[Weißenbach am Lech, 15.05.2025]

**Rolf wins the Green Product Award 2025**

The Austrian eyewear brand **Rolf** has been honoured with the prestigious **Green Product Award 2025**. The award recognises particularly innovative, sustainable products and with its **Substance Collection** and the model **RAIS**, Rolf has created a pair of glasses that sets standards in terms of both design and sustainability.

Model RAIS is characterised by its remarkable shape and sustainable production. The natural raw material is processed in powder form and fulfils all technical requirements. It is not only environmentally friendly, but also kind to the skin and durable. Combined with the **patented Flexlock hinge**, which enables a screwless construction, the result is a pair of glasses that are both flexible and stable. Rolf also favours **sustainable production processes**: The entire frame, including the hinge parts, is manufactured using innovative 3D printing technology, which minimises material consumption and reduces the CO2 footprint. In addition, the company works exclusively with 100% green electricity. The focus on local production and a shortened supply chain emphasises the brand's commitment to environmentally conscious manufacturing.

*‘Sustainability is not just a trend at Rolf, but a fundamental attitude’,* explains the company. In addition to environmentally friendly production, Rolf invested in the renovation of the production hall in 2023, which will save more than 81 tonnes of CO₂ per year. Rolf also focussed on ergonomic workstations and sustainable office equipment for the benefit of employees.

The **Green Product Award 2025** recognises Rolf for its innovative, sustainable approach and exceptional design - another step towards a greener future in the eyewear industry.

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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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