

PRESENTATION

SWING
eyewear

Prestij Optik has 40 years experience in frame production and worldwide distribution developed **SWING**

As a result of Prestij Optik research and development department's analysis;

Parents and children are alike frames because of unhealthy raw materials, easy deformation problems and bulky look.

So, we reinterpreted the latest trends and applied technology for a product commonly used "MEDICAL", to create a frame that is entirely **DIFFERENT from all those currently on the market.**

As a result of this, **SWING TR-90 Natural Ultimate Technology frames born.**

SWING
eyewear

SWING optical frames are produced using TR-90 Natural technology. **SWING** eyeglasses which are 100% antibacterial, provide advantages especially for children.

SWING eyeglasses that use organic food dye during production, prevent microbic, toxic and allergic illnesses with its compatible structure with the body, like baby bottle, nozzle, infant food produced in the medical field. Also TR-90 Natural raw material is used for the production of artificial organ which is compatible to the body, sterile and very important for the human health.

Today, depending on the researchers, the doctors and the universities suggest that eyeglasses users should use glasses with TR-90 Natural .

SWING
eyewear

SWING eyeglasses have a minimal weight such as 3-5 gr. It is light, flexible, and unbreakable. With 100% organic raw material that is used during production and being recycled, **SWING** eyeglasses grant the responsibility towards the environment and also with its economical prices and its appreciated by the glass-users.

SWING
eyewear

UNBREAKABLE



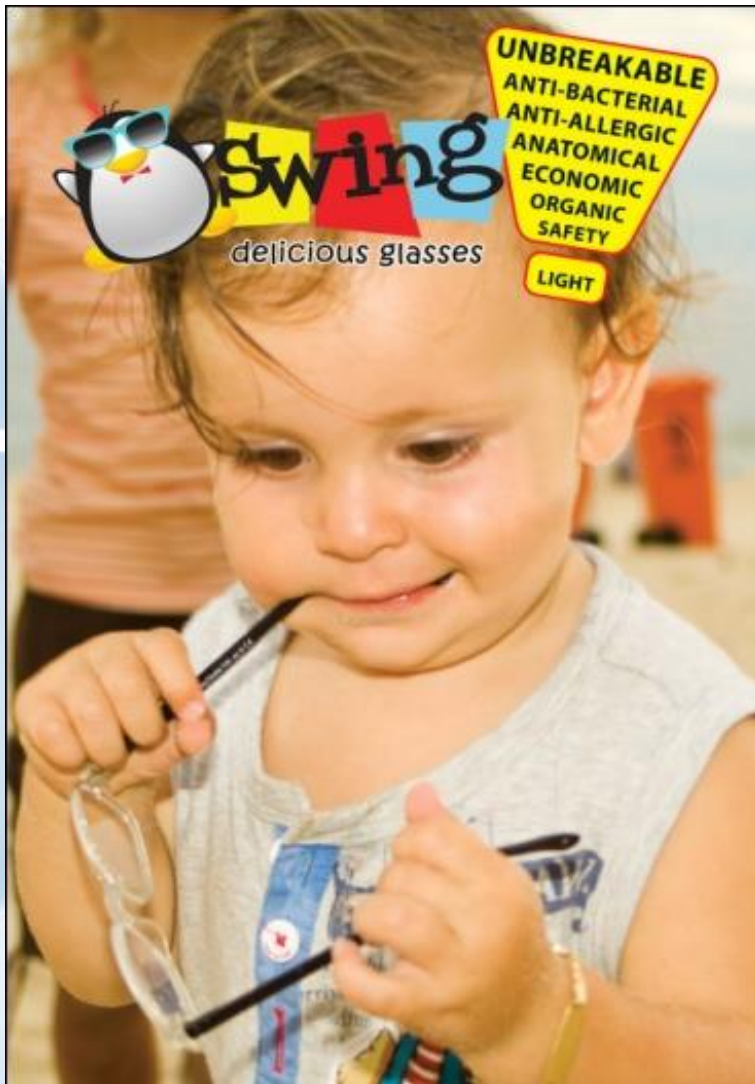
TR-90 Natural raw material flexes towards all kind of pressure from outside and external impact and takes the ex-form.

***The frames are virtually unbreakable because as we all know if you want to break something then it is possible.**



SWING
eyewear

ANTIALLERGIC



It does not include any
BISPHENOL additive or
BISPHENOL A (BPA) that
are causes cancer and
allergy.

SWING
eyewear

ANTIBACTERIAL & ORGANIC



The results that are taken from independent laboratories proves that TR-90 Natural raw material bring **SWING** antibacterial speciality.

With its 100% organic food dye, you do not have to worry about the chemicals.

SWING
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ANATOMIC & COMFORT



Perfect design of **SWING** focused for a less bulky look especially on a child's small face and all kind of faces plus the more ample skin contact surface makes for better weight distribution, ensuring greater comfort in wear.

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eyewear

SAFE & LIGHT



Just because its unbreakable, antiallergic and antibacterial structure, it provides protection against all kinds of shock and microbes.

Heavy weight glasses affects the development of children's nose band. Because of this **SWING** glasses are just 3 gr.

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COLORFULL



SWING is a frame that projects a **COLORFUL** image. The range of products can reach 40 different colors. It is **LIGHTWEIGHT** and **IN PROPORTION** to young children's faces. These two features make this frame an attractive accessory, banishing forever that hate medical prosthetic look.

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BIO-COMPATIBLE



SWING glasses are suitable for the body's physical, chemical and biological tissue. **SWING** don't irritate the skin texture and don't cause any itching or blushing problems. Biocompatibility is an important advantage especially for sensitive and allergic skin.

SWING
eyewear

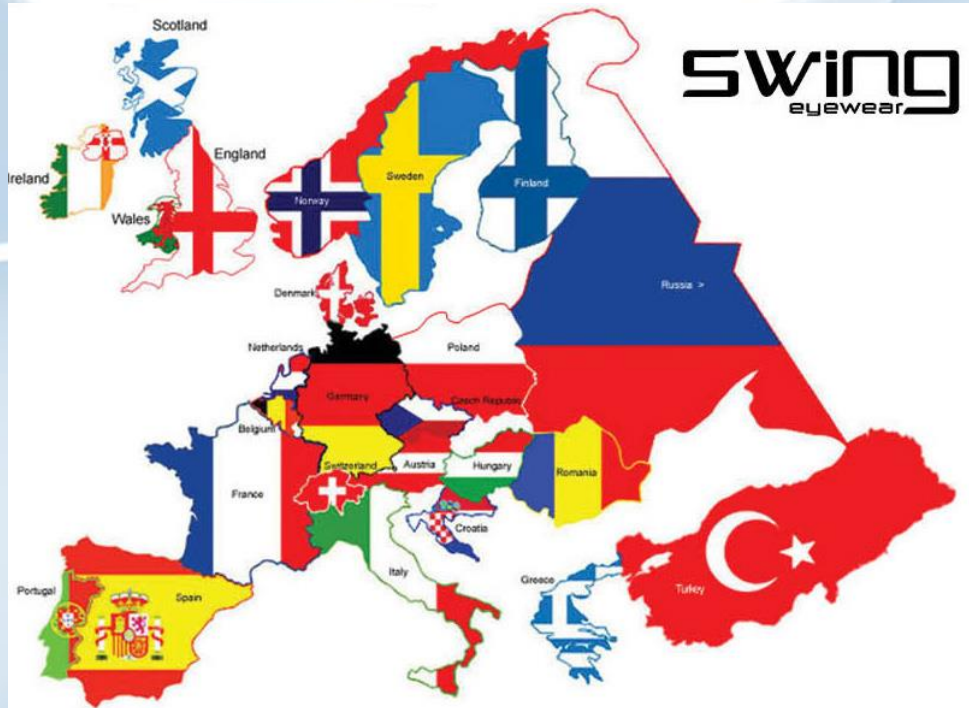
COLOUR PERFECTION



SWING colors are extremely resistant to discoloration, because we implement organic food color during the injection process.

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EUROPAEAN MATERIALS



Top quality design and manufacturing excellence of **SWING** are guaranteed by the use of materials sourced entirely from Europe: Special TR-90 Natural material from Switzerland, components of Italy and German technology, for a product that is also certified under food safety (Ministerial Decree) and toy safety standarts.

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COLD GLAZE



TR-90 Natural raw material very flexes, so optical shop don't need to heat frame for fixing glass. This option give chance to easy fixing, simple montage and optical shop save many times during fixing glass.

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eyewear

ENVIRONMENTALIST



Because of organic
Material **SWING** is friend of
nature and easy
recyclable than all other
frame materials. **SWING**
protest chemical and
toxic materials on face of
people.

SWING
eyewear

ECONOMIC



Reaching all these features
have never been so
affordable.

SWING
eyewear

MIRACLE OF TR-90 NATURAL

This material is different than other common TR-90 because of some additional ingredients that gives **SWING** all specialities that no other brand has.

- **Non-toxic**
- **Non-allergic**
- **Excellent thermal stability**
- **Flexibility combined with stability**
- **Lightness and impact resistance**
- **Unaffected by temperatures of up to +125 C degree and maintaining its elasticity down to -42 C degree**
- **Highly resistant to UV rays, ozone and general wear and tear**
- **Free of latex, PVC and heavy metals**
- **Suitable for use in the manufacture of toys and products that come into contact with foodstuffs and the human body**
- **Lightweight and in proportion to young children's faces**

SWING
eyewear

VINTAGE-RETRO-JEANS-WOOD



Each pair of **SWING** sunglasses hand made in Europe is worked individually using different techniques to give this fashionable final looking. All **SWING** sunglasses is unique, different then each other, because of the process. We wish everybody to find memories of the good old days on **SWING** Retro, Vintage, Jeans and Wood collection.

SWING
eyewear

SWING BY FELIPE MELO



SWING
STRONG AS
MELO

SWING by **FELIPE MELO**

www.swingeyewear.com

SWING
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FLUORESCENT



SWING

CHOOSE YOUR
COLOR
ENJOY YOUR
SUMMER

NEW FLUORESCENT COLOURS

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DRIVE GLASSES



**FOR SAFE
FOR COMFORT
FOR PERFECT VISUAL**

**SWING
DRIVER GLASSES**

SWING
eyewear

TIC-TAC

Monday Tuesday Wednesday Thursday Friday Saturday Sunday
CHANGE YOUR COLOR Tik Tak Tik Tak Tik Tak Tik Tak
Monday Tuesday Wednesday Thursday Friday Saturday Sunday
CREATE YOUR STYLE Tik Tak Tik Tak Tik Tak Tik Tak



SWING
eyewear

Tik Tak
www.swingeyewear.com

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FRAME FRIEND

Children regretfully still get teased and bullied when they wear glasses.

The optician asks the child to chose their favourite animal.They chose for example the elephant.The optican asks the child to give the elephant a name...lets say they call it Jumbo.

The optician says that the child puts Jumbo by his/her bedside table and Jumbo will wear the glasses at night and the child will wear them during the day and they share them...so it stops the glasses getting lost or damaged or scratched and they last

longer....

no parent can say no.



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FIXY



SWING is more beautiful with **FIXY!**

FIXY; colored glass-rope, whose design and the patent belongs to the Prestij Optik, makes the children in growth era wear eyeglasses steady.

Fixy keeps **SWING** properly anchored and centered for effective correction of refractive errors. This positively affects the duration of the treatment.

Colorful and funny models of Fixy makes children love their frames more .

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CASE



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CLEANING CLOTH



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INTERNATIONAL GUARANTEE AND AUTHENTICITY CARD



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SWING KIT



SWING
eyewear

POP MATERIALS

Swing

Advertisement Material List

A4 (21x29,7cm) COUNTER CARD

Languages
 Turkish
 English

A3 (29,7x42 cm) COUNTER CARD

Languages
 Turkish
 English

Swing

Advertisement Material List

70x100 cm Price list and Posters & A4 CATALOG 21x29,7 cm

Languages
 Turkish
 English
 Arabic

Leaflet 10,3 cmx 28,2 cm and Spin card 30x30 cm

Languages
 Turkish
 English
 French
 Russian
 Arabic
 Persian

Languages
 Turkish
 English

Swing Showe Case

SHC 01

POP MATERIALS

Swing

Advertisement Material List

Vinyl Metal Ring 140x200 cm



200 cm
140 cm



200 cm
140 cm

Languages
 Turkish
 English
 Arabic

Swing Logo Counter Card and Sticker



Counter Card



Sticker

Languages
 Turkish
 English

Swing interchangeable temple display and other displays



DISP 01



DISP 02

Languages
 Turkish
 English

Swing

Advertisement Material List

Swing Cases



CS 01



CS 02



CS 03



CS 04

Swing Fixy



FIXY 01



FIXY 02



FIXY 03



FIXY 04



FIXY 05



FIXY 06

POP MATERIALS



Advertisement Material List

Frame friend Stand



Swing SampleBag & Logo Plaque



WHAT'S ON

WWW.SWINGEYEWEAR.COM

www.swingeyewear.com

Our all customer and dealer can follow us by web site. You can see what's going on at Swing and new models of glasses day by day.

Also we publish the best ColorYourLife photos on there.



SWING

eyewear

SWING ON SOCIAL NETWORKS

www.facebook.com/swing-eyewear

The screenshot shows the Facebook profile for 'Swing Eyewear'. The profile picture is a young boy wearing glasses. The cover photo shows a group of people. The bio reads: 'Swing Eyewear · Herkes (Beğen)'. There are several posts visible, including one from 'Swing Eyewear' and another from 'Swing Eyewear' mentioning 'Swing Eyewear Jessie from Korea'. The page has 77 likes and 1 friend.

http://twitter.com/#!/swing_eyewear

The screenshot shows the Twitter profile for '@Swing_Eyewear'. The bio reads: 'Dünya'nın Takip Ettiği Türkiye'nin mucide gözlüğü... TR90 natur teknolojiyle buluştu http://www.swingeyewear.com'. The profile has 10 tweets, 26 following, 5 followers, and 0 listed. There is a 'Sign up' button and a link to 'Discover who @Swing_Eyewear follows'.

<https://instagram.com/swingeyewear/>

The screenshot shows the Instagram profile for 'swingeyewear'. The bio reads: 'Swing Your Life Smart Glasses for Smart People http://www.swingeyewear.com'. The profile has several posts, including photos of people wearing glasses and a video of a person speaking into a microphone. The profile has 10 posts.

www.youtube.com/SwingEyewear

The screenshot shows the YouTube channel for 'SwingEyewear's Channel'. The channel has 10 uploads, including videos titled 'Swing unbreakable antialergi', 'swing unbreakable glasses even 4 children', and 'Swing unbreakable glasses'. The channel has 10 subscribers and 10 uploads.

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MEDIA PR ACTIVITIES



SWING
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MEDIA PR ACTIVITIES



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MEDIA PR ACTIVITIES



MEDIA PR ACTIVITIES



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MEDIA PR ACTIVITIES

SWING IS A WORLD BRAND

Prestij Optik represented our country in Hong Kong last year made a show with Swing in Munich Fair in Germany. Many opticians and wholesalers coming from all corners of the world examined new creations about the eyeglasses admired Swing eyewear under the signature of "Made in Turkey" having anti-bacterial, strong, anti-allergic and anatomic characteristics.

Swing eyewear has many characteristics. Especially non-presence of Bisphenyl A (BPA) forbidden in Europe drew attention of European visitors. Beside kid models, at adult collection, the modern design and colors were admired and as price Swing eyewear brought quality eyeglasses to the foreign investors with the suitable prices. Prestij Optik stand was very pleased because the foreign visitors showed interest. Jürgen Meyer, the president of Germany Opticians Association thanked to Prestij Optik. Having healthy, strong, dynamic, sport and chic many characteristics, Swing eyewear declared that they will attend MIDO Fair in Milan after Hong Kong and Munich. Prestij Optik authorities said that they would make double production after interest at home and abroad. Thanks Prestij Optik.



HEALTHY AND SMART EYEWEAR SWING

The eyeglasses not consisting of Bisphenol A carcinogen materials are being produced in Turkey. Since 2011 Bisphenol (BPA) raw material has been prohibited for the baby bottles prompted Turkish producers. Prestij Optik San. Tic. Ltd. Şti produced Swing smart eyewear with TR-90 natural technology they used for production of Swing optic and sunglasses. 100% anti-bacterial and anti-allergic Swing eyeglasses give a big advantage for the kids. Swing eyeglasses in which organic food coloring is used prevent microbial and allergic diseases caused by contacts of especially kids with eyewear. TR-90 Natural material is used in many health industries especially in medicine.

For example; Baby bottle, nipple, baby food materials and water sterilization tools. Furthermore, TR-90 Natural raw material complies with the body, sterile and is used in the artificial organ production that is important for the human health. Today, basing on the researches all doctors and universities made, it is supported for the wearers to use Swing Tr-90 Natural technology. Swing eyeglasses having minimal 3 and 5 grams are light and flexible and at the same time are not broken. Swing eyeglasses is environment friendly because 100 % organic raw material are used and they are recycled, and also arouse the attention of the wearers with the economic prices.



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SWING IN THE WORLD OPTICS FAIR



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COLOR YOUR LIFE



ColorYourLife campaign launched by the spring of 2011 and interest all over the world. Purpose of this campaign, people, especially children to love of glasses.

If you send your pictures us, we can publish in here...

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COLOR YOUR LIFE



SWING
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COLOR YOUR LIFE



swing
eyewear

COLOR YOUR LIFE



SWINGING
eyewear

MORE REASONS TO SELECT A SWING

SIZE&SHAPE: **SWING** proposes a large variety of sizes and shapes. **SWING** frames are designed keeping in mind the facial-cranial measurements of the children in the different age groups to achieve an optimum centred adjustment to the child's face.

SECURITY: Safety for babies and young children is the most important feature to take into consideration by the parents. To avoid facial trauma **SWING**, in flexible and soft material to guarantee maximum protection. **SWING** has sizes available to suit teen-agers or adults for sports activities.

SWING
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MORE REASONS TO SELECT A SWING

NOSE BRIDGE: The nose bridge is anatomically designed. The child's nose crest develops as the child grows and it has measurements similar to the one of an adult around 13 years. Almost 90% of the glasses weight rests on the patients nose and therefore is essential to correctly distribute the weight. **SWING** offers different sizes and nose bridges so that the optician/optometrist may select the most appropriate frame.

TEMPLE: The temple should not press the child's face and, ideally, the temples taper the curvature of the patient's ears without deforming the curves.

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MORE REASONS TO SELECT A SWING

FUNCTIONALITY: Kids are energetic and constantly moving about and discovering. Whether playing, jumping, doing sports or just knocking around, kids are moving and we recommend Fixy to keep the frame centered on the patients face and snug to their eyes. This will help consistent correction while the patient is living an active life even while practicing sports.

STYLES: It is important that the young patient likes the frame. With the vast number of colors available, and many different finishes and shapes, the designs of the **SWING** frames have been selected so that also the child may participate, under the supervision of the optician/optometrist, to the decision making process. A well fitting frame and a happy patient is the correct combination so that the patient will use the glasses permanently and correctly with little resistance.

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CUSTOMER PROFILE

- SEX: % 25 Male, &25 Female, %50 Unisex
- AGE:From 0 to all ages
- Deeply in love with quality and fashion but careful not to spend too much (H&M, MANGO, ZARA customer).
- **SWING** customer is very careful about healthy materials and wants to save our world from unhealthy toxic.
- **SWING** customers likes technology and open minded for all kind of new products.

STRATEGY

High quality

Healthy

Economic

Fashion

Technology

Colorful

Sportive


Energetic

Adventurer

SWING
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WORLD DISTRIBUTORS



 **swing** ANYWHERE IN THE WORLD WITH YOU...

SWING
eyewear

smart glasses for smart children

It's produced by using TR90 natural technology

- UNBREAKABLE
- ANTI-BACTERIAL
- ANTI-ALLERGIC
- ANATOMICAL
- ECONOMIC
- ORGANIC
- SAFETY

LIGHT

MADE IN TURKEY
100%

swing
smart glasses
www.prestijoptik.com

SWING
eyewear



SWING
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www.swingeyewear.com

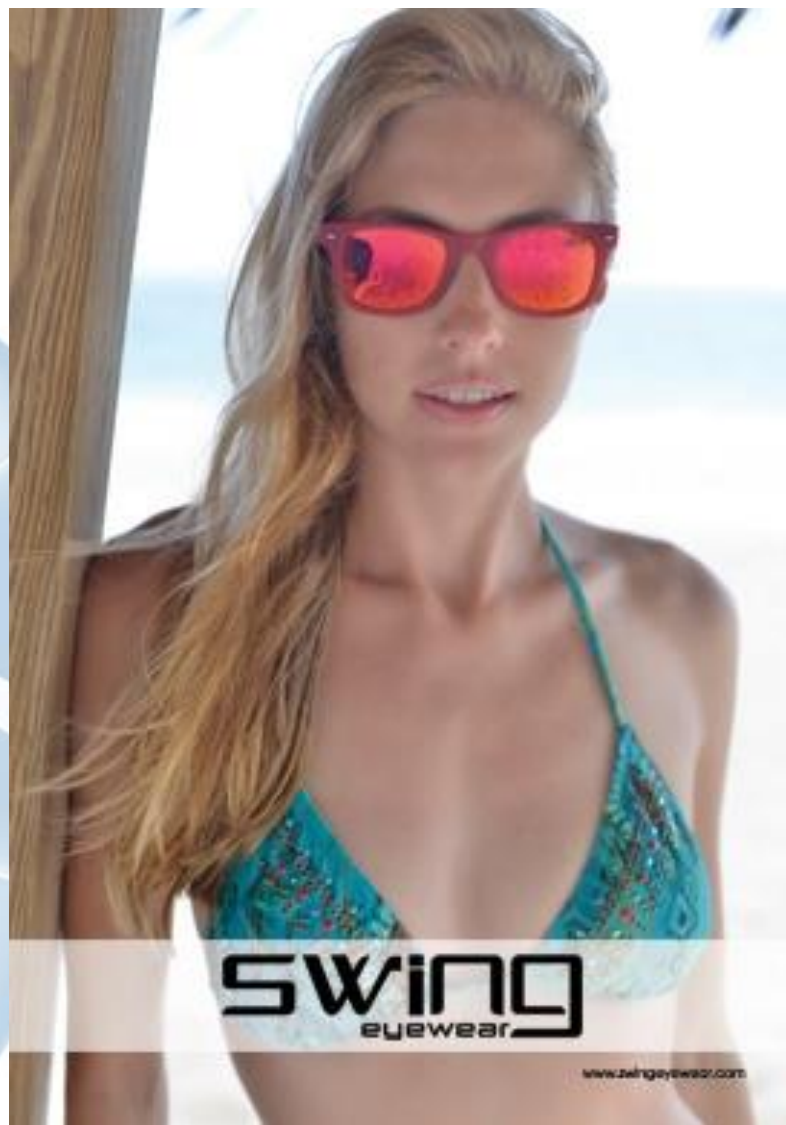
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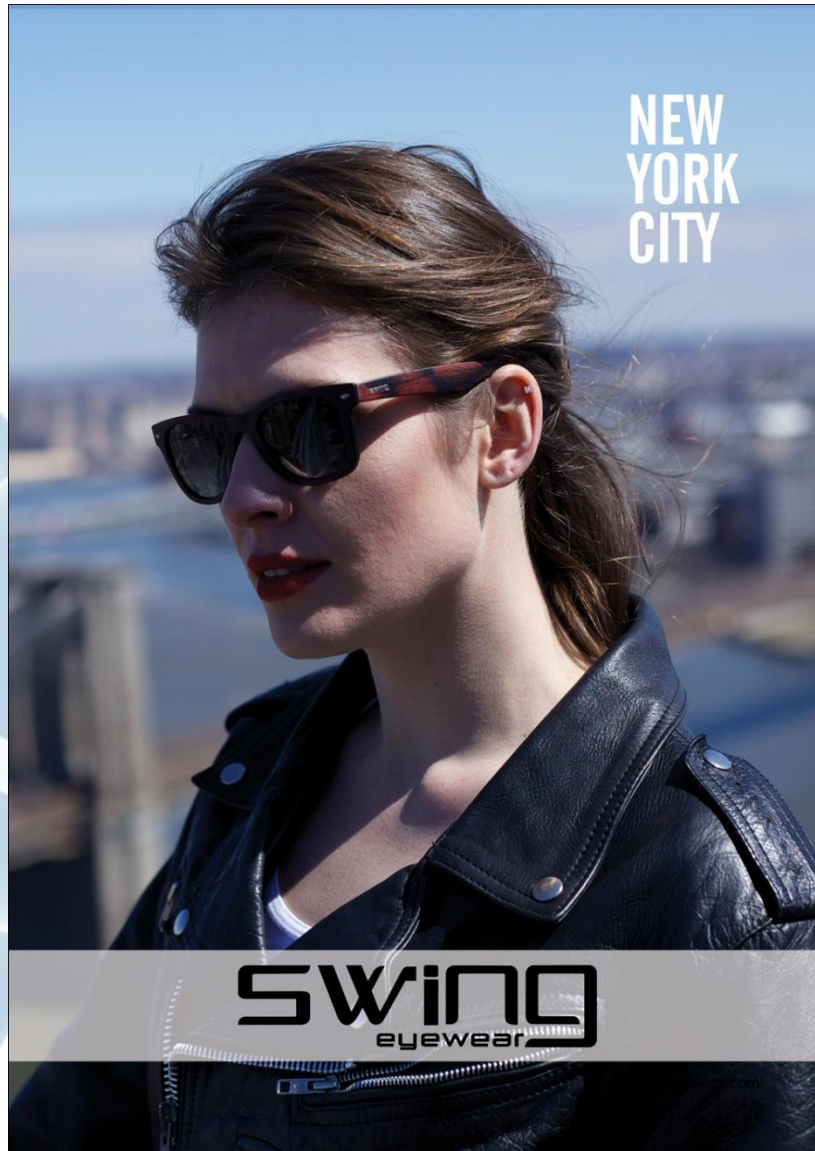
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