

Shamir Launches “Spare Glasses” Campaign Benefiting EinDollarBrille — Opticians and Customers Can Double the Impact

Erlangen, April 2026 — Starting in June 2026, lens manufacturer Shamir is supporting EinDollarBrille with a “spare glasses” campaign across Germany and Austria. For every second pair of glasses sold, Shamir will donate €1 to EinDollarBrille. Participating opticians and customers can further increase the impact through additional contributions. The donations help ensure that people in low-income countries have access to free eye exams and affordable eyeglasses — through vision screenings, training local professionals (GVTs), and producing robust glasses locally.

Through this initiative, Shamir supports EinDollarBrille’s work so more people can gain access to basic vision care — including free eye exams, training local professionals, and producing durable eyeglasses on site.

How the Campaign Works

The concept is very simple and effective:

- 1. Shamir Donates €1:** For every second pair of glasses sold, €1 goes to EinDollarBrille.
- 2. Opticians Can Match Donations:** Participating opticians and eye care professionals can voluntarily increase the donation amount or launch their own initiatives — for example, donating a set amount for every eye exam conducted.
- 3. Customers Can Donate:** Customers can access a landing page via QR code and make an optional additional donation.

“With this campaign, together with our partner opticians, we want to show how much impact a small gesture can have,” says Thomas Leppert, Head of Marketing & Sales at Shamir Optic GmbH. “A second pair of glasses not only improves our customers’ vision — it can also open new possibilities for people in low-income countries.”

A Simple Idea. A Big Impact.

Funds raised go directly to EinDollarBrille’s work in currently eleven program countries, including Malawi, India, Bolivia, Kenya, and Nepal. Donations support, for example:

- **Free eye exams for children who have little to no access to medical care.**

EinDollarBrille e.V.

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Spenden

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- **Training local professionals (GVTs) who provide vision screenings, dispense eyeglasses, and refer people for further care when needed.**
- **Taking eye care where the road ends — through mobile vision camps in rural areas offering free eye exams.**
- **Helping people regain their sight through cataract surgery.**

“A pair of glasses can change a person’s life in just minutes — especially in places where vision care barely exists,” says Martin Aufmuth, founder of EinDollarBrille. “That Shamir and participating opticians are committed to better vision worldwide makes this campaign so valuable. A second pair of glasses here creates opportunities elsewhere.”

A Strong Partner for Global Vision Care

According to the World Health Organization (WHO), around 950 million people worldwide live with vision impairment that can be corrected with a simple pair of glasses, yet lack access to eye care services or cannot afford the eyeglasses they need. The impact is severe: children struggle to learn and adults cannot secure their income — a cycle that deepens poverty. For more than ten years, EinDollarBrille has been working to close this gap by training local professionals, producing robust glasses on-site, and reaching even remote regions with mobile teams.

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About EinDollarBrille e.V.

According to a WHO study, over 950 million people worldwide need glasses but cannot afford them or have no access to vision care. EinDollarBrille e.V. aims to provide sustainable access to high-quality, affordable, robust, and individually fitted eyeglasses. Founded in 2012 by Martin Aufmuth, inventor of the GoodVision Glasses, the organization is recognized as a non-profit.

About Shamir

Shamir, a member of the EssilorLuxottica Group, is a global leader in the development and manufacture of high-quality eyeglass lenses and innovative optical solutions.

For more than 50 years, Shamir has been developing groundbreaking technologies designed to enhance performance—at work, on the road, during sports, and in other everyday activities. As a long-standing

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partner to opticians worldwide, Shamir supports them with solutions that drive growth and strengthen their business.

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