



MPG

The Eyewear
Company

A company for the eyes

MPG is an independent corporate group with its registered office in Graz, Austria. We supply our B2B and B2C customers with our extensive and efficient network of sales systems, locations and subsidiary companies.





Everything for the optics

We offer an extensive range of frame brands, sunglasses and sports eyewear, optical lenses and health products to opticians, sun and sports eyewear retailers as well as private and public clients.



creating perspectives

We all want to create perspectives with our actions
at every moment – for customers, partners,
our team and our social environment.





Together to success

The core of the group is based on the concept of the closed value chain – from the manufacturer to the end consumer. From design, through production up to distribution, we provide everything under one roof.

Global trading

We design, develop and research in Austria, produce in Germany and distribute globally. Currently, we supply our products to opticians, distributors and other companies in more than 80 countries.



Offering more to opticians

- Strong focus on the quality of the products
- Sense for current trends and market development
- Flexible solutions according to demand
- Fast logistics for optimal delivery times
- Facilitating work processes through our services e.g. grinding service
- Additional promotional offers such as MPG creative agency services





When people
stop dreaming
and believing in
visions, they lose
the sense of why
they are in this world.

Michael Pachleitner
Founder



The history of MPG GmbH

Company founded
by Ing. Erich Pachleitner & Partner



1949

Takeover by Michael Pachleitner



1984

Expansion of business activities
into the international market

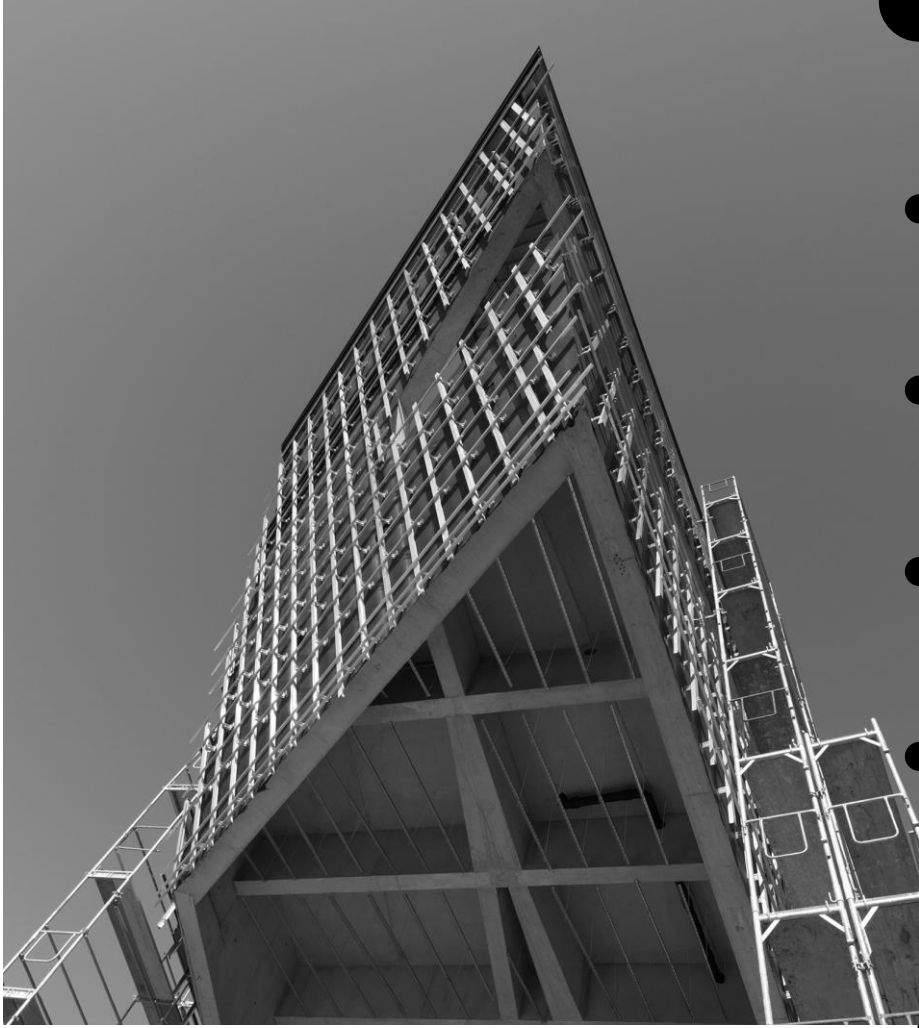


1987

Purchase of the frame company Robert La Roche



1999



2001 Entry into the optical lenses industry

2004 Start of the cooperation with the French fashion label Daniel Hechter

2010 Opening of the head office MP09 in Graz, Austria

2011 Start of cooperation with Red Bull

2012 Construction of the logistics centre in Domažlice, Czech Republic





Launch of **MPO optical lenses brand**
(Premium brand)

Cooperation with **Retailer Hallmann** with more
than 100 locations in Germany and Denmark

Expansion of logistics centre to 15,000 m²
storage and logistics area (with grinding,
assembly and quality service)

Entry into the **protection eyewear business**
(Start of cooperation with
the Austrian Army)

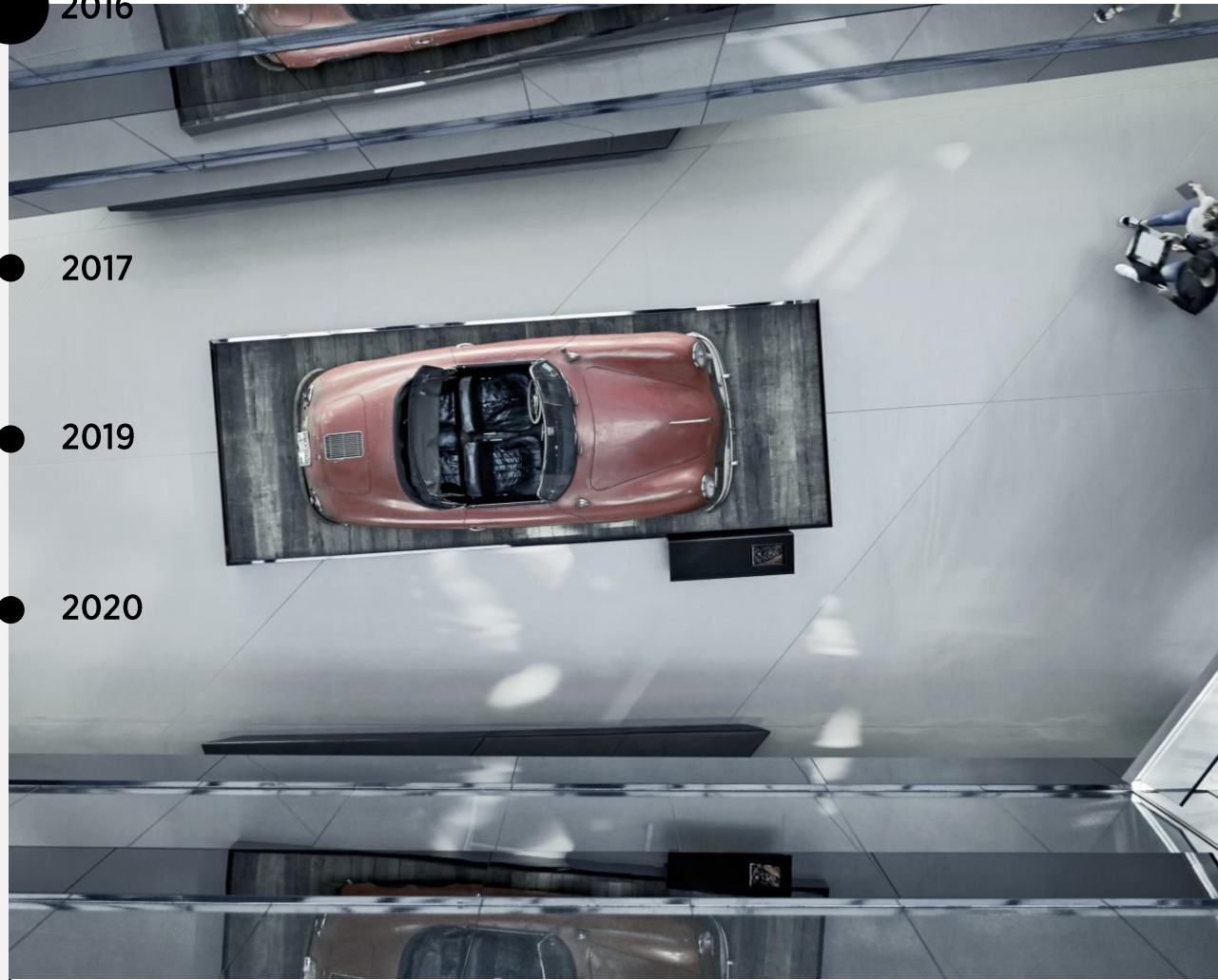
Introduction of product brand **MPG Healthcare**
(protective masks, visors, antigen & PCR tests)

2016

2017

2019

2020



**2021**

Name change of Michael Pachleitner Group GmbH with registered office in Graz, Austria to MPG GmbH with the objective of one complete brand image under **MPG – The Eyewear Company**

Extension of the MPG Logistics Centre s.r.o. in Domažlice, Czech Republic to 17,000 m²

Name change of Schulz Optische Fabrik GmbH in Glücksburg, Germany to **MPG Optische Werke GmbH**

2022

Takeover of the retailer **Eye Wish Opticiens** in the Netherlands and Belgium with 177 locations

Start of a cooperation with **Davidoff Eyewear**



Today's
decisions
create the
future of
tomorrow.

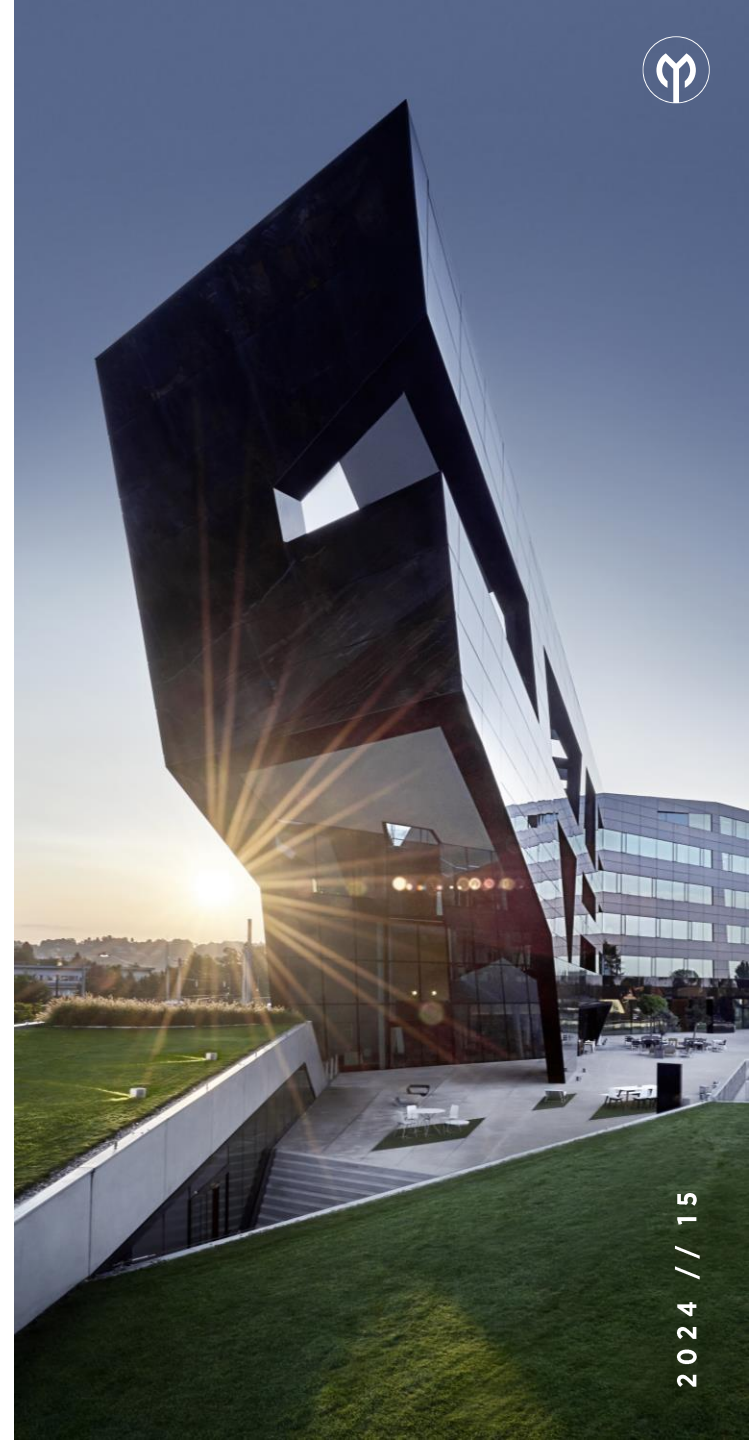
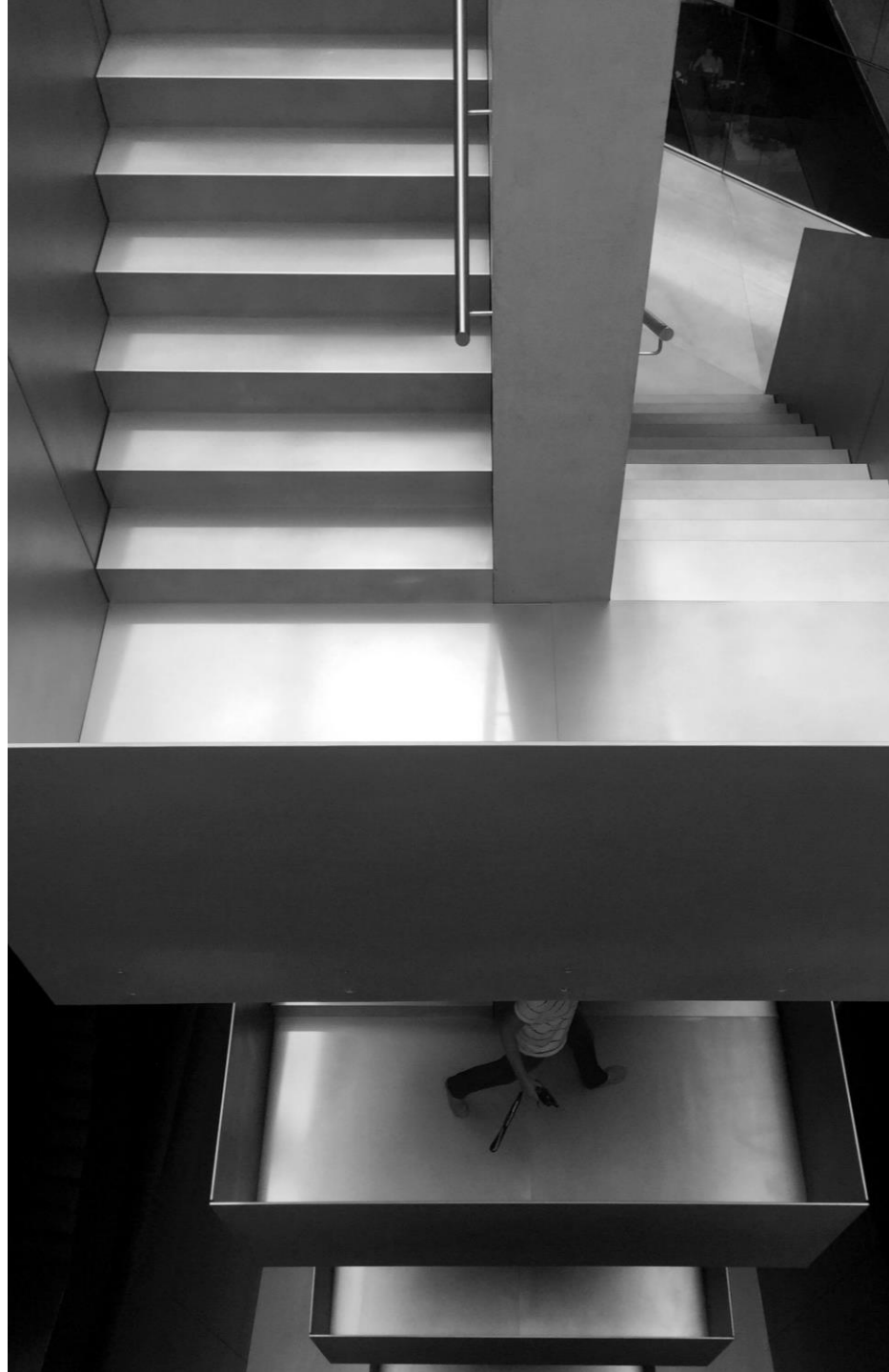
Locations of MPG GmbH

1. **MPG Headquarter**
Graz, Austria
2. **MPG Austrian Optic Technologies GmbH**
Guntramsdorf, Austria
3. **MPG Optische Werke GmbH**
Glücksburg, Germany
4. **MP Group Logistic Center s.r.o.**
Domažlice, Czech Republic
5. **MPG France SARL**
Paris, France



Headquarter MPo9

- 10,500 m² office spaces
- More than 2,500 employees, 300 of them in Graz
- Control centre of the entire corporation
- Called "Schwarzer Panther" (Black Panther)





Lenses production in Glücksburg

- 100 % precise craftsmanship "Made in Germany"
- Almost 75 years of experience and know-how
- Focus on the most innovative free-form production
- Ongoing investments for the advancement of highest technology and innovation standards
- It is our goal to become CO₂ neutral in terms of a sustainable development

Location Guntramsdorf

- Distribution centre of the Austrian Optic Technologies GmbH near Vienna
- Market leader for optical lenses in Austria
- National and international lenses distribution
- Customer centre with consultation by experts and after-sales-service for opticians





Logistic centre Domažlice

- 17,000 m² of storage and logistics area in the Czech Republic
- Established in accordance with highest technological standards
- A range of more than 20,000 sunglasses and optical eyewear frames in store for just-in-time deliveries
- Approx. 155 employees
- Grinding and assembly workshop
- Key area for the complete eyewear range
- Overnight deliveries in Central Europe

Sales office in Paris

Our own sales location for frames and
sunglasses exclusively for the French market.





more than **2,500** employees

204,000 phone minutes/year

from **36** nations

9,600,000 sent emails/year

870 models/year

6,000 drafts/year

up to **24,000** orders daily

2,900 prototypes/year



Our brands

ROBERT LA ROCHE®
SINCE 1973

DAVIDOFF
EYEWEAR

H.I.S
EYEWEAR

HECHTER
PARIS

S P E C T
EYEWEAR

VIENNA design

RUUD VAN DYKE
BRUXELLES

 KIOTONAKAMURA

Red Bull 
SPECT
EYEWEAR

FABIANO
AUSTRIA

(MPO)


HALLMANN

 eye wish

Excerpts from the brand portfolio

Licensed brands





Zest of life – „Made in Italy“

Davidoff Eyewear embodies the art of enjoying life to the fullest. The collection reflects the broad spectrum of joie de vivre. The models exude a certain charm and are ideal for men who enjoy every moment and appreciate long-lasting quality. The eyewear is stylish, elegant & robust thanks to exquisite craftsmanship "Made in Italy" and impresses with its classic design and a spark of sophistication that leaves a lasting impression.

Top performance for the eyes

The premium sports eyewear by Red Bull SPECT combines the power of innovations and an expressive design, supporting the wearer in achieving maximum performance on every level. The functional sun, ski and motocross eyewear impress with the latest technical features and are the perfect choice for style-conscious and active people. In addition, exclusive collections such as the Signature Collection, which was created together with The Flying Bulls and special blue-light filter lenses, round off the versatile range.





A piece of Paris before your eyes

With a liaison of sporty chic and elegant nonchalance, HECHTER PARIS reflects the French attitude to life par excellence. Inspired by Parisian catwalks, the elegant men's and women's collections impress with modern colour and material combinations and bold accents. The eyewear collections are created for smart, stylish and trend-oriented people who want to look confident at every occasion and value high quality.



Relaxed looks for every moment

H.I.S Eyewear is a master at meeting the needs of women, men and children alike, delighting everyone with its wide variety of fashionable and functional eyewear. From classic corrective frames to cool sunglasses and casual children's models – H.I.S Eyewear appeals to people who are always curious, positive and open to new things. The collections offer the right glasses for every character, every taste and every occasion and sparkle with state-of-the-art materials and first-class wearing comfort at a fair price.

Excerpts from the brand portfolio

Owned brands





Works of art with character

The Robert La Roche brand combines authentic craftsmanship with an individual shape language. With the courage to take unconventional paths and the willingness to merge the contradictory, models with strong character who know how to inspire are created.



Style statement with a wink

In love with colour and self-confident, kiotonakamura skilfully plays with contrasts to create exciting designs that are out of the ordinary. Tradition and modernity, art and kitsch, past and future flow into the creations, which are aimed at modern wearers who love the unconventional. The extravagant frames inspire with playful details that perfectly accentuate the female facial features and express personality. Far Eastern influences make the glasses fascinating eye-catchers.





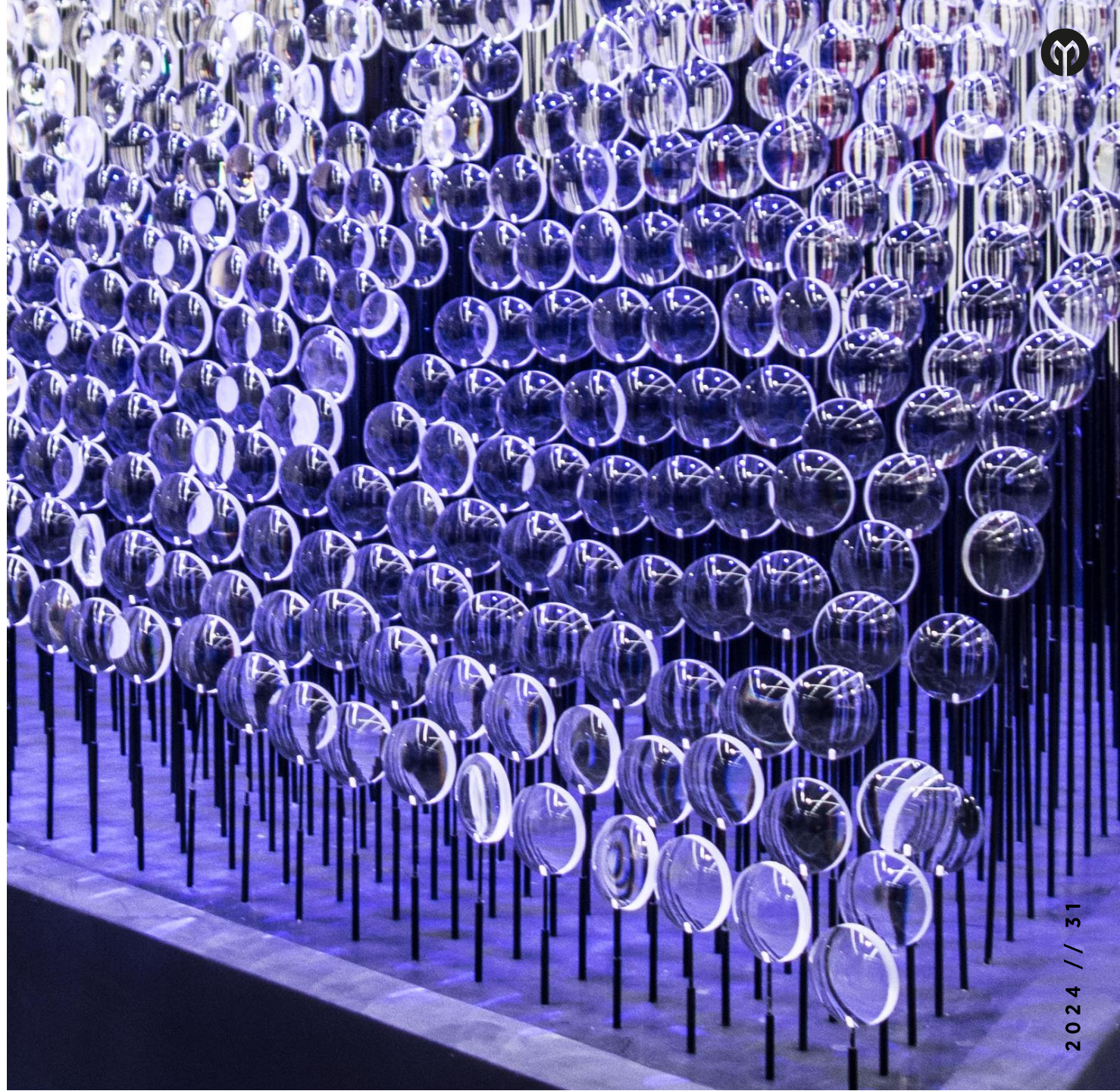
Classic elegance made easy

A brand that fits people whose faces tell stories.
People who have arrived, but still keep moving.
They have demands instead of following trends.
What they wear does not disguise them but suits
them. Ruud van Dyke's frames are elegant and
confident like them, yet with a touch of
mischievousness at their heart. Made of titanium
because they still take life easy. Ruud van Dyke is
for people who live life with both eyes open.

The lenses brand of MPG

High quality and flexibility
in lenses production

(MPO)





Lenses with vision

Our two subsidiaries, the Austrian market leader Austrian Optic Technology GmbH based near Vienna and MPG Optische Werke GmbH at Glücksburg in northern Germany, have joined forces. The result is high-quality optical lenses of the MPO brand with the label "Developed in Austria, made in Germany". MPO stands for innovative lenses, tailored to modern visual requirements and current trends. In order to perfect vision, we continuously invest in research and development – providing opticians with a clear competitive advantage and customers with the best sight.

Private label option

- For customers who want their own eyewear line
- Collections for TV casting shows such as "Germany's Next Topmodel" and "Deutschland sucht den Superstar"
- Fan glasses for sports clubs such as Borussia Mönchengladbach and SK Sturm Graz
- Collections for opticians and retail companies
- Exclusive individual models on special request



Eyewear concepts

Our ready-made reading glasses are unbeatable in terms of price and comfort. From classic to trendy, the reading glasses are available for women and men, as well as in unisex versions, and support near vision. The ready-to-wear reading glasses are available from +1.00 to +3.50 dioptries.



Whoever has the best
optical lenses, enjoys the
trust of customers. And therefore
has visible advantages as well.



A focus on health

The topic of health has become a megatrend.

There is a keen demand for protective products.

Due to our experience with producers and suppliers, we have expanded our range to ensure supply.

Under the brand name of "MPG Healthcare", you can obtain a high-quality selection of certified products from us – from masks to protective visors.



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