

bird

EYEWEAR



**Eyewear for  
a better world**



# Award-winning eyewear



OPTICIAN  
AWARDS  
WINNER



Certified



Corporation



Beautifully crafted by hand, our sustainable frames are award-winning for good reason. We go the extra mile to deliver frames that bring the wow factor while remaining low-impact on the environment. Our Blackcap frame won frame of the year at the Optician Awards in 2019 for its innovative wood and recycled aluminium construction. We're proud to be one of the only B Corp certified eyewear brands in the optical industry, we've also won the Common Objective Leadership Award for our innovative work on sustainability.



“ Bird eyewear offer classic shapes with great colour combinations. They have the look and feel of a Premium product at an excellent price point. Sustainable materials and eco friendly packaging are also an important part of frame choice.”

- Wallwork Opticians

# From Nature: For Nature

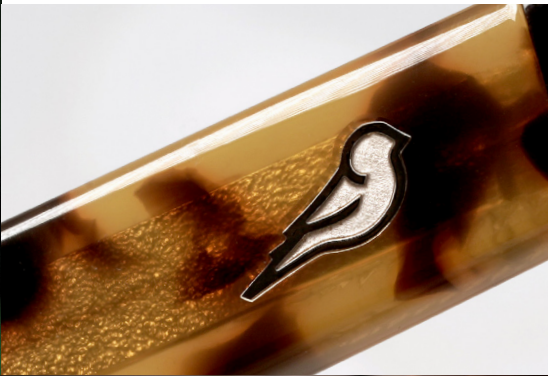
Based in the greenest city in the UK; nature is at the heart of what we do and we aim to reflect this in every pair of Birds and the impact they have, whether that's creating new innovative materials or planting our very own forest.



# Considerate global infrastructure

Our core family values are at the heart of everything we do. We use them as a guide to make decisions and to do the best we can for our business, our people, our suppliers and our customers. By working closely with our assembly teams and supply chain we aim to ensure minimum impact on the environment, and maximum support for our global flock.

Our goal is to make Better Eyewear for Better World™ and this covers every aspect of our brand.





# Best sellers in



Our best-selling styles come in two sizes giving greater reach for customers. Our frames are fully adjustable and easy to glaze with generous lens grooves.



# different sizes



Our in-house team of experts has created strong styles that suit a broad range of face shapes and sizes, and our clever sprung hinges ensure a comfortable fit all day long.

# Plantix Collection

Hand finished with our own Plantix Bio-acetate, these frames are lightweight, adjustable and fully repairable. Lower your carbon footprint by choosing better materials. Be a game-changer in the world of sustainable optics and pave the way for a greener, brighter future.







Model: Hawk | Blue

# Hawk

49mm-19mm-145mm

Available Colours:



Model: Hawk | Demi Blue



Model: Hawk | Tortoiseshell

**Light on your  
face, even lighter  
on the planet**



# Harrier

46mm-22mm-145mm

Available Colours:

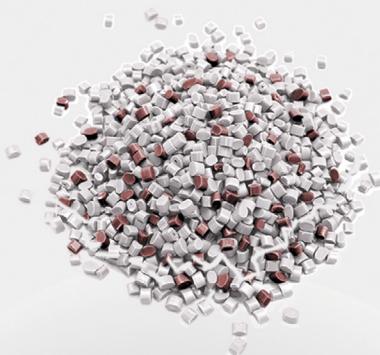


## Extracted from plants

Unlike conventional acetate, Plantix is a type of Bio-Acetate, produced from more naturally renewable materials. The production process uses plant-based polymers to create this magical material, which is then coloured with plant-based dyes.

## Natural plasticisers

Plantix uses natural plasticisers giving these frames a lower carbon footprint than traditional acetate and plastic. They're durable, flexible and fully repairable.



# Mineral Collection



Our alloy frames are both beautiful and endlessly recyclable. We've restyled some of the most iconic shapes and given them the Bird treatment, thoughtfully designed with exceptional features to be discovered, including a cleverly hidden split-pin to open the frames, subtle etchings and a full alloy side that is easy to adjust.





## Raven

49mm-20mm-140mm

Available Colours:



## Jackdaw

49mm-20mm-140mm

Available Colours:



# Earth Collection



Our innovative bioplastic is an eco-friendly version of plastic, it's made without crude oil, uses plant based dyes and is certified biodegradable. By using a mix of bioplastics

and recycled materials, we ensure these frames have an ultra low carbon impact of just 113 grams of CO2 per frame (which is less impact than using your phone for 1 hour).

## Scops

45mm-20mm-140mm

Available Colours:



Model: Scops | Reef



Model: Strix | Tortoiseshell

## Strix

53mm-17mm-145mm

Available Colours:



## Rio

52mm-22mm-145mm

Available Colours:

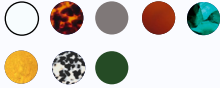


Model: Rio | Jungle

# Tawny

44mm-22mm-140mm

Available Colours:



Model: Tawny | Clear

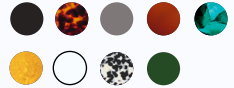


Model: Kaka | Honey

# Kaka

51mm-22m-145mm

Available Colours:



# Suma

52mm-22mm-140mm

Available Colours:



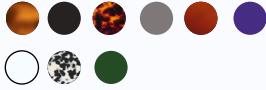
Model: Suma | Reef



# Alba

45mm-20mm-140mm

Available Colours:



Model: Alba | Caramel

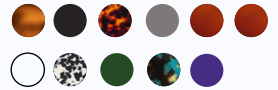


Model: Athene | Snowy

# Athene

48mm-20mm-140mm

Available Colours:



Model: Otus | Shadow

# Otus

52mm-19mm-140mm

Available Colours:



# Natural Collection

Beautifully crafted, the sustainable wood and recycled aluminium construction give each pair a distinctive character. Made from ten layers of mixed woods and two core layers of aluminium, these award-winning frames are the embodiment of form and function. Expertly finished by hand with sprung temples and adjustable ends, it's no wonder that they were titled frame of the year.





OPTICIAN  
AWARDS  
WINNER



## Our award-winning multilayered frame design



**OBE Precision  
Sprung Hinges**



**Wood & Aluminium  
Layered Frame**



**Multi-Layered  
Temple**



# Blackcap



- Frame size: Small
- 45mm-23mm-138mm
- Material: Beech, sandalwood and recycled aluminium
- OBE Sprung hinges



# Rindill



- Frame size: Medium
- 50mm-20mm-142mm
- Material: Zebrano, Sandalwood and recycled aluminium
- OBE Sprung hinges



# Finch



- Frame size: Small
- 48mm-21mm-140mm
- Material: Beech, Sandalwood and recycled aluminium
- OBE Sprung hinges



# birdies

## Plant-based Childrens frames



### The real magic bean

Birdies are made from processed castor beans, a new (and old) natural polymer that is lighter than aluminium and strong enough to be used in vehicles.

These frames are virtually indestructible. Designed to withstand rough treatment, they're bendable, throwable, and come with impact and shatter-resistant lenses. The low-density material is 10 times stronger than the plastics in car bumpers, and 13 times stronger than common bioplastics. The perfect material for inquisitive minds.





## Birdies

Size: 0-4 Years/ 4-11 Years

Available Colours:



- Available in two size ranges
- Outstanding flexibility
- Ultra-durable



Model: 4-11 Years | Dark Green



Model: 0-4 Years | Ocean Blue

# Convenient starter set

Getting started with Bird Eyewear just got easier. We've curated our new Bird Eyewear Starter Set, providing everything your practice needs to get up and running with our latest sustainable ranges. Each set is available at an introductory discount and includes; 12 of our best selling Birds, complimentary cork cases, our signature lens cloths and a selection of our display stands and POS to suit your needs.



# Custom displays, clean & simple

We stock a range of options for frame display or our in house team can customise point of sale displays to fit your store needs.



# Material Innovation



## Environmentally friendly materials

We use water based acrylic dies in our colouring of woods and our eco-cork cases have been certified to conform to ROHS directive and ISO 17226. Our cleaning cloths are made from recycled PET bottles.



## Water soluble packaging

Our mailer bags are made from harmless water-soluble EcoWrap, so there's no plastic to be found anywhere.

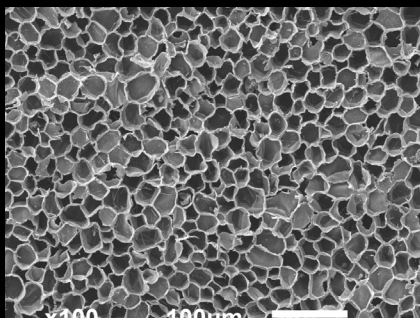
inable  
wood



### Responsible sourcing

We've fully mapped our supply chain which is publicly available for people to see. All material is carefully selected, verified, and sustainably sourced.

Our packaging is both recyclable and biodegradable, and through mapping our greenhouse gas emissions, we know the carbon footprint of every frame, from raw material to end of life.



### Research and development

Working with Plymouth University we have mapped out our carbon footprint at a molecular level.



### Nature inspired innovation

We use plant based materials in all our frames, taking inspiration from nature for design, colours, shapes and innovative uses.



# Why Bird?

From building dens to building a movement. Our goal is to make better eyewear for a better world.

It's no secret that we thrive on nature here at Bird. In fact, looking after our environment is even written into our business code of conduct. Our Bird Forest will see us plant over 10,000 trees in the next two years, alongside re-wilding and habitat cultivation across a number of sites.

If that's not enough, every pair of Birds gives back through our Share Your Sun partnership with SolarAid. Helping to distribute solar light to families in Zambia and Malawi, replacing the use of fossil fuel burning lamps.

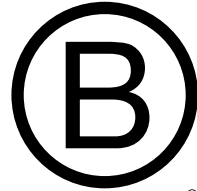
# We're a B Corp

We're proud to be the highest scoring B Corp in the eyewear industry.

Certified B Corporations are rigorously verified to meet the highest standards of social and environmental impact, and balance purpose with profit. They are third-party verified and legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment.

Some of the factors contributing to our growing success include planting our very own Bird forest in Devon as part of our carbon reduction drive, alongside developing a new line of products made from waste collected in Devon, and building out our transparent supply chain.

**Certified**



**Corporation**

**Certified**



**Corporation**

Certified in 2020

**We are proud to be  
using business as a  
force for good**

Find out how we are reinventing business at [bcorporation.uk](https://bcorporation.uk)

# Reframe your world



bird  
EYEWEAR

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