

The first recycled OPSIAL glasses collection



1. Reasons for launching and target customers

AVAILABLE in JUNE

WHY

- Expand our OGT (OPSIAL GREENER TOGETHER) range and offer a recycled version of the already well-received eyewear: OP'ONE, OP'LINE, OP'VISIO.
- Meeting the requirements of public buyers who are obligated by the AGEC law to allocate 20% of their purchases to products that reuse or incorporate recycled materials or materials from reuse.

FOR WHOM

- Users looking for work wear and accessories made from recycled materials (as part of an ecological approach or to meet the requirements of the AGEC law).
- Customers who already use our eyewear and desire a more virtuous materials version.
- Eyewear suitable for various job types: from construction to industries, including municipalities and logistics.
- Sales force involved: TCI and TCS across all networks, in-store salespersons.



OGT glasses : responsible, comfortable and durable



2. Key characteristics and selling arguments

Key characteristics

OP VISIO OGT: 100% recycled frame
OP LINE OGT: 100% recycled frame
OP ONE OGT: 22% recycled material

Impact protection of 45m/s
Side protection

Panoramic vision
Anti-UV, anti-fog (except for OP LINE), and anti-scratch treatment
Adjustable and pivoting temples (except for OP VISIO).

Selling arguments

➔ A more ethical and responsible consumption



* Recycled packaging
Print with vegetal ink

➔ More resistant
➔ More protection



ANTI-IMPACT 45m/s



PROTECTIONS LATÉRALES

➔ Comfortable utilization



LONGUEUR DES BRANCHES RÉGLABLE



INCLINAISON DES BRANCHES RÉGLABLE



OGT Glasses: a more responsible range at affordable prices.



3. Competitors comparison and our products advantages

THE +

Recycled packaging and materials at very affordable price

OPSIAL



P700BRY

OP'VISIO OGT- 69 000 703
100% recycled polycarbonate frame. Recycled packaging. 26 g

TVG = 7,57€

OPSIAL



P701GND

OP'ONE OGT- 69 000 681
22% recycled material. Recycled packaging. 24 g

TVG = 8,76€

= best price

OPSIAL



P705THW

OP'LINE OGT- 69 000 681
100% recycled Nylon frame. Recycled packaging. 32 g

TVG = 4,61€

BOLLE



PSSSOLI063

SOLIS
100% recycled Nylon frame. Eco-friendly packaging. 21g

UVEX



9145014

PURE-FIT
100% recyclable polycarbonate. 18g

TVG = 7,69 €

UVEX



1053458

LUN I-LITE PLANET
100% recyclable polycarbonate.

SSP EYEWEAR



PRO Safety Glasses

LUN I-LITE PLANET
100% recyclable features

* TVG = General Sales Price used in France. Discounts are applicable depending on the customer profile. TVG is useful to compare prices of OPSIAL and other brands but does not correspond to actual market price.

