[Weißenbach am Lech, 23.05.2025]

 **Rolf wins Red Dot Award 2025 for outstanding product design and sustainable innovation**

Austrian eyewear brand **Rolf** has received a double honor at the prestigious **Red Dot Award 2025**, winning in both the **Product Design** category and the **Sustainable Design** category. The awarded **Wire Collection** impressed the international Red Dot jury with its exceptional design quality and holistic sustainability concept.

With this recognition, Rolf not only sets new standards in aesthetics and functionality but also sends a strong message for environmentally conscious product development in the eyewear industry.

The **Wire Collection** stands for minimalist lightness and technical sophistication. It is crafted from an innovative plant-based powder that is processed locally and transformed into delicate eyewear frames using 3D printing technology – completely screwless, with reduced material use and a minimal carbon footprint. The design is complemented by Rolf’s patented **Flexlock hinge**, which combines flexibility with durability, ensuring long-lasting performance.

Beyond the choice of sustainable materials, Rolf also pursues clear environmental goals in its production: **100% green electricity** is used, all manufacturing takes place at the company headquarters in **Weißenbach, Tyrol**, and the supply chain is kept **as local and short as possible.**

“This double recognition at the Red Dot Award 2025 reaffirms our commitment to combining great design with real responsibility,” the company states. “It’s not only an acknowledgment of our work, but also an incentive to continue our journey – with curiosity, innovation, and respect for people and nature.”

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**About the Rolf. brand**

Rolf stands for innovation and spirit. And a love of nature. This is where the raw materials come from, which are molded into timeless designs by creative hands. Behind Rolf is a family and a great team that uses a lot of emotion and unconventional methods to create eyewear that inspires people. With every pair of glasses sold, Rolf wants to change the world a little - and help to ensure that regionality, transparency and humanity are more widely recognized. All Rolf glasses are designed, developed and handmade in Weißenbach and are available at selected retailers worldwide as well as in the two flagship stores in Vienna and Reutte

Rolf. Naturally handmade.

For further infromations please contact Verena Lechleitner on +43 5678 20077 41 or marketing@rolf-spectacles.com. Visit the press website [www.rolf-spectacles.com/presse](http://www.rolf-spectacles.com/presse) to learn more about Rolfs innovative eyewear collections.

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