

QUALITY AND INNOVATION

FACTS AND FIGURES

HISTORY



Our company
FACTS AND FIGURES



OUTDOOR

HUNTING

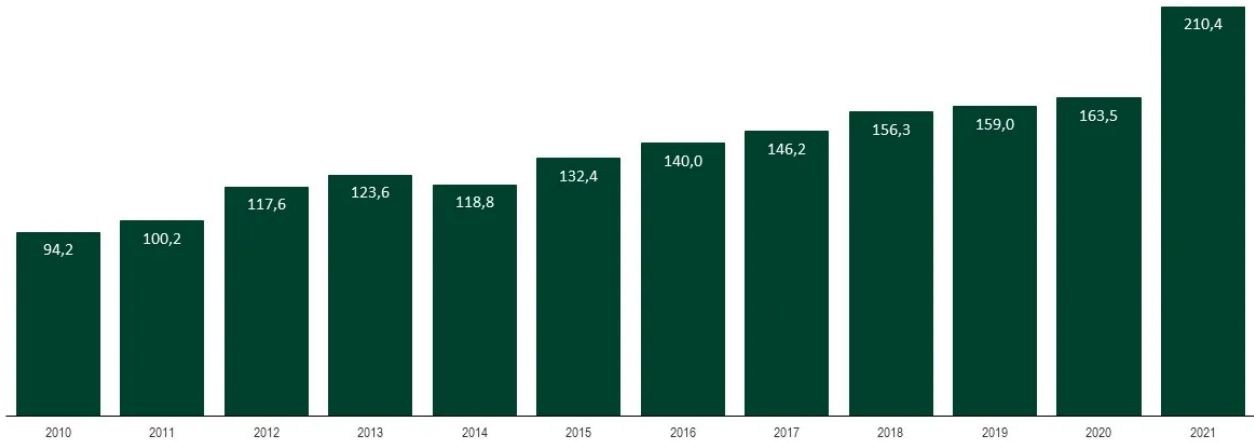


BIRDING



UMSATZENTWICKLUNG 2010-2021

konsolidiert, in Mio. Euro

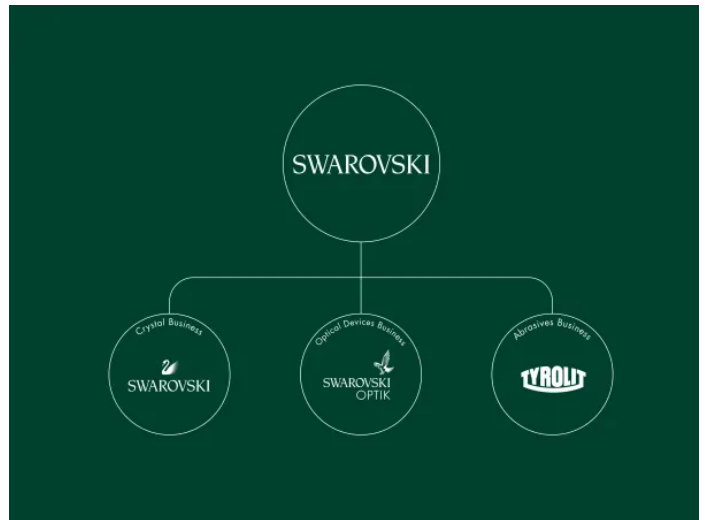


REVENUE GROWTH AND CALCULATING JOBS.

PART OF THE SWAROVSKI GROUP

FAMILY OWNED BUSINESS

SWAROVSKI OPTIK, together with the Crystal business unit and Tyrolit, the manufacturer of grinding materials and tools, is part of the Swarovski Group which is wholly owned by the Swarovski family. The values and tradition of this family company make for visionary, responsible and sustainable corporate development in which people, in the shape of customers and employees, and a respectful way of dealing with nature and its living beings play a central role.



STRONG LOCAL ROOTS

Ever since the company was founded in 1949, the vast majority of the development and manufacturing process for SWAROVSKI OPTIK products has taken place at the company's main site in Absam, Tyrol. This commitment to the local region will continue into the future. Making our products in Absam is part of our identity at SWAROVSKI OPTIK. The staff, their expertise, state-of-the-art technology, and the unique setting have



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39,000**THE FACTORY**

covers an area of 39,000 m²
(420,000 ft²)

9,800**THE PRODUCT RANGE**

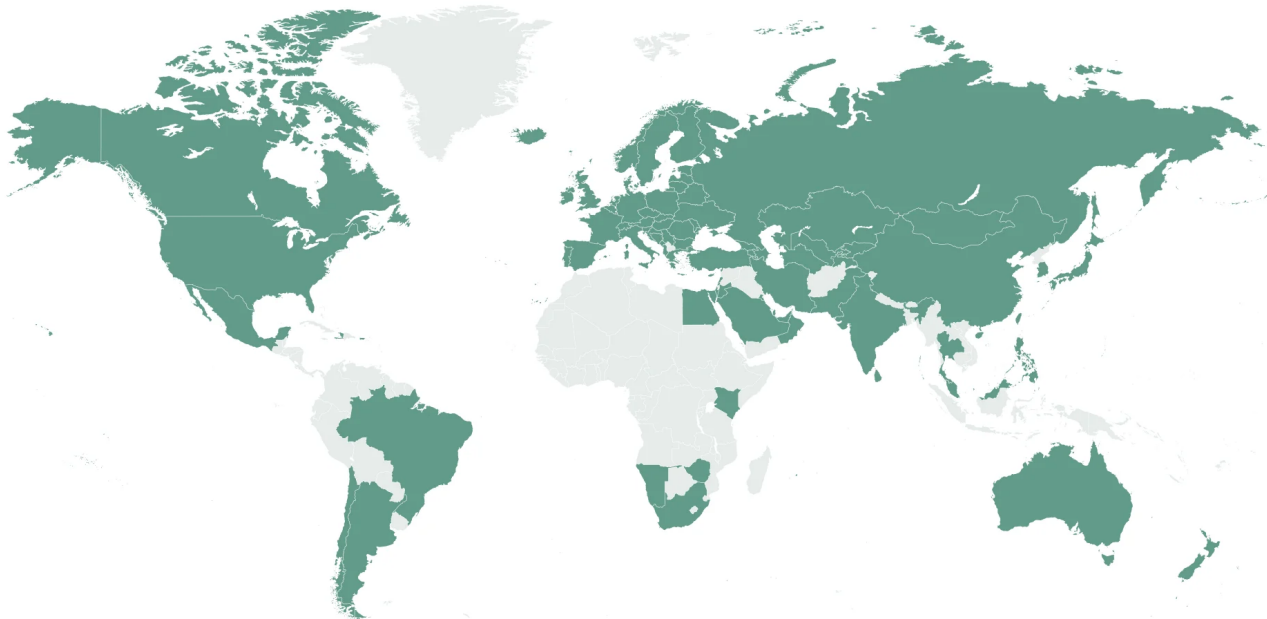
consists of some 9,800 active
parts (excluding spare parts).

125**MACHINES**

are used in production,
including 90 CNC machines.

FROM TYROL INTO THE WORLD

For years, this international company has been working hard to develop new markets. Today, 91 % of all SWAROVSKI OPTIK products are exported. The company is present in 92 countries, 47 of which have direct delivery. The core markets are Europe and North America. Being a global market leader is the goal of our company alongside achieving profitable growth and ensuring secure jobs.



INTERNATIONAL

GLOBAL MARKET LEADER

We cannot stay at home and simply wait for customers to call. Instead, we have to go out into the world and make our products and services accessible to people wherever they are. Thus, we have to speak foreign languages, know our customers and – despite our strong roots in the beautiful region of Tyrol – make the world our home. Below you see our international subsidiaries in alphabetical order.



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BIRDING



AUSTRIA ∨

SALES OFFICE

Daniel-Swarovski-Straße 70,
6067 Absam, Austria
Phone: +43/5223/511-0
Email: info-at@swarovskioptik.com

BENELUX >

CENTRAL AND EASTERN EUROPE (CEE) >

FRANCE >

GERMANY >

ITALY >

NORDIC >

REST OF WORLD >

NORTH AMERICA >

SWITZERLAND >

UK >



DEALER LOCATOR

PRESS

MOBILE APPS

PRODUCT GUIDE

TERMS AND CONDITIONS

IMPRINT

TERMS OF USE

PRIVACY AND COOKIES

CALIFORNIA CONSUMER PRIVACY ACT (CCPA)

COOKIE SETTINGS

Receive first-hand information and expert tips tailored to your specific interests.

NEWSLETTER REGISTRATION



B2B E-Shop

Pro Staff

Swarovski

Swarovski Kristallwelten

Ballistic program

Supplier Plattform

Swarotec

Crystals from Swarovski

Swarovski Foundation



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