

From a classic goldsmith to the innovative eyewear manufacture.

Marcus Marienfeld, a skilled goldsmith and jeweler, decided to open his own goldsmith workshop in February 1992, after a few years of professional wanderings, in the old town of the small Valaisian alpine village of Brig, at the foot of the Simplon Pass, the gateway to the south. The intensive jewelry production was soon enriched by custom-made frames, so that it was obvious to deal more intensive with this profession.

At this time, the first titanium glasses came to the market, they were exclusively produced in Japan. The Japanese had always been fans of material and realized that the metal Titanium had unique properties. It was light as aluminum, could be hard as steel and it is anti-allergic - three outstanding product characteristics. Unfortunately it was only with great effort to process. Its deformation was difficult. The milling was very expensive out of a very short tool life. And its connection, which was possible by conventional soldering only by using nickel-containing solders, called for the development of new technologies. All reasons that led to the assumption, that Titanium would ultimately find no place in the eyewear industry - it would disappear just as quickly as it had come.

Marcus Marienfeld, however, was already clear at this time, that this material would have a great future in our industry. His positive qualities were too convincing. As we know today, he should be right.

He intensive approached the problems of processing. The Japanese with their special ideas and out of this developed titanium alloys should provide from now on the Marcus Marienfeld AG with best quality raw materials. For the connection technology, they set from the very beginning on the newly emerging laser technology, a pure welding process without any addition of other materials. The life of the milling tools has been extended step by step by optimizing the cutting geometries. The use of newest 5-axis CNC technology and the combination of natural products, such as the Indian water buffalo horn, with high-tech materials such as the carbon fiber guarantee the uniqueness of the 100% handmade in Switzerland frames. A way to go what was worthwhile. The Marcus Marienfeld AG today has success worldwide with its innovative products.

It was recognized early, that a perfect service is the basic for the success of the brand.