

## PRESS RELEASE

**ONLY THE BEST IS GOOD ENOUGH:  
CHARMANT GROUP QUALITY STANDARDS**

Uncompromising high quality is a top priority for Charmant Group. This also applies to in-house quality demands where only the best is good enough for the Japanese eyewear maker. To ensure a complete quality control from prototype right through to the production process, Charmant has three manufacturing plants at its disposal in Japan and China. The production processes are accompanied by numerous tests that go well beyond the quality controls stipulated by the European Union.

**Hinge endurance test:** With the help of special machines, the frame temples are opened and closed thousands of times to test hinge resistance and the stability of the screws.

**Thorough material examination:** Materials and components for optical and sun frames are carefully scrutinised. Resistance, stability, flexibility and design options are checked. In this way, the right material is used for each frame.

**Alcohol control:** In everyday life, eyewear is often exposed to substances containing alcohol; for example, when using hairspray or face toner. To ensure that frames are not damaged when they come in contact with alcohol, Charmant carries out a number of so-called alcohol tests. The adhesive strength of the frame colour is tested at the same time.

**Allergy prevention:** With customer health in mind, it is standard practice to submit new materials for allergy testing to check if they contain allergy-inducing substances. Testing is carried out according to the guidelines of the Japanese Association for Dermatology.

**Corrosion resistance:** For ultimate frame longevity and long-wearing comfort for the customer, each frame model is exposed to a variety of corrosive substances to test resistance. Only models that pass this endurance test are admitted into the collection.



## GLOBAL SOCIAL RESPONSIBILITY

In recent years, many laws and guidelines have been enacted that restrict the use of hazardous materials and metals in products. As an international organisation, Charmant Group is serious about its obligation to social responsibility. Consequently, not only does Charmant Group observe the EU chemical regulation REACH and the EU directive RoHS, both of which limit the use of certain dangerous substances, the company has also introduced additional measures for the protection of mankind and the environment:

### PVC BAN

Charmant Group eschews the use of PVC in the production of its frames. PVC is not only dangerous for mankind, it is also damaging to the environment.

### SPECIAL SANDBLASTING PROTECTION MEASURES

In the optical industry, material surfaces are frequently sandblasted to create a matt finish. Unprotected sandblasting holds dangerous health risks. For this reason, Charmant Group undertakes sandblasting only under the strictest conditions and with the help of the latest technology. Not only do employees wear special full-body protection, they operate sandblasting cabinets from outside. Finest-particle filters prevent dangerous silica dust from escaping.



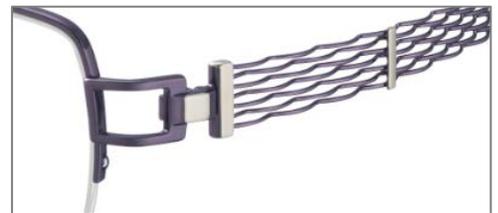
## EXCLUSIVE TECHNOLOGY

### EXCELLENCE TITAN

Excellence Titan is the result of the continuous and dedicated commitment of Charmant Group to the area of research and development, and is proving itself as the ideal titanium alloy for the next generation of innovative frames. It is a highly flexible material that enables unlimited design scope and outstanding wearing comfort. It is absolutely nickel-free and achieves excellent processability and special elasticity, through which the frames maintain their original form. All Excellence Titan models in the collection impress with their unbelievably low weight and their comfortable, practically pressure-free wearing comfort, achieved with no compromise on fashion flair.

### PRECISION LASER TECHNOLOGY

An additional successful result of Charmant's ambitious commitment to research and development is precision laser technology (also known as micro laser welding). During a five-year co-operation with the Joining and Welding Research Institute of Osaka University and the Fukui Pref. Industrial Support Centre, Charmant developed this ground-breaking technology, which perfects the application of Excellence Titan. It enables very precise welding of the smallest possible parts. As a result, the flexibility of a material is fully maintained.



### Charmant Group

For over 50 years, Charmant Group has been renowned worldwide for its pioneering work in the research and development of new technologies in the optical industry. By striving for perfection and for the uncompromising high quality of its products, the Japanese company has developed into one of the most important producers and providers in the highly competitive international ophthalmic optics market. With its goal to unreservedly fulfil the wishes and demands of its customers, Charmant can always be depended on for the highest quality awareness and outstanding service. This engagement and this passion are clearly seen in Charmant Group house brands as well as licensed brands. Thanks to its expertise in the production of high-quality spectacle frames and its comprehensive global sales network in over 100 countries, Charmant Group is greatly respected as a reliable business partner.

If you would like to find out more about Charmant's quality management, please refer to our press contact:

*Local PR contact*