

**PRESS RELEASE**  
**FOR A 100% FRENCH EYEWEAR**  
**THE TIME TO ACT**

We are a group of 20 manufacturers representing the French production sector, supported by a large majority of our French and foreign customers, i.e. more than 40 brands, all eyewear manufacturers recognized internationally for the quality of their products. We act outside of any union organization.

The current health crisis has shown that France has neglected its industry for too long, going to the point of encouraging the import of products manufactured in countries with social and environmental values far below ours. However, having a national industry is a question of survival for our planet and our economy. In order for services, businesses and employment to continue to exist, we need an industry. All the countries that have tried to do without factories have come back. It is indeed at this level that we have the greatest added value.

One fact is obvious: for the same number of products sold, a distributor producing locally will employ four to five times more people than an importer without a factory.

Today, the vast majority of French people want to consume products made in France. To enable them to do so, only 2 things prevent them from doing so:

- The certainty of the origin of the product because the place of manufacture is not a compulsory mention in France and in Europe
- Limited purchasing power, especially in the coming months. It is indeed true that a frame made in France can be more expensive than some frames made in a country where the social and environmental standards that are required today are not respected.

This is why we have decided to launch a communication campaign in order to inform the French people and our governments about the situation of our industry. We also wish to put forward concrete solutions that will not cost the state budget.

Indeed, we wish that :

- The location of manufacture should be a mandatory mention on the frames. This is a duty of truth towards the consumer. This is already the case in the USA and the Middle East.
- Supplementary health insurance companies should have the possibility of better reimbursing a frame made in France. Today, they reimburse frames indifferently with a maximum of 100€ every 2 years. At this level, at an optician's, it is impossible for the consumer to acquire a frame made in France without an additional cost. Raising this reimbursement ceiling to 250€ would allow many French people to buy frames made in France, in compliance with French standards and know-how. Some European health products already benefit from this type of action.

The number of direct and indirect jobs in the entire French industry, from component manufacturers to specialized opticians, can be estimated at 10,000 people. We are convinced that such measures would double this number.

This campaign begins with the publication of a press release in a major national daily newspaper on Friday, May 29. It will be followed by another one next week, on June 3, in the same newspaper.

If you would like to have a variety of coverage depending on the interests of your readers, please contact us by email or phone.

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