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PLANET ROLF

Rebranding – Beyond the Eco-Hype

The Tyrolean premium brand ROLF has reinvented its brand identity – a rather bold step for a brand that is known above all for its consistency and sustainability. Marketing manager and co-founder Christian Wolf lets us in on the *#planetrolf* project.

Hello Christian, how have the last few years been for ROLF?

The last few years have been challenging for any brand, but in difficult times you have to rethink and that's what we did. Thanks to our regional production, we have always had the great advantage of being able to deliver, which has made these years very successful.

What have you done specifically?

We expanded our portfolio with the *Substance* collection and were able to reach a large number of customers. The product impresses with its quality, design, innovation, sustainability and price. As we have been producing in our factory for 15 years and are largely independent of suppliers, we didn't have to change in

this area and were always able to deliver.

But you also used the time for your major rebranding project.

What prompted you to do this?

ROLF was launched in 2009. After more than a decade, we felt the need to renew ourselves in order to preserve our youth, generate new enthusiasm and sharpen our focus. The key was a deep examination of our brand. This "reboot" led to the definition of our core values and now gives us more room for creativity again.

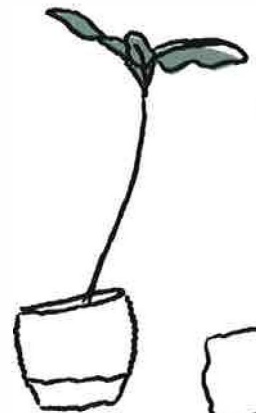
What specific elements are new or different?

We have successfully introduced a new logo, a fresh corporate identity and a simplified website. We are proud and happy with



A deep connection with nature and local production – important not only for marketing manager Christian Wolf, but for the entire ROLF team.

“ROLF stands for quality and innovation beyond the eco-hype. We produce high-quality eyewear from plant-based materials: wood, stone and bean.”



the result. We enjoy working with our new brand identity every day.

Were you dissatisfied with your old brand identity?

Dissatisfied is not the right word. Our previous brand identity reflected our origins and had its own charm. However, we felt that it had become a bit outdated and cluttered over time. It was time to make room for something new. For us, this is a natural development in the life cycle of a brand.

What did the process look like in concrete terms?

The entire rebranding process was a far-reaching and well-considered decision that we implemented with the help of external professionals. You need fresh perspectives and expertise for a

process like this. We chose the *Rabensteiner* agency from Innsbruck. Their experience, creativity and patience were exactly what we were looking for. Together with Ulrike Hirtzberger, we developed a comprehensive brand strategy that included positioning, competitive analysis and other key elements. We then worked on the details on this basis. The end result was more than just a new logo – it was the birth of *#planetrolf* – “ROLF. Naturally handmade”, a brand identity that fully reflects our values and vision.

Did your own corporate culture play a role in this?

Yes, of course. Our roots in our Tyrolean homeland and our deep connection with nature characterize every aspect of our work. This is reflected not only in the quality and sustainability of our



The new campaign is also a commitment to improving the future through innovative and sustainable products.

The ROLF Values.

1 Our planet.

An essential part of our philosophy is to leave a better planet than the one we found.

2 Rethinking.

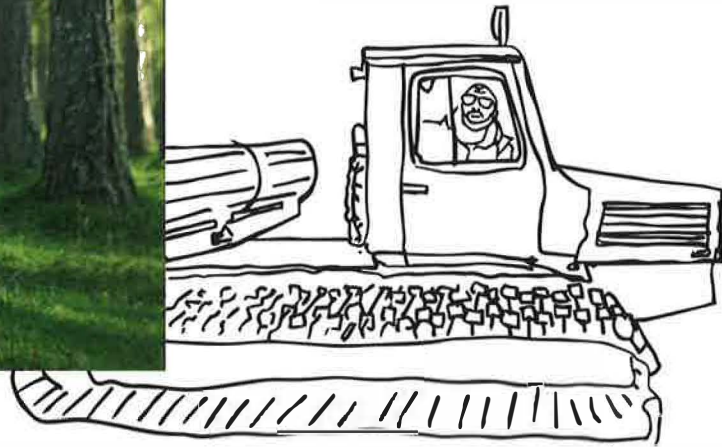
Rethinking the established is in our DNA. Sometimes we even rethink our entire industry.

3 Plant-based.

We don't care about the eco-hype. We produce high-quality eyewear from renewable raw materials.

4 Sustainable.

Sustainable means high quality. High quality means durable. Durable means sustainable. The circle is complete.



eyewear, but also in the design. Our design approach combines high-tech with traditional craftsmanship and underlines our passion for aesthetics and functionality. The rebranding process was an opportunity to bring these elements even more to the fore.

A love of technology, craftsmanship, nature and design – these are all key elements of our DNA that we are expressing in our new brand identity.

Were there no concerns that the move could also have a negative impact, that trust would be lost?

Change always requires courage, but we were not afraid of this step. Our strength lies in our ability to create beautiful, high-quality eyewear. The rebranding was also not about changing our core values – these will always remain the same.

What can you convey better now?

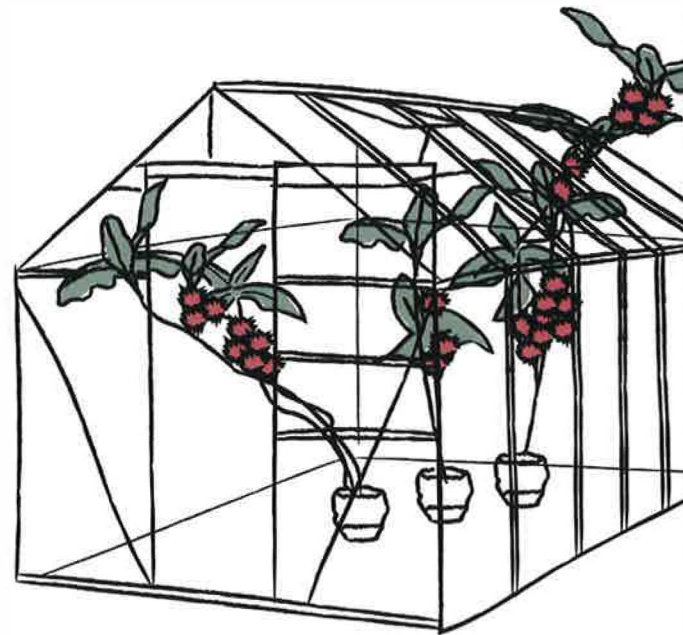
Our new branding allows us to better communicate our clear values and vision. We have nature and its principles in our DNA. With the new branding, we express this connection to nature and our commitment to improving the future through innovative and sustainable products.

Are there any particular designs or design elements that you want to emphasize as part of the rebranding?

ROLF focuses on timeless design, characterized by clarity and understatement. Our design is characterized by a harmonious design language. We believe that good design starts in the gut, goes through the head and touches the heart. Aesthetics and technology are equally important. ROLF transforms complexity into

ROLF eyewear has always been a pleasure to wear.

“For our bean eyewear, we use the fast-growing castor bean as a plant-based raw material.”



simplicity.

How does understatement in design manifest itself?

In the functionality and beauty of our products. At ROLF, you don't recognize a pair of glasses by their eye-catching logo, but by their balanced shape and subtle, functional elegance. Our eyewear proves that functional design can also be beautiful. Each frame contains innovative know-how and natural simplicity. Giving these aspects more space and strengthening the ROLF brand as a framework for our products was the core of our rebrandings.

Does the rebranding also involve adapting or expanding the collections?

Absolutely. In addition to maintaining our existing collections, we will continuously introduce new products and collections. For

example, we will be presenting the *Fusion* collection at *opti*. This collection combines our technical expertise with natural materials – a real milestone for us. To this end, we have invested in the modernization of our machinery. This investment underlines our commitment to high-tech, innovation and independence.

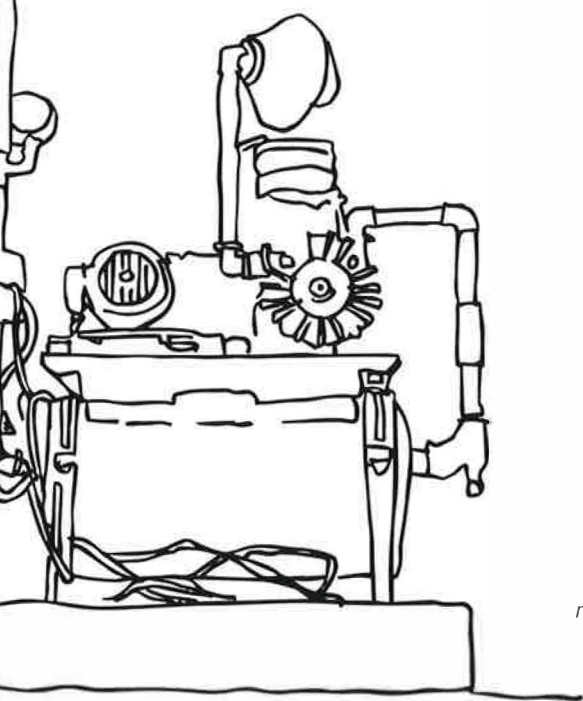
The slogan #planetrolf appears again and again in your own ROLF magazine. What is it all about?

#planetrolf is more than just a slogan: the term symbolizes our commitment to a more sustainable planet and is a cornerstone of our corporate philosophy.

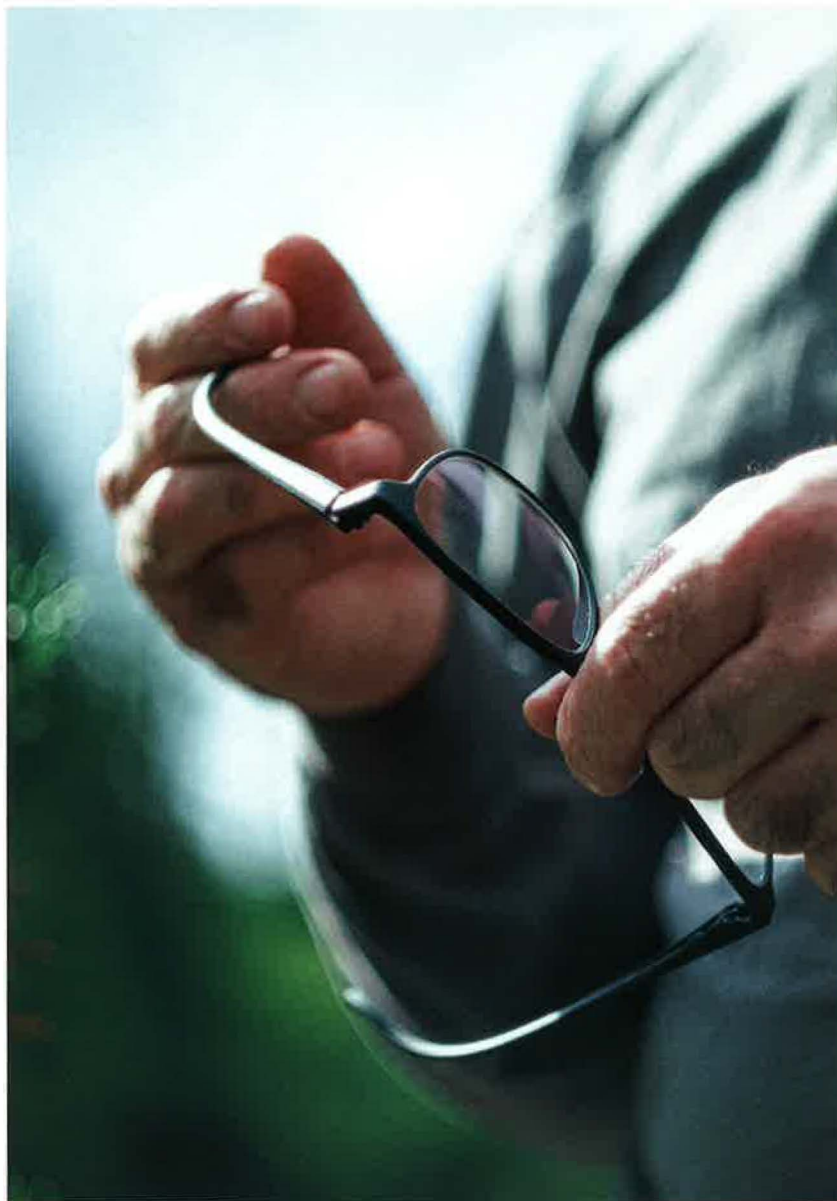
So #planetrolf stands for...?

Innovation, for constantly questioning the status quo and for our commitment to producing high-quality and durable eyewear from

“One of our first tools and an essential part of the ROLF story: a converted milking machine.”



The Flexlock hinge is now a signature feature of the Tyrolean brand.



renewable raw materials. We communicate openly and transparently and leave it up to our partners and customers to decide what they consider to be sustainable and honest products. Our approach to sustainability is based on our own standards and beliefs and not on external organic or eco-labels. Everyone who can identify with our products meets at *#planetrolf*.

That sounds self-confident.

Yes, because sustainability has always been a matter of course for us. Our own production and local manufacturing make a major contribution to this. Innovations that make it possible to manufacture eyewear more sustainably and with fewer suppliers underline ROLF's commitment and close the loop. We believe that we can make a positive change with our products. With *#planetrolf*, we invite everyone to become part of this movement.

Is the response to your sustainability approach the same in all

countries?

No, it varies around the world. In Europe, where sustainability is firmly anchored in the consciousness, we receive enormously positive feedback. In other regions, this awareness of sustainability is not yet as pronounced. However, we are convinced that it is only a matter of time before other markets also recognize the importance of sustainable products and consumers specifically look for honest and environmentally conscious products.

Has there already been any feedback from your opticians about your new brand identity?

The feedback so far has been very positive. Our expectations have been more than fulfilled. We see our new brand identity as a kind of launch pad for all the wonderful developments that are yet to come.

Good luck with that. ▽

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