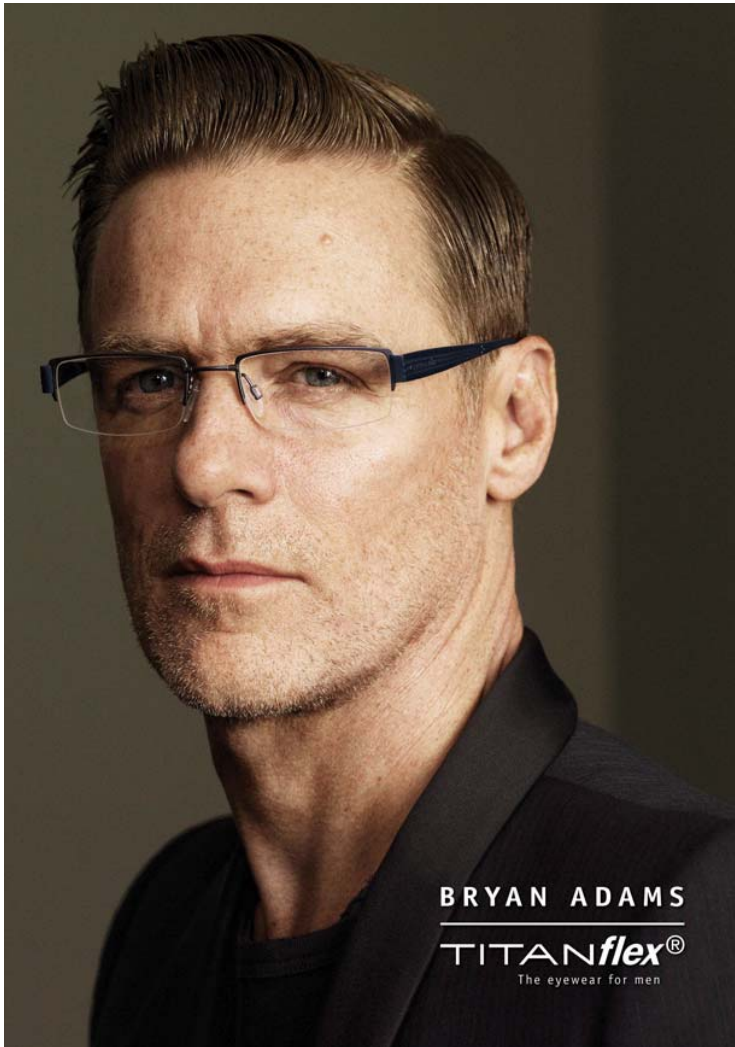


March 2011



Bryan Adams wears TITANflex

The celebrated rock star Bryan Adams is 2011's testimonial for Eschenbach Optik's leading brand – The new spectacles collection impresses with attractive product and color innovations – TITANflex is taking off with eight new models – There are also three new models from the sophisticated classic TITANflex selection

Bryan Adams is the TITANflex man of 2011. With the charismatic, internationally acclaimed rock star, Eschenbach Optik was once again able to find the perfect testimonial for their leading brand product. Right from the start of the new year, fashion-conscious men will have eight new models to choose from. There are also three new frames from the sophisticated TITANflex selection. The entire collection convinces with attractive product and color innovations.



TITANflex: diverse and attractive thanks to unique details

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With models in nylon glazing (820568) and as full-framed glasses (820556), a modern range of TITANflex models is available. Each model is available in three attractive colors. The frames are available in two distinct and attractive designs. TITANflex doesn't just impress in the new collection with elegant fronts combined with exclusive end piece design and laser-structured temples. Customers also have the choice of models with trendy, wide-front panels in combination with distinctive plastic temples.



820556

The following applies to the entire collection: intelligent plastic connectors make the spectacles even lighter than they already are and ensure unmatched wearing comfort. As a special feature, two different types of plastic were used for the temples of models 820573 and 820575, further improving the excellent flexibility of the spectacles. A special highlight of the TITANflex models is the inconspicuous "mini-chuck bridges", which further improve the glasses' design. Eschenbach is the only company in the industry to offer such technical sophistication.

TITANflex selection: innovative material combination

The models in the TITANflex selection are characterized by delicate elegance and the highest technical standards. The high-end segment of the TITANflex collection has been fascinating spectacle wearers since 2000 with frames made from the innovative material combination TITANflex and pure titanium. In 2011, the new models are available as full-rim frames, in nylon glazing or with a double bridge.

One stylish detail and innovative highlight of the new TITANflex selection is the logo blocks that are smoothly integrated in the temple arms.

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