



5Loops

YOUR SUSTAINABLE EYEWEAR CHOICE.

2024 — 25  
PRESS KIT

EN

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## PRESS KIT

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»NATURE IS THE MOST IMPORTANT TREASURE OF HUMANITY –  
IT IS TIME WE START GIVING BACK AND PRESERVE IT FOR OUR CHILDREN.«

C O M P A N Y

5Loops



## COMPANY PORTRAIT

**5Loops – sustainable eyewear** is an eyewear brand that stands for sustainability, style and authenticity and whose holistic approach, from the initial glasses concept to the return of used products to the economic cycle, rests on five nature-based elements: **earth, water, air, fire and humanity.**

5Loops glasses meet the requirements

- of Regulation (EU) 2017/745 on medical devices (MDR, Medical Devices Regulation),
- of European Standard EN ISO 12870,
- of European Standard EN ISO 12312-1,
- of German Standard DIN EN 14139 (Specifications for ready-to-wear spectacles)
- of Regulation (EC) 1907/2006 REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) and
- of Regulation (EU) 2016/425 on personal protective equipment

and can be used by your optician of choice for the **insertion of prescription lenses.**

As well as **sunglasses, reading glasses, glasses with blue light filters and transition reading glasses,** the brand also offers **accessories.**

Find out more at [www.5-loops.com](http://www.5-loops.com), on Instagram at [@5loops\\_eyewear](https://www.instagram.com/5loops_eyewear) and on [LinkedIn: 5Loops – sustainable eyewear.](https://www.linkedin.com/company/5loops)

# FOUNDING HISTORY

The founders, twins **Andrea and Caroline**, grew up **near the beaches of Lima in Peru**, where they experienced **the natural world as something to be taken for granted**.

As their lives progressed, the two of them travelled around the world and **encountered the impact of many pollutants on nature and people**. Andrea, who has lived and worked as an ophthalmologist in Shanghai for almost 15 years, decided to use her knowledge to bring about **change in eyewear consumption**.

Together with her twin sister Caroline, a forward-looking global key account manager working in Germany, **they founded the company 5Loops – sustainable eyewear**.

Both sisters are driven by the **strong inner will to give back to the Earth and future generations**. Find out how in our **»Values«** section.

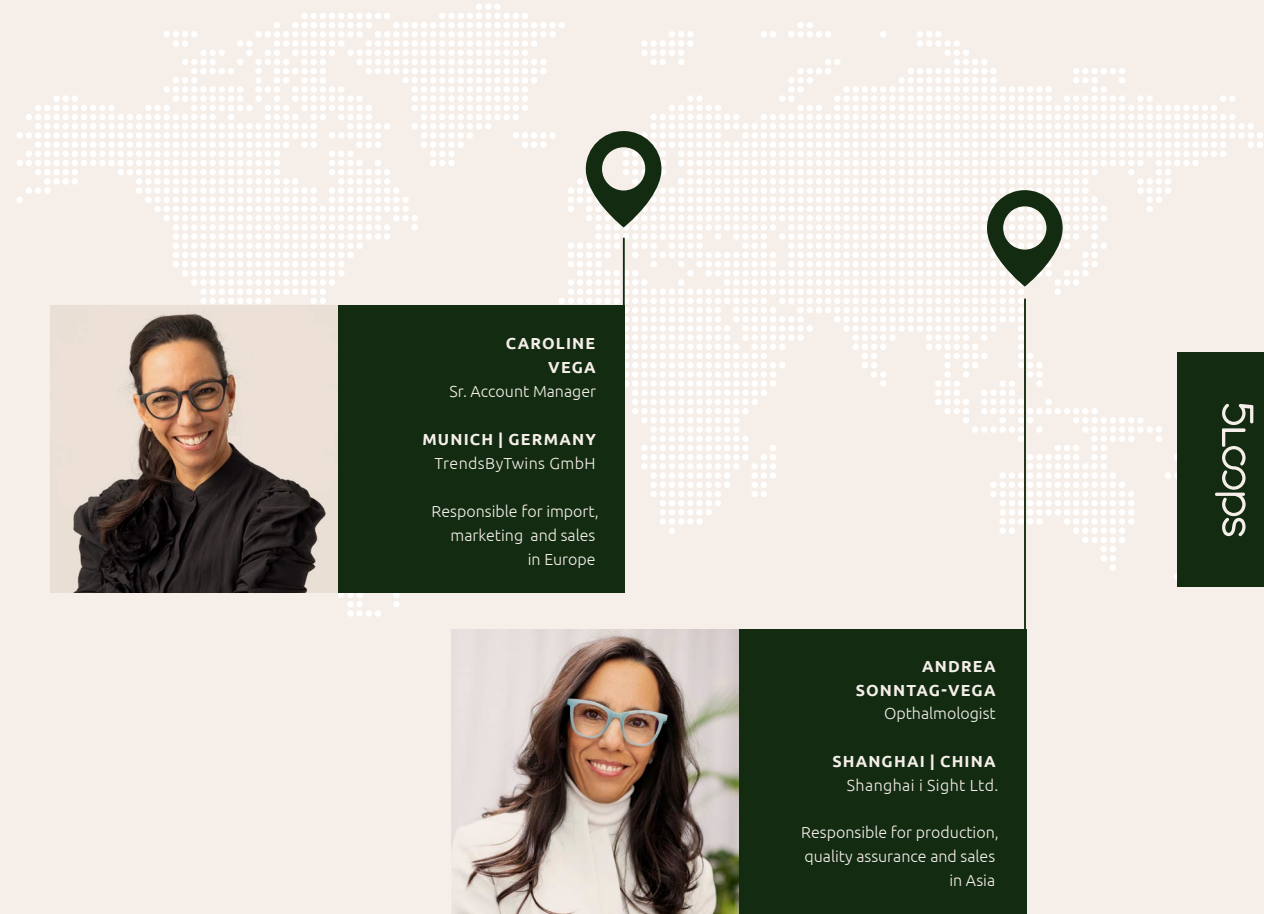


# THE LOCATIONS

5Loops has two main locations – **Germany (Munich)** and **China (Shanghai)**.

**Caroline, representing TrendsByTwins GmbH, Germany, is responsible for import, marketing and sales in Europe** as well as the **identification of social projects in Peru**. A team of four employees in Munich is also responsible for marketing and all corporate communications.

**Andrea, representing Shanghai i Sight Ltd., China, is responsible for production, quality assurance and sales in Asia**. Locating the production site close to the founder and ophthalmologist Andrea was a deliberate choice in order to facilitate **regular personal quality control and monitoring of production**. The injection molding production process is already an established manufacturing process in China and can be used without restrictions to manufacture 5Loops products.



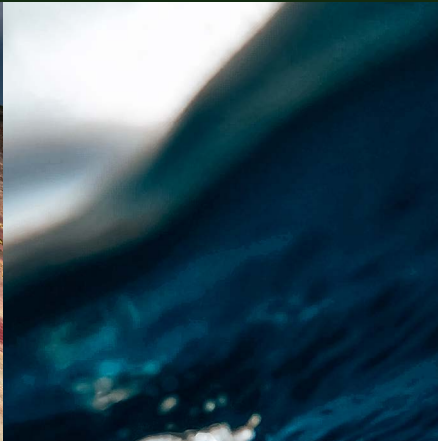
V A L U E S



# OUR VALUES

The name 5Loops refers to five elements – earth, water, air, fire and humanity.

This approach embodies the five nature-related values on which 5Loops is based upon. Each of the five elements has an individual meaning and is integrated into the 5Loops economic cycle.



## EARTH

### Water: Creating less waste

To generate as little waste as possible, 5Loops glasses are produced using molds which reduces the amount of waste produced compared to using acetate sheeting.

## AIR

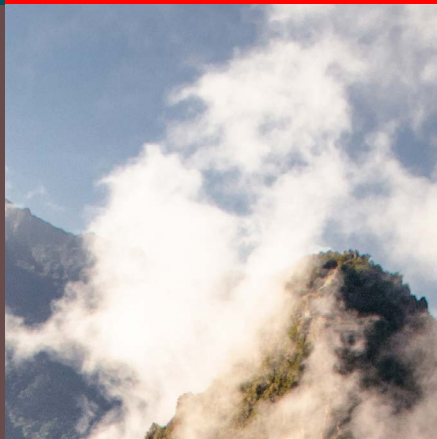
### Fire: Together we are strong

Through collaboration with companies that share our values), the power to fundamentally and sustainably change consumer behavior emerges.

## HUMANITY



## WATER



## FIRE



5Loops

### Earth: Using natural materials

To achieve this goal, 5Loops offers stylish eyewear as well as accessories made of BioAcetate S70 – a renewable, recyclable, ... , bio-based material for eyewear.

### Air: Implementing a circular economy concept

5Loops will motivate its customers to send back »old« 5Loops glasses for refurbishing, redistributing, composting or recycling.

### Humanity: Take a step further with us

Your contribution to sustainability goes beyond just purchasing your glasses with us. Because you are the crucial fifth element at 5Loops – by choosing to return your glasses after use.



## EARTH

5Loops adopts the element 'earth' to highlight **our use of natural materials**. The brand offers fashionable eyewear and accessories made of **BioAcetate S70**, a renewable, recyclable, sustainable, biodegradable and bio-based material.

To **minimize the environmental impact of eyewear manufacturing**, 5Loops frames not only **meet the highest quality standards**, but are also **free of harmful chemicals, making them healthier** for the body and skin. With ISCC certification, BioAcetate S70 frames offset their carbon footprint, helping to protect the planet's resources and climate for future generations.

**The shipping boxes, glasses cases and cleaning cloths are made of recycled PET**, which can be recycled using established processes and returned to the circle.



WATER

5Loops

**Water as a finite resource** is an important reason for 5Loops **to work towards waste avoidance in all our processes.**

5Loops has abandoned the traditional bio acetate eyewear production process whereby the individual eyewear components are cut from acetate sheets, instead **using a production process based on injection molding technology.** The bio-based material BioAcetate S70 is injected into molds **to avoid excessive use of material.**

Despite the modern technology, which to date is seldom used in Europe, there are no limitations **on the longevity and quality of the glasses.**



AIR

5Loops

**Air circulates**, inspiring the start-up to implement the **concept of the circular economy**. More products are produced on the global market than society can make use of. Not only is it important for companies to make the manufacturing process as environmentally friendly as possible, they must also bear in mind what happens to products at the end of their useful lives.

5Loops is committed to circular economy: **customers return their discarded or old 5Loops glasses to the company**, which then recycles them, composts them or refurbishes them for distribution to people in need. This enables 5Loops **to extend the products' life cycles** and **contribute to the slow fashion movement** while simultaneously **supporting social projects**.

5Loops

The logo for 5Loops, featuring the number '5' and the word 'Loops' in a white, sans-serif font, set against a solid orange background.

5Loops

The word 'FIRE' in a white, sans-serif font, centered on a solid red square. This square is part of a larger graphic consisting of a 3x3 grid of colored squares (orange, red, blue, green) with a background of abstract, flowing fire patterns. A large, semi-transparent white circle is overlaid on the grid, partially obscuring the red and blue squares.

FIRE

Through **collaboration** with companies that share our values (Daotey, COVER, Nina Rein & Frijda Juni), **the power to fundamentally and sustainably change consumer behavior** emerges.

Our partners and we are **committed towards the same goal** of supporting each other and growing together on the path to a more sustainable future.



5Loops

HUMANITY

Your contribution to slow fashion and sustainability **goes beyond just purchasing your glasses with us.** Because **you are the crucial fifth element** at 5Loops – by choosing to return your glasses to us after their use.

By doing so, you give us the opportunity to either **pass the glasses on** directly to communities and social projects in Peru, the home country of the two founders of 5Loops, **or to return the glasses' materials completely to the cycle,** depending on their condition.

Both options enable you to **actively contribute** to improving the lives of your fellow human beings and making a positive impact to our planet.

P R O D U C T S



# PRODUCT INFORMATION

## MODELS



**...means »beautiful point«.**

*This model is a slightly oversized frame which is the perfect combination of sleek lines with softer curves. The squoval frame hugs all face shapes perfectly and ensures they are the perfect day to night transition.*



**...means »Gentlemen«.**

*Caballeros is a classic rectangular frame that is ideal for a more formal look. The colors of 5Loops adjust perfectly to a timeless look, but if the customer wants, there are some bright colors to choose from as well.*



**...means »Turtles«.**

*Tortugas is a more roundish style that is perfect for customers with smaller faces and teens. Tortugas is the best accessory that complements the customer's outfit and brings out their best features.*



**...is named after the desert peninsular in Peru.**

*This model brings a new twist to the classic aviator style and gives you a more full-coverage look. Paracas add an element of adventure to any outfit or occasion. The wider form is perfect for those who prefer a broader lens.*



**...is an area in Peru famous for its beaches as well as an iconic female figure.**

*Santa Maria is the perfect cat-eye style frame that elevates any occasion and sits perfectly on your face complementing any outfit.*

*As well as eyewear, 5Loops offers **accessories in the form of glasses chains**. These can then be worn in the usual way, or may also be integrated, casually forming part of an elegant chain, into any outfit as statement pieces. The glasses can then still be hooked onto the ring quickly and easily.*

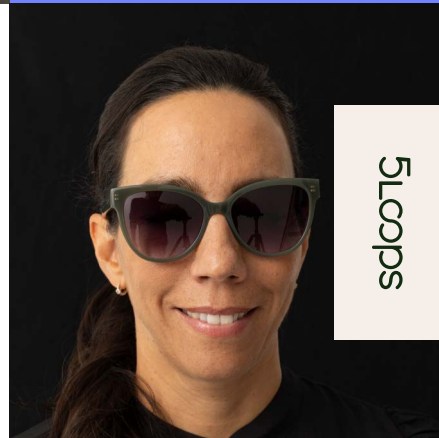
PUNTA HERMOSA



SANTA MARIA



TORTUGAS



5scoops



CABALLEROS



PARACAS



P U B L I C A T I O N S

# PUBLICATIONS—MAGAZINES

PRINT



**DOZ**  
02/2023  
▶ [Link to website](#)



**sublime eyewear**  
02/2023  
▶ [Link to website](#)



**freundin (=girlfriend)**  
05/2023  
▶ [Link to website](#)



**DOZ**  
05/2023  
▶ [Link to website](#)



**sublime eyewear**  
12/2023  
▶ [Link to website](#)

DIGITAL



**Blog Elisabeth Green**  
05/2023  
▶ [Link to website](#)

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# PUBLICATIONS—CERTIFICATES



We are proud to be certified  
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C O N T A C T

# CONTACT

## WEBSITE

[www.5-loops.com](http://www.5-loops.com)

## INSTAGRAM

@5loops\_eyewear

## LINKEDIN

[www.linkedin.com/company/5loops-sustainable-eyewear](http://www.linkedin.com/company/5loops-sustainable-eyewear)



## ANDREA SONNTAG-VEGA

Shanghai i Sight Ltd.

Produktion,  
Qualitätssicherung und  
Vertrieb in Asien

**WeChat** andreasonntag

**E-Mail** [avega@5-loops.com](mailto:avega@5-loops.com)



## CAROLINE VEGA

TrendsByTwins GmbH

Import,  
Marketing und  
Vertrieb für Europa

**Mobil** +49 162 3217106

**E-Mail** [cvega@5-loops.com](mailto:cvega@5-loops.com)



MADE TO GIVE BACK.

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