



Press Release

Ready for Anything: The ZEISS EYEWEAR Kids' Collection

STEPPER EYEWEAR and ZEISS have joined forces to offer their first-ever range of kids' glasses

AALLEN, Germany, 2. September 2019

Be it a handstand, pillow fight, schooltime shenanigans or a soccer tournament, kids' eyewear has to fit like a glove, be able to withstand a few knocks, be safe and, ideally, grow as they do, all the while ensuring excellent vision. ZEISS has partnered with STEPPER EYEWEAR to launch its first-ever frames collection for kids, and it offers a solution that covers all the bases. It will be available from STEPPER EYEWEAR's global sales and distribution channels starting September 2019.

All the ZEISS EYEWEAR Kids' Collection models are easy to adjust and can be transformed into unique glasses thanks to some great little extras. Whether it's a different color, temple length or nose pad, every detail can be selected and customized. Colorful little pins make every pair of glasses a real head-turner – which makes choosing a new pair of specs so much fun!

This is a promise ZEISS has always delivered, and kids will be delighted to discover that the company prides itself on its exclusive use of top-notch materials. The versatile TX5 material is hypoallergenic and friendly to sensitive young skin. And besides the screws in the rimless frames, all models are metal-free. Every curve and corner has been polished to keep kids safe and sound. The nose pads are all made of silicone, which makes them so much more comfy to wear. Finally, the ZEISS EYEWEAR Kids' Collection frames have been optimized to ensure that kids get the most out of their perfectly aligned lenses.

> [Find out more about STEPPER EYEWEAR.](#)

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About ZEISS

ZEISS is an internationally leading technology company that operates in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling more than 5.8 billion euros in its four segments Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology (status: 30 September 2018).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future far beyond the optics and optoelectronics industries. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership.

Today the ZEISS Group is represented in almost 50 countries. About 30,000 employees worldwide work at more than 30 production sites, around 60 sales and service locations and about 25 research and development facilities. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

For more information, please visit www.zeiss.com

ZEISS Vision Care

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The area is part of the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.

About STEPPER EYEWEAR Ltd.

For almost half a century, STEPPER EYEWEAR has made a name for itself as an outstanding brand for eyeglass frames created in close cooperation with eye care professionals. Back in 1961, the company's founder and Master Optician, Hans Stepper, developed an injection molding process to manufacture plastic frames. These products made him a true trendsetter. Since then, the company has leveraged this competitive edge to bring the most advanced eyeglass frames to market. The brand continues to pursue its mission to not only design frames, but also to make fitting these to the wearer's face and thus improving wearer comfort a top priority.

Ongoing investments in technology to improve the design and production as well as working with the latest materials for improving the comfort and fit of its frames constitute this brand's strong unique selling point. This commitment to manufacturing the best products while also maintaining a high standard of service has impressed customers all over the world, earning the trust and loyalty of consumers for decades.