

The logo for 'eco' is displayed in white lowercase letters within a large, vibrant orange semi-circular shape that frames the top left of the image. The background of the entire image is a photograph of a woman with curly hair, wearing sunglasses and a black sleeveless top and shorts, stepping out of the ocean. She is barefoot, and her right foot is just above the water, creating a splash. The sky is a clear, bright blue, and the ocean is a deep blue with white foam from the waves. The overall mood is fresh, clean, and eco-friendly.

eco®

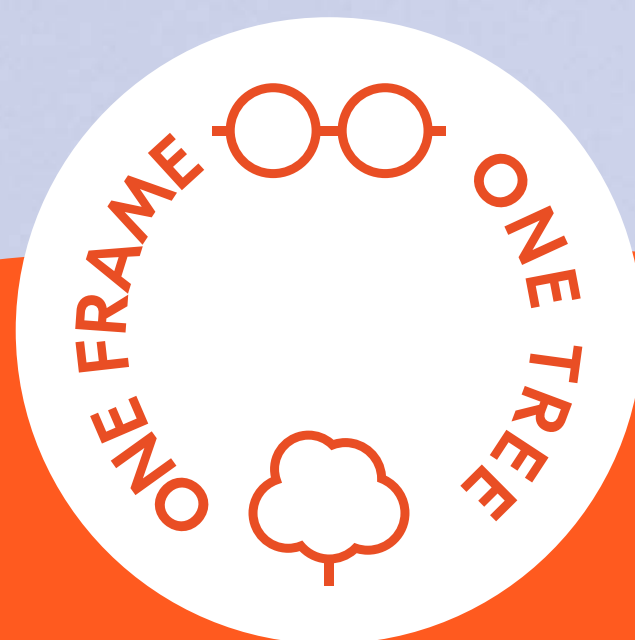
Carbon negative eyewear

2025 BRAND PRESENTATION

Pioneering sustainable eyewear since 2009



233 MILLION
KILOGRAMS OF
CO₂ OFFSET



3.8 MILLION
TREES PLANTED
SO FAR



60 TONS OF
OCEAN WASTE
COLLECTED

**Want to know more about
our efforts in sustainability?**

[READ OUR CARBON FOOTPRINT REPORT](#)

Time to reflect

We've been around since 2009, making Eco the first sustainable eyewear brand in the world. And we're still learning, because to us, sustainability is about always trying to do better.

The Eco timeline



PRODUCT FAMILIES

Frames made from sustainable materials



Biobased

Our biobased frames are crafted using castor seed oil, making them lightweight, comfortable — and sustainable.



Recycled metal

Our recycled frames are made using 95% recycled metal. That's a serious saving on natural resources!

Biobased Retrospect

New collection within the
Biobased product family.

Metal core temple construction
and end-piece detail.

Classic acetate look but with
the lightness of Biobased.

All Biobased Retrospect optical
frames come with a magnetic clip-on
with polarized sun lenses.



Our 360° sustainable approach

Frames

All our frames are crafted from natural, recycled or renewable materials and all our demo lenses are made from recycled material.

Packaging

Recycled PET and recycled paper play a big part in creating our packaging. And our transport bag is made from 100% biodegradable cornstarch.

Displays

We're proud of our frames and want to show them off. And when we do, we display them on trays and stands made of 100% FSC certified bamboo or recycled paper.

Recycled demo lenses

Demo lenses play critical roles in the shipping and manufacture of eyewear. Eco's new demo lenses are made from 99% recycled plastic and can also be recycled themselves.



Change your look in a snap

Experiment with your style and protect your eyes from the sun with Eco's magnetic clip-ons with polarized sun lenses.

Psst... We've won several design awards thanks to them!



Awards



Cases Europe Award

Thanks to its recycled material and foldable design, Eco case wins the Certified Sustainable Eyewear Award as the most sustainable in the eyewear sector.



VM Readers Choice

Selected Best Brand in "Sustainability" category by US optical retailers and ECP readers of Vision Monday and 20/20 Magazine.



Biobased Optical

Our Biobased Optical Collection with magnetic sun clip-ons won a 2022 iF Design Award!



Gold A' Design Award

This award is especially noteworthy because it spotlights designs and brands that commit to long-lasting environmental values for the complete cycle of creation, manufacture, and overall design.



Excellent Product Design

Eco Recycled metal received a Special Mention in the premier international German Design Awards!



"A sensational product"

Our Eco Recycled metal collection was awarded with the Gold distinction in the prestigious iF Design Awards, 2020!



3.8
MILLION TREES



We work with **Trees for the Future** to teach farmers and communities about agroforestry and sustainable farming through their Forest Garden approach. This technique supplies the community with more than just food. It provides income and empowers the entire community with improved soil and regular harvests.

Thanks to you and our mission to plant one tree for each frame purchased, we've planted more than 3.8 million trees so far!



We're proud to say that we not only sponsor huge ocean clean-ups made by **Waste Free Oceans**, but we've also organized and sponsored our own, local beach clean-ups around the world!

A diver in full black gear is shown underwater. He is holding a piece of pink plastic with green seaweed attached to it. The background is a deep blue ocean.

**Plastic has
no place in
the ocean**

Marketing material



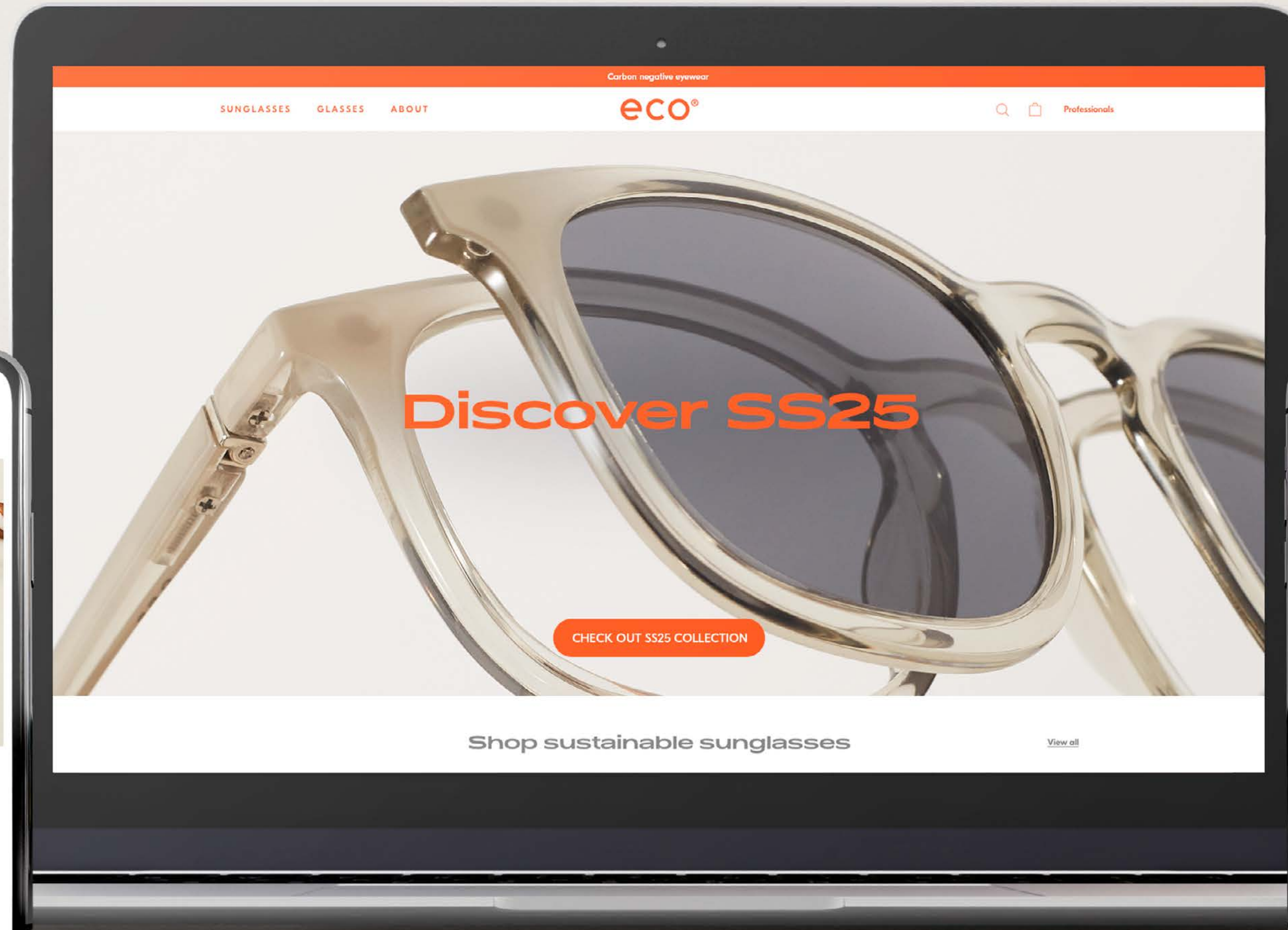
Eco films

Want to feature a long brand film?
Or maybe a shorter one? Eco offers
a variety of choices when it comes
to films. Take a look!

[CLICK HERE TO PLAY BRAND FILM](#)

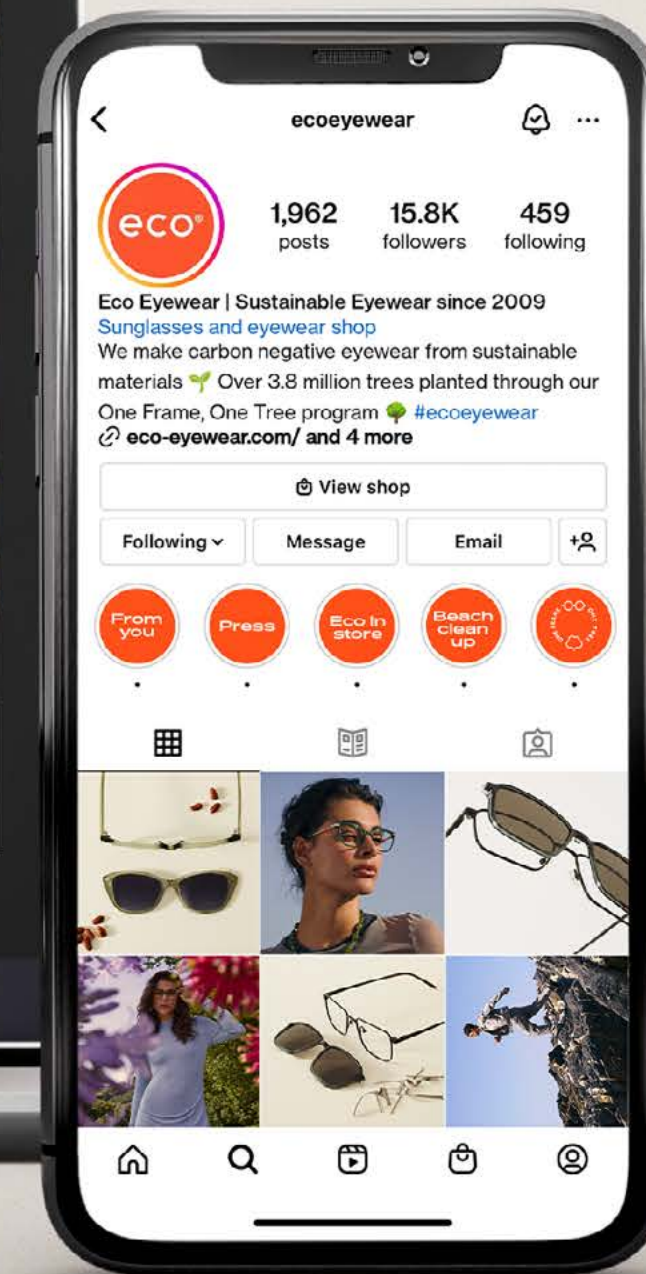
Digital marketing

Targeted newsletters



eco-eyewear.com

Social media and ads



Campaign folder

Format:
120 x 150 mm

Length:
6 pages

Language versions:
English, Spanish, French,
German and Italian



Counter cards

200 x 240 mm, double-sided

Card 1



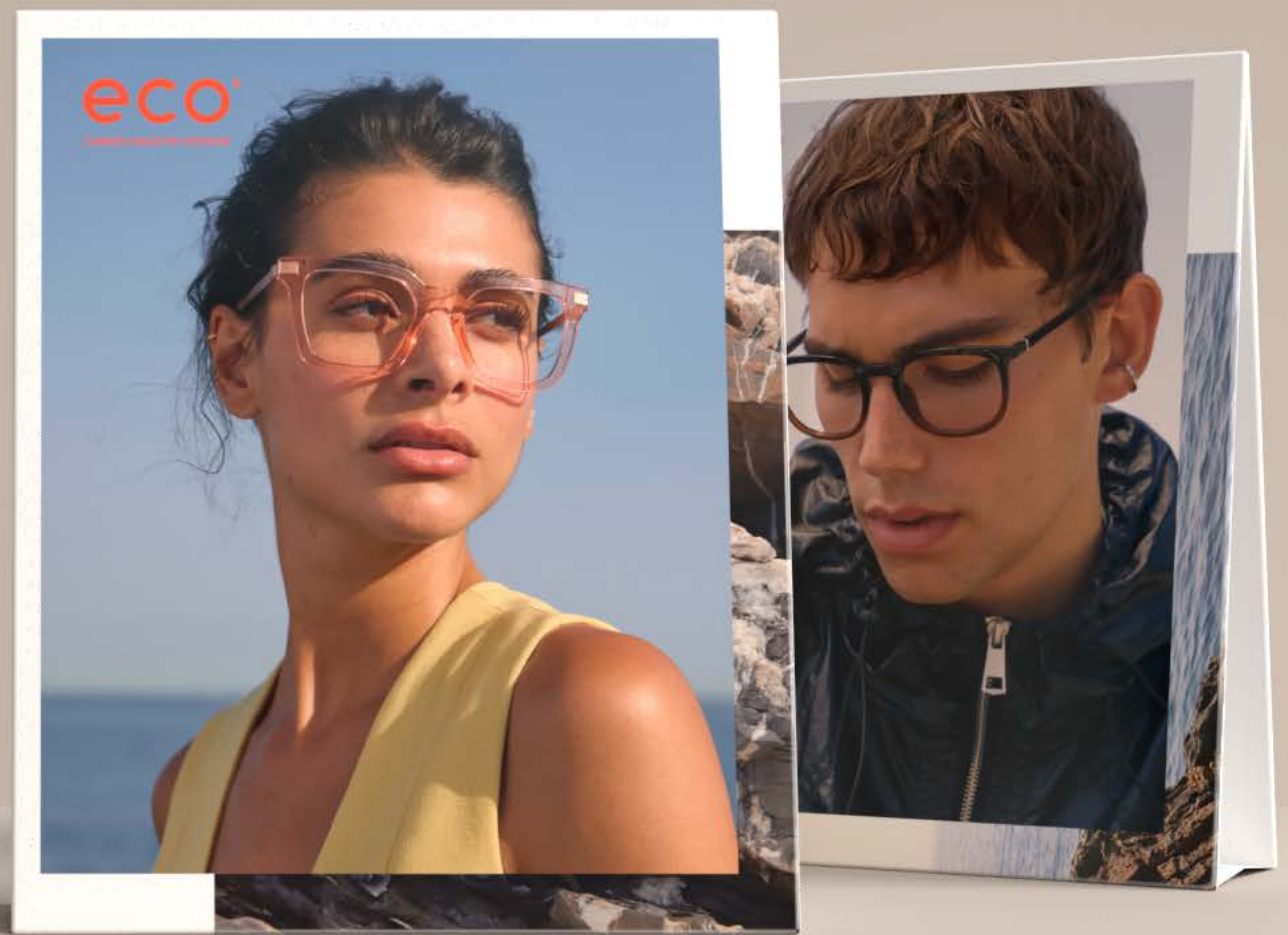
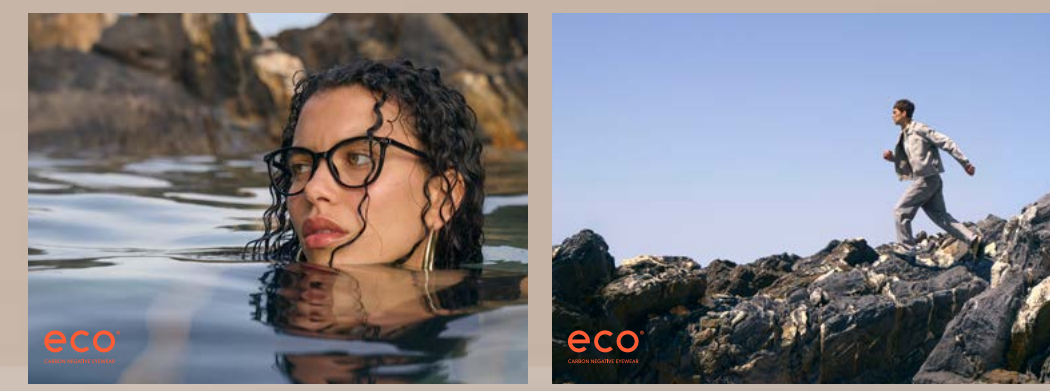
Card 2



Card 3



Card 4 — 275 x 200 mm



Posters

700 x 1000 mm, two double-sided posters



Brand book

Content:

The full Eco story in a magazine format!

Format:

200 x 240 mm

Length:

44 pages

Language versions:

English, Spanish, French, German and Italian



Printed ads

Custom spreads and one-page ads made for magazine formats



Packaging and displays

3 Layer Tray

Carbon negative edition

Versatile display with three layers that can be adjusted to best fit your space and selection of frames!



Logo Plaque

Carbon negative edition

Communicate Eco's main brand message with this 100% sustainable, bright orange logo plaque – simple and visible. Mix it in with your Eco displays!



Reducing single-use plastics

Our Eco frames are transported in bags made out of cornstarch. It's much friendlier to our planet than traditional plastic bags and the bags are 100% biodegradable.



Displays

The Eco promise isn't just for our frames. That's why we use recycled and renewable materials for our displays and printed material.

View the display catalogue with the full selection of Eco displays [here](#).



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