

INNOVATION IN THE GENES AND SYSTEM-THINKING IN ALL DOMAINS

TEXT MARTINA FONTANA | FOTOS NICOLA PITARO

Swissflex-eyewear: An innovative frame system from the Grisons Part of Switzerland.

The foundation of Eye-Systems is closely linked to the history of glasses. In 1958, Wilhelm Anger launches the first fashion eyeglasses in the market. 40 years later, and together with Markus Caviezel, he launches a novel eyewear frame system. Markus Caviezel, the hard worker from the Grisons, produces eyewear frames in his home area and causes a worldwide sensation with Swissflex eyewear.

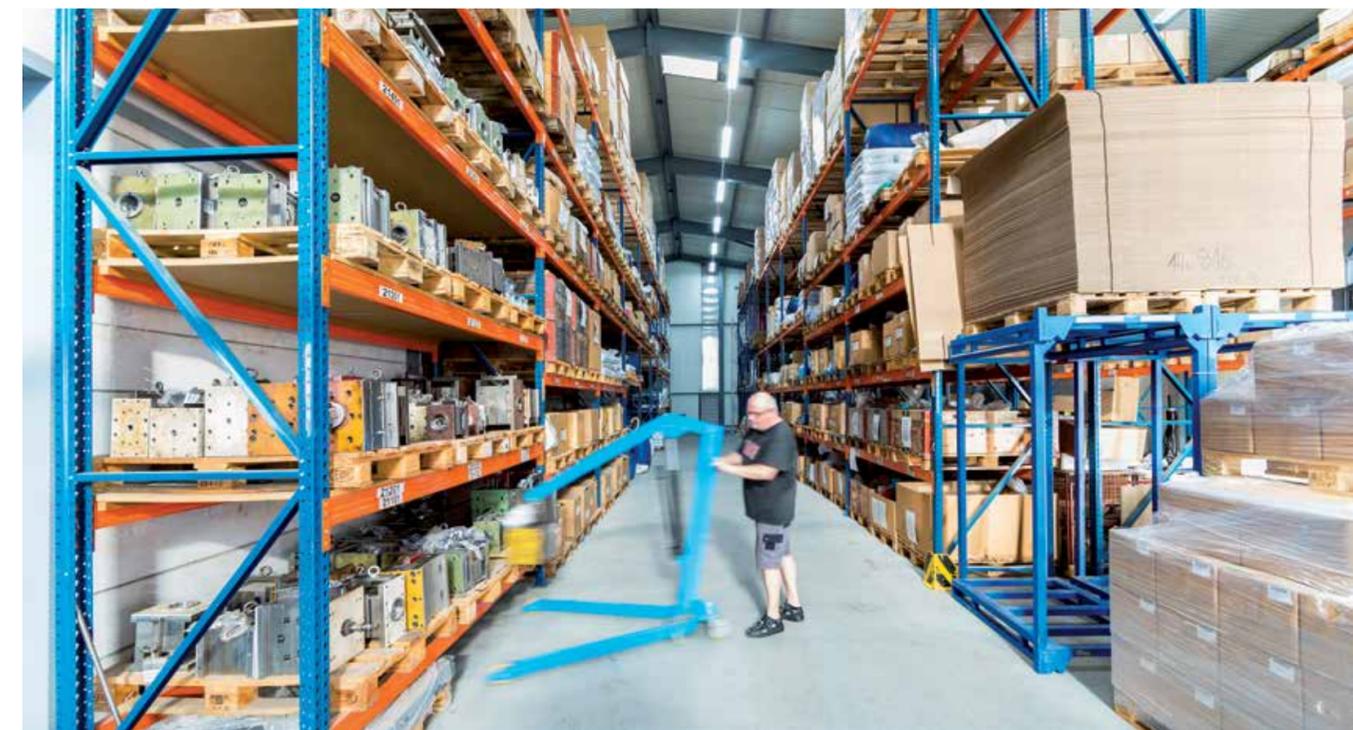
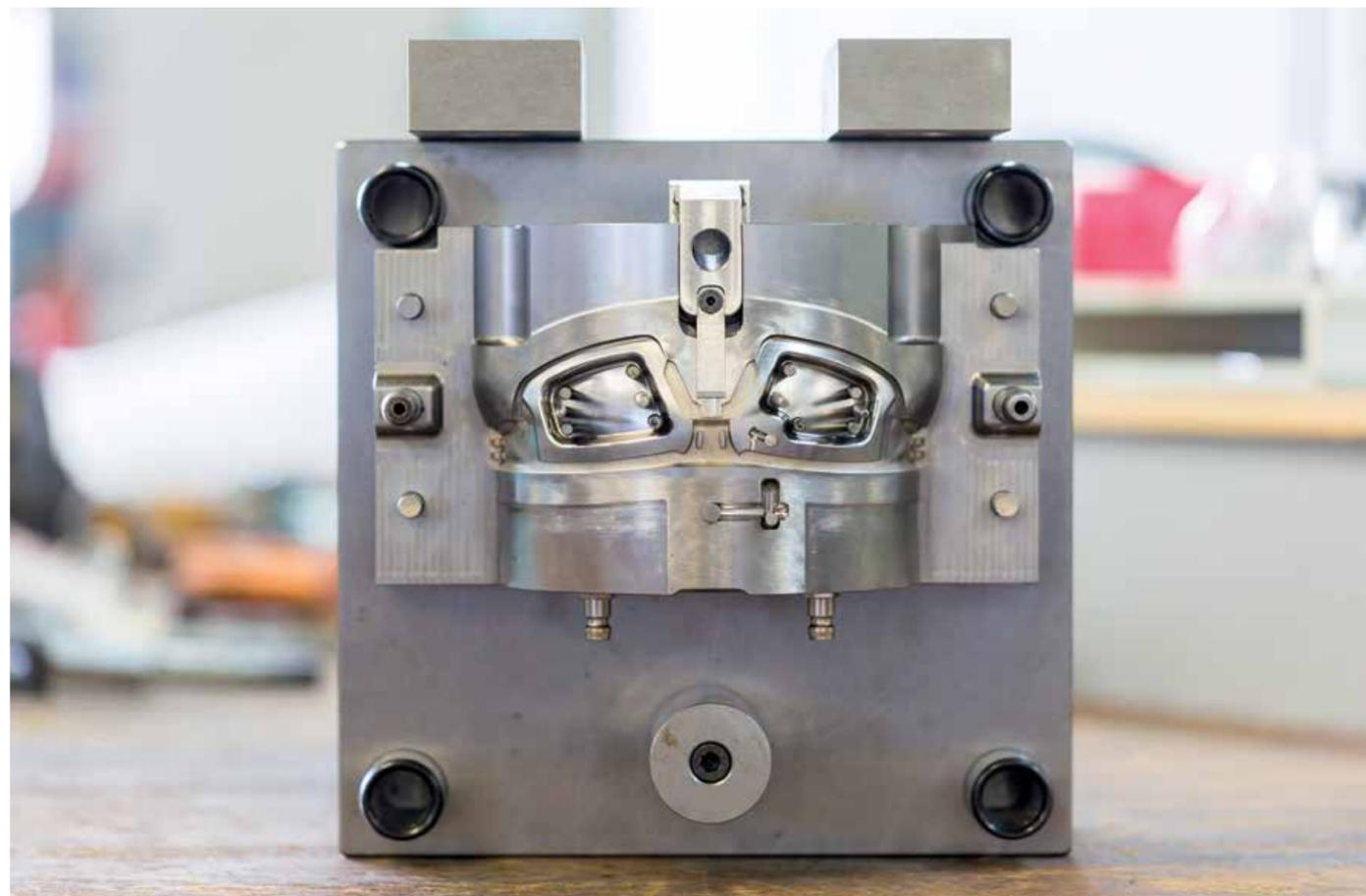
Born 1963 and growing up in Paspels, Caviezel develops a passion as a young man and during his toolmaker apprenticeship already: „I had and still have an affinity for high-precision products“, he explains. He is one daring and doing and his unconventional way of work begins after his return from the United States: with 20 years of age, he first works there as a gardener and gradually makes his way



up into real estate business and construction management. On his first day of work in Switzerland, he learns that the position no longer exists. Disappointed, Markus calls on the company owner, who is none other than Wilhelm Anger, who had launched the first fashion eyewear with „Carrera“ brand in 1958.

A Go-Getter becomes an Entrepreneur

Anger appoints Caviezel as the new Manager of Eyemetrics and authorizes him to restructure the company. "Thanks to our close cooperation, a novel product system has been generated, which now is distributed by the own company Eye-Systems. We set a milestone in the uniform eyewear market. Why? Because Eye-Systems sets the focus primarily on wearing comfort - not on brand and fashion", Caviezel explains. Without classic marketing - just by word of mouth recommendation - this innovative product system conquers country by country worldwide. In 2006 Anger retires and Markus Caviezel is in charge of all spheres of business. "Meanwhile, we work together with Swissflex distributors in 45 countries", he says proudly.





motivating me daily to cope with the current challenges" he explains. This he pursues with strong values: "Independence, directness and loyalty are not just buzzwords but belong to my mind-set and determine my action", he adds.

Trying and Wearing Swissflex in the Shop

The demo-assortment in the shop shows the endless combination options and makes Swissflex benefits tangible. "The simplest way to experience the distinctive features of Swissflex glasses is to put them onto your nose", Caviezel recommends. The WOW-effect of the wearing comfort of Swissflex is immediately perceptible. The ultra-light glasses fit like custom-made into any face. No pressure, no slipping; therefore, an optimal vision is guaranteed and even more - the wide range of models and colors allow to adjust to the customers' individual style and taste.

Caviezel is pleased about all long-term customers, who remain true to his product and often own more than one Swissflex model.

www.swissflex-eyewer.com



"Swissflex stands for eight model systems and a systemic business system - starting with development, production, logistics and ending with the sale in the optical shop. There, Swissflex is present with a compact demo assortment of 24-48 frames, with individual adjustment options, with up to 32 various nose-pads and 16 endpieces - these are explicitly appreciated by ophthalmologists, optometrists and orthoptists", Caviezel adds.

Family Business of Industrial Art in Swiss Quality & Precision

The Swissflex team of six people works closely together with a network of specialized suppliers from the region. Together, they develop, produce and distribute the unique frame system. Swissflex products are 100% made in the Grisons canton of Switzerland; shipped to the local distributors just-in-time, they now are present in over 15'000 optical shops worldwide. However, in spite of the success, there is no time to rest: "I am one constantly striving to develop and optimize, and ideas are

