foil color Contur



6. How is Contur technically implemented?

6.1 Know-How

The Contur system requires a specific technical know-how, which is taught by Optik Werkstatt in a training in Berlin. The distributor has the option of making the Contur foils on his own or purchasing them from OW.

6.2 Production

	OW cuts Contur foil	Distributor cuts Contur foil	
Contur foil	Standard Form	Standard Form	Customized Form
Training:	- Assembly - Quality control	- Form specifications - Assembly - Quality control - Machine know-how	Form specificationsAssemblyQuality controlMachine know-how
Foils:	- cut foils	- uncut foils from OW - or self-purchased foils	- uncut foils from OW - or self-purchased foils
Shapes:	- see SFCC form sheet	- cut foils incl. lens available from OW	- create shapes independently
Demos:	- can be ordered at OW	-	-
Utilities:	- gauge device can be ordered from OW	- cutting device	- cutting device

6.3 Material

With the official forms (frame → SF-Login / Contur → OW-Login):

>> order at OW* (cut / uncut) or ,self-purchase' → Contur-foil

→ Contur-foil
 → Contur demos, shapes, ...
 → Prescription lenses for Contur
 >> Order at OW*
 >> self-purchase
 >> Order from Events

→ SF-frame for Contur >> Order from Eye-Systems

*Delivery conditions (MOQ, deadline ..) see price list