



# 100 YEARS

of Swimming goggles evolution.



The year was 1911. We began life as a small lens manufacturer in Osaka, initially producing dust-proof eyeglasses and aviation goggles. As a boy, watching large wooden crates being loaded onto ships in the port, our founder began to nurture the dream that one day he too would make a product that would sell all around the world. That boy saw the stamp on the side of some of the crates as a symbol of his dreams: swan, spreading it's wings wide, about to fly off to see the world.

However, as he was following the path to achieving his dream, Osaka was hit by a fierce air raid. Even while running through the burning streets to escape, he desperately sought to save the materials from which his glasses were made by hiding them in a well. He succeeded in protecting them from the destruction all around him. And then the war ended. Although his house had burned down and it was a struggle just to survive, he began to manufacture Swan brand swimming goggles using the small quantity of materials that he had concealed in the well. All this to realize his youthful dream of making a product that would sell worldwide.









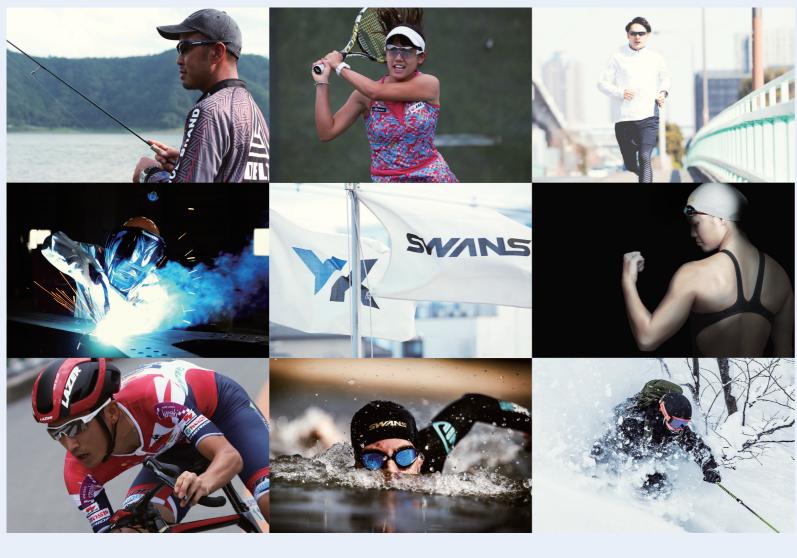


More than a century has passed since then. Over the course of our long history of producing eyewear, SWANS has grown into a brand that encompasses swimming goggles, snow goggles, and sports glasses.

In particular, our high-quality swimming goggles, made using technologies cultivated over many years, are continually evolving as equipment that supports the performance of swimmers across the globe.

SWANS has grown into a large company and will continue to soar worldwide, carrying the great dream of our founder.

SWANS BRAND HISTORY & PHILOSOPHY SWANS BRAND HISTORY & PHILOSOPHY



# WHY MADE IN JAPAN?

## Japanese manufacturing and SWANS' advances

SWANS is an eyewear brand established by Japanese lens manufacturer Yamamoto Kogaku Co., Ltd. The Osaka-based company has, since its founding in the city more than a century ago, produced eyewear fitted with high-performance lenses for industrial safety and sporting applications, with "made in Japan" as its primary emphasis. What springs to mind when you hear the phrase "made in Japan"? Most likely, you think of high quality standards, with care taken over even the finest details, demonstrating delicacy and precision. However, the key question is what makes something worthy of being called "high quality"?

Manufacturing in Japan often produces items that demonstrate meticulous care over the finest details, involving artisanal skills with a long tradition or highly specialized industries, for instance. From items worn about the person, such as apparel, watches, and glasses, to precision machinery like household electrical appliances and cameras, and even cars, each product is designed to be used for many years over the course of your life once you have purchased it. High-quality items made in this way are what you might call "the good stuff," representing the common aesthetic of Japanese manufacturing.

SWANS' birthplace of Osaka is an industrial city, home not only to many large corporations, but also a multitude of small and medium-sized enterprises with highly specialized technologies and materials. These diverse industries have applied themselves diligently and learned from each other, honing their skills and giving Osaka's manufacturing sector a unique quality not found in other regions.

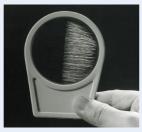
At one stage, SWANS encountered polycarbonate plastic. As a result of trial and error, we became the first company in Japan to develop an unbreakable lens, which offered more shock resistance than the fragile glass lenses used at that time. We continued to conduct research thereafter and succeeded in developing our own processing technologies for high-performance lenses, including mirrored and anti-fog finishes.

Today, SWANS is still infusing its products with the know-how that we have single-mindedly honed. Our aim in doing so is to create an even finer embodiment of all that the phrase "made in Japan" encompasses, which can accompany users throughout their long lives.









# AS SWANS.

## SWANS' manufacturing takes responsibility for all aspects of quality

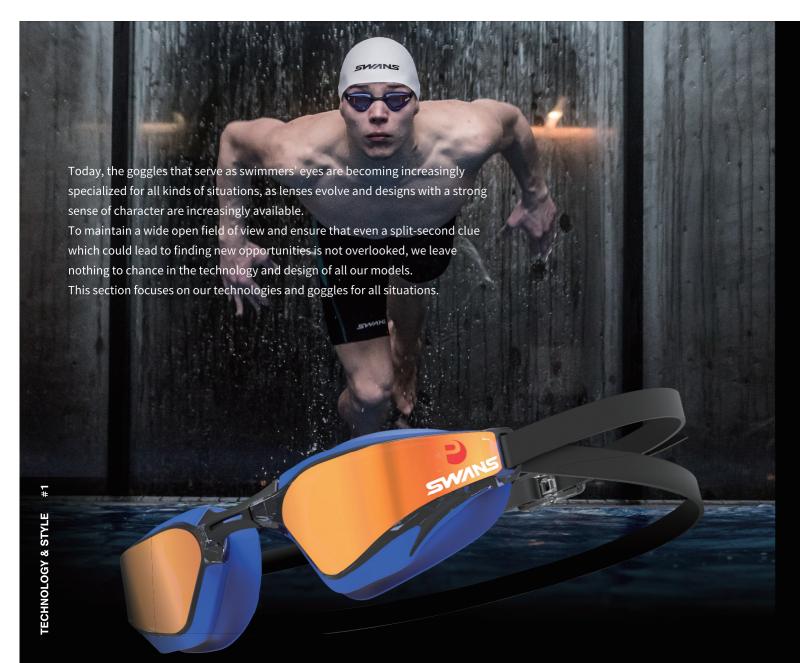
SWANS does not merely make lenses: we are a manufacturer with an integrated in-house system for all aspects of eyewear production, encompassing everything from stylistic and technical design to technology development and manufacturing. Our developers themselves take a real-world approach, going out into the field and exploring the elements that hold the key to development through product testing and field surveys. You could search the whole world over without finding another eyewear manufacturer that conducts the whole process in-house in this way. That is because doing things this way takes a lot of time and effort. The reason why SWANS sticks to this style of business is that it is what makes our meticulous approach to all aspects of eyewear quality possible.

As well as protecting eyes during sporting activities such as swimming and skiing, and in factories and other production environments, it is essential to ensure visibility by preventing lens fogging, minimizing glare, and achieving a good color balance. To create ideal products that meet all these requirements, SWANS staff go out into the field and work together to translate the answers we find into reality.

That is what we mean when we say that SWANS' manufacturing takes responsibility for all aspects of quality.



SWANS BRAND HISTORY & PHILOSOPHY
SWANS BRAND HISTORY & PHILOSOPHY



There is a mountain of interesting information in the pool alone. There are the other swimmers' movements and expressions, not to mention the flow of the water and the way it foams up.

The curved lens with a wide view ensures that you do not overlook a single piece of information crucial to victory. The mirrored lens maintains a cool expression that will not betray your interest in your surroundings. Those who become winners control themselves and keep a watchful eye on every detail around them at all times.





The 3D cushion ensures a flexible fit, so that your goggles do not shift a millimeter, even when diving into the pool or turning. You can also train hard over and over again to reach your target time without worrying about your goggles shifting.

# **TECHNOLOGY & STYLE**

feature 1

# VILKYRIE SR-72

For swimmers who are constantly pursuing speed in their races day after day, swimming goggles are already part of their body and have to be something that continually draws out the potential of that body. Serving as the eyes for swimmers with an insatiable hunger to win, VALKYRIE gives them an insight into the rules for victory lying hidden within the race.

Go through your usual routine and these goggles will not fog up, even when you have swum so hard that your rising temperature threatens to bathe your whole body in sweat.

These premium anti-fog lenses will make you forget that goggles fogging up is even a thing.



SWANS BRAND HISTORY & PHILOSOPHY





They offer a wide view without parallel, enabling you to take in even extensive fields and other athletes at a glance. Underneath the lenses, your piercing gaze spots every movement from before the race even starts.



Once the race begins, the battle gets underway. Battered by the movements of the athletes' limbs and bodies, the water becomes choppy and mixed with sand. Even in the face of this impact, the flexible 3D cushion protects your eyes without shifting a millimeter. The robust mirrors in the MIT lenses will not scratch or peel.

## **TECHNOLOGY & STYLE**

feature 2

# **ASGENDER** SR-81

A huge swim field stretches out before your eyes. You are dazzled by the sun and buffeted by a strong wind that is stirring up waves. Despite feeling Mother Nature at her harshest, you plunge into the water and race headlong to get ahead. ASCENDER is the model for swimmers who want to dominate races in the great outdoors. These goggles always show you the path to victory, even in course environments that change at a dizzying pace.

When the sun beats down mercilessly, your field of view is filled with nothing but glare. Equipped with photochromic capabilities, these lenses maintain the right level of brightness according to the intensity of the sunlight. You will not miss an opportunity to win, even in the most dazzling light.



SWANS BRAND HISTORY & PHILOSOPHY

feature 3



Remake model of SR-1

Controlling the flow of water to bring even greater speed within your grasp. This is the ambition that resulted in the reincarnation of our long-selling SR-1 model. These goggles feature a form thoroughly calculated to minimize the resistance of flowing water and a fit designed to maximize that effect.

Deep thought is no longer required. You will race ahead, feeling the flow of the water without any sense of drag.





From the second you plunge into the water, it feels smoother than ever as it flows around you. The new Round Stream Design (RSD) of the eye cups controls water turbulence and keeps the eye cups from shifting position.



The newly developed Round Stream
Design is a shape designed especially
to reduce the resistance of flowing
water. The undulating shape of the eye
cups controls the flow of water,
creating a flow that has been carefully
calculated to be smooth.



TECHNOLOGY & STYLE

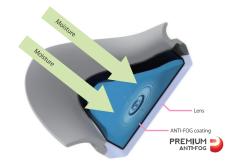
SWANS BRAND HISTORY & PHILOSOPHY

# **SWANS LENS TECHNOLOGIES**

## **SWANS LENS TECHNOLOGIES**



steam generator to compare results.





ANTI-FOG



Normal ANTI-FOG

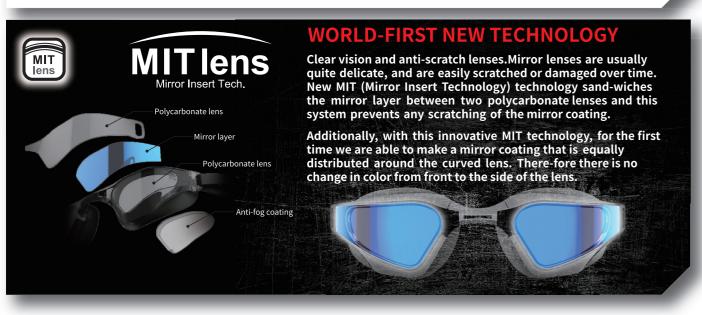
**Durability** 

Durability of premium anti-fog is 4 times greater than regular

#### Absorption



Moisture absorbing capability is 3 times more powerful than regular anti-fog coating







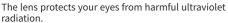
#### Lens Function





Same as above







#### **Anti-fog coating**

Anti-fog coating is attached to inside of the lens to prevent fogging.



Optic lens for short sighted. Some models are also possible to customize with specifications.



Special mirror coating is applied to the lens surface which reflects glare and hence reducing strain on the eves.



The curved lens provides a streamlined shape, which reduces water drag. A wider field of view is achieved with the curved lens.

## **Material function**



### Silicone

Soft silicone material



Offers good flexibility and softness. Compared with the normal elastomer material, the tensil strength is higher by 50% in our test data.

### **Nose function**







#### Nose bridge (4 sizes)

Interchangeable spare nose bridges are included.



#### Nose bridge (5 sizes)

Interchangeable spare nose bridges are included.



### Flexible nose

One-piece flexible nose

Nose slide system

### System function



Adjust the strap easily even wearing swimming goggles.



Easy to fit and suitable for female swimmers who has long hair as well as young children.

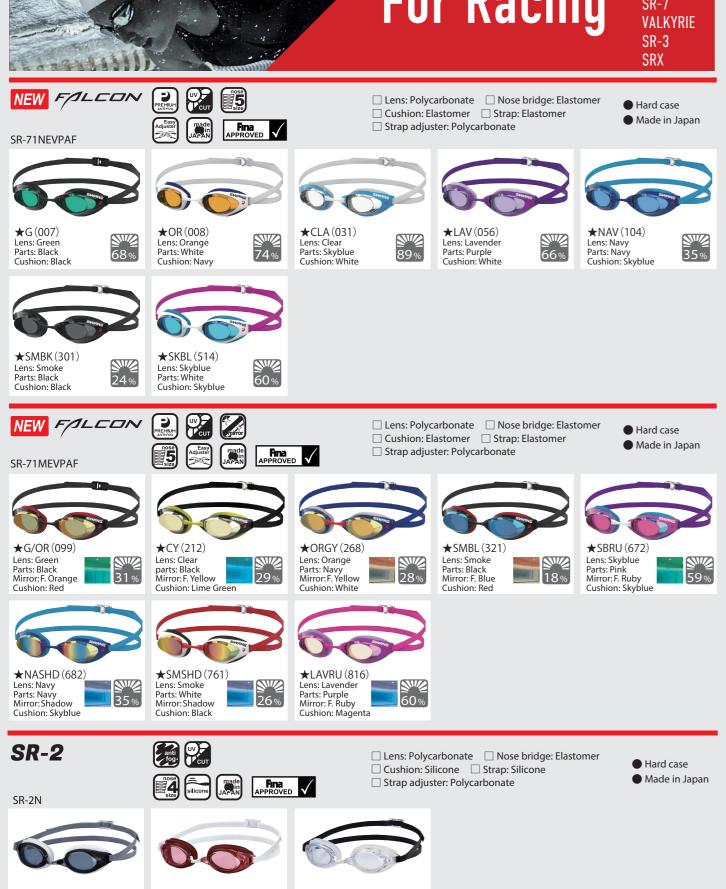
Easy to interchange the nose bridge with this slide



This gasket provides maximum confort during

SWANS LENS TECHNOLOGY





**★**CLA (031)

Cushion: Clear

Lens: Clear

88%

**★**W (001)

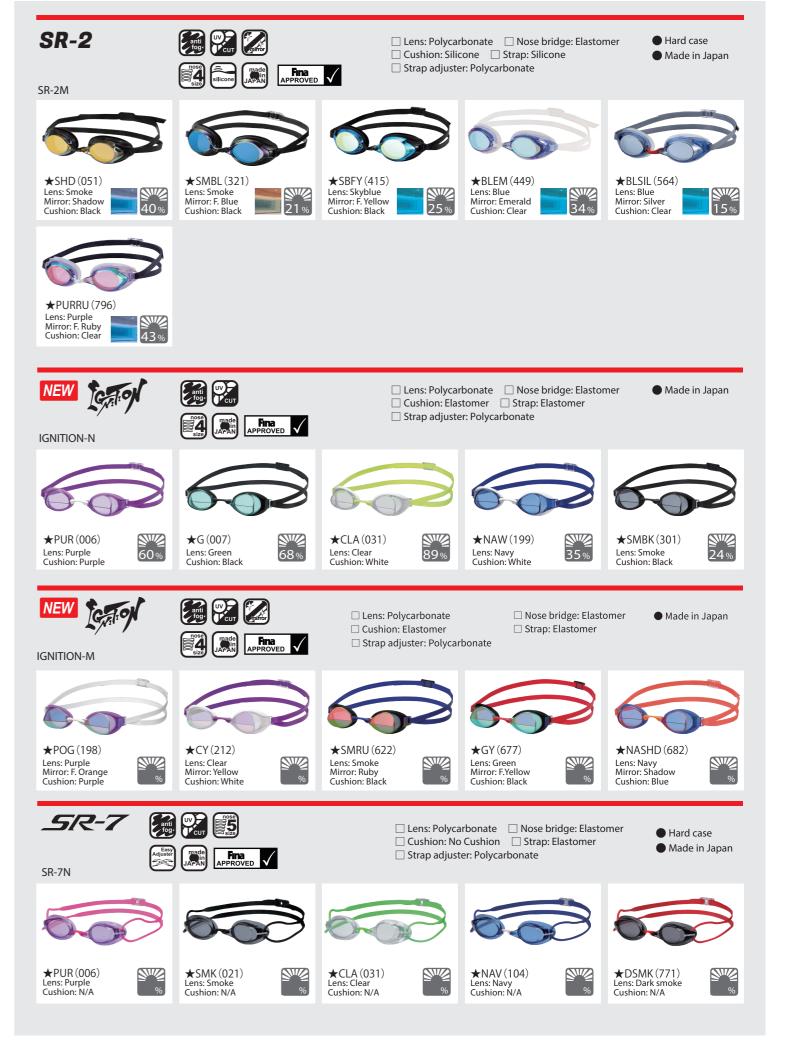
Lens: Smoke

Cushion: White

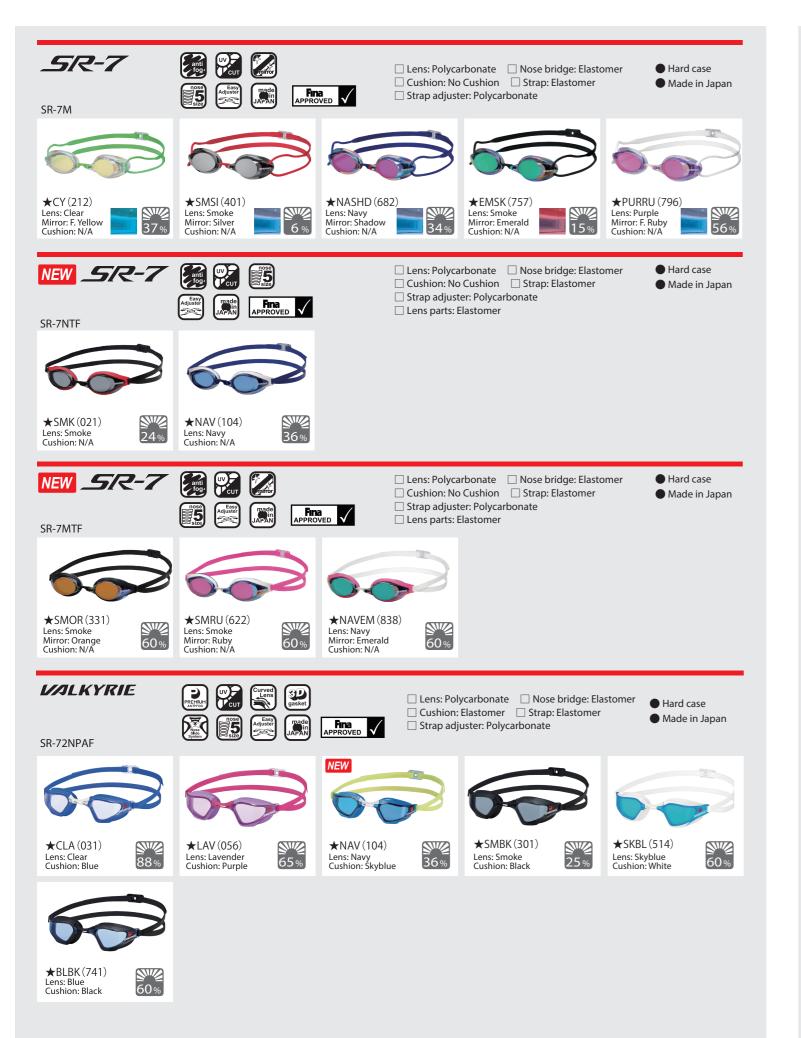
**★**PIN (003)

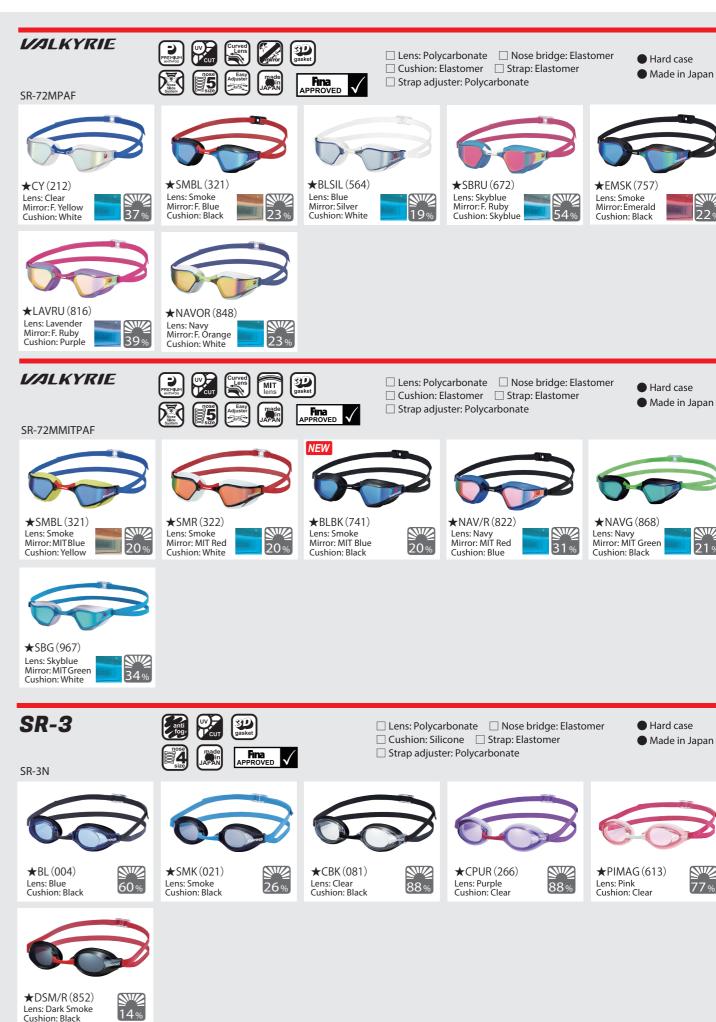
Cushion: Wine

Lens: Pink



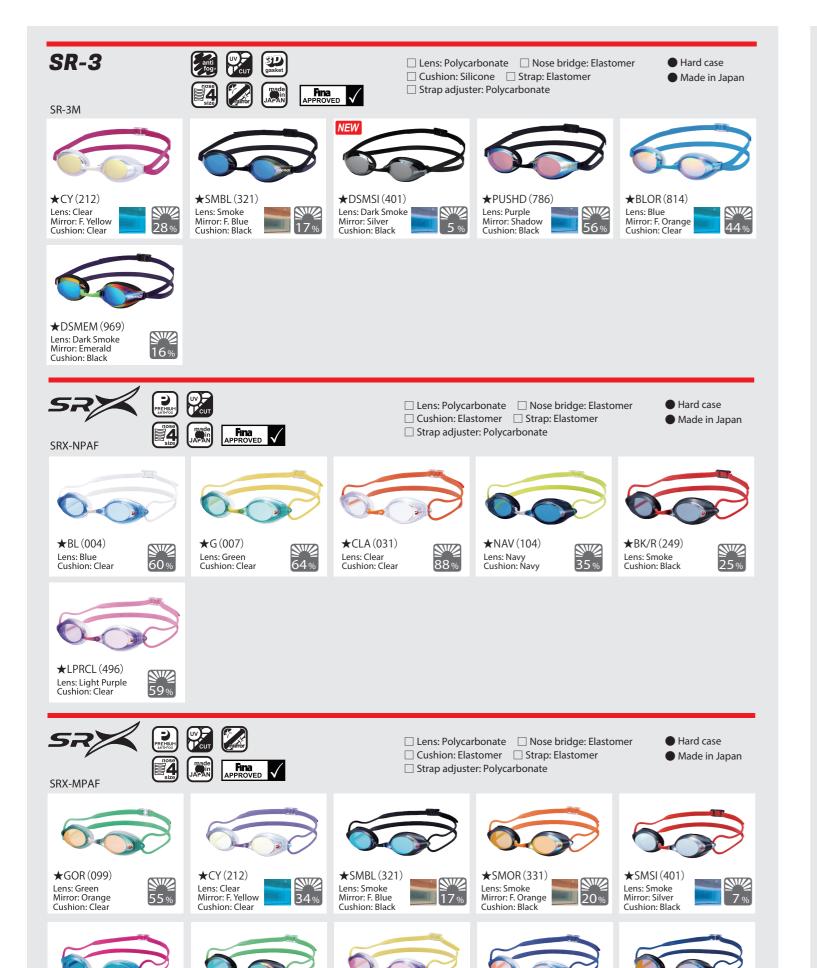
2021 GOGGLE LINEUP 2021 GOGGLE LINEUP





2021 GOGGLE LINEUP 2021 GOGGLE LINEUP

**%** 77%



**★**PURRU (796)

Lens: Purple

Mirror: F. Ruby

**★**EMSK (757)

Lens: Smoke

**★**BLOR (814)

Mirror: F. Orange

Lens: Blue

**★**NAVOR (848)

Lens: Navv

★SBRU (672)

Mirror: F. Ruby



# What are blackened goggles?

NEW Blackened 🔀 🌠

NEW Blackened 🔀 🌠

In order to ensure a fair competition athletes in the S/SB11 sport class are required to wear blackened goggles. SWANS blackened goggles comply with the World Para Swimming rules and regulations and swimmers can wear them in competition without concerns about disqualification (pending final goggle check at the end of their race by the technical officials.)





BG-SR-10N

**★**BK(041)

Lens: Black (Opaque)

Goggle

BG-SRX-N

**★**BK(041)

BG-SR-72N

**★**BK(041)

Lens: Black (Opaque)

Lens: Black (Opaque) Cushion: Black

**Blackened** 



☐ Strap: Elastomer

Hard case

Made in Japan





☐ Strap adjuster: Polycarbonate



☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer



**★**BKBL(169)

Mirror: E. blue

Lens: Black (Opaque)



Goggle





**★**BSHD (869)

 Hard case Made in Japan Lens: Black (Opaque)

Lens: Polycarbonate

Strap: Elastomer

Strap adjuster:

Nose bridge: Elastome

Polycarbonate

nose Adjuster Pade In Japan Approved Approved





Hard case









☐ Cushion: Elastomer ☐ Strap: Elastome ☐ Strap adjuster: Polycarbonate



☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer







Goggle

**★**BKBL(169)

Lens: Black (Opaque)

Mirror: F. Blue Cushion: Black



Lens: Black (Opaque) Mirror: Shadow

nose Easy Adjuster in JAPAN

Hard case Made in Japan

Fina APPROVED

Nose bridge: Elastome
Cushion: Elastomer

Polycarbonate

Strap: Elastomer

Strap adjuster:

## **Blackened** Goggle





☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer

Cushion: Elastomer Strap: Elastomer

☐ Strap adjuster: Polycarbonate

Made in Japan







Cushion: Black



00%



☐ Lens: Polycarbonate

Cushion: Elastome

Strap: Elastomer Strap adjuster: Polycarbonate

Nose bridge: Elastome





**★**BKBL (169) Lens: Black (Opaque) Cushion: Black



**★**BSHD (869) Lens:Black (Opaque) Mirror: Shadow



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**SR-31** 









☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer ☐ Cushion: Elastomer ☐ Strap: Elastomer

☐ Strap adjuster: Polycarbonate

Hard case

Made in Japan

SR-31NTR





















**SR-31** 

















Lens: Lavender

Cushion: Clear



- ☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer ☐ Cushion: Elastomer ☐ Strap: Elastomer
- ☐ Strap adjuster: Polycarbonate
- Hard case
- Made in Japan

SR-31MTR



**★**CY(212) Lens: Clear Parts: F. Yellow































**ASGENDER** 











- ☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer ☐ Cushion: Elastomer ☐ Strap: Elastomer
- Hard case

☐ Strap adjuster: Polycarbonate

Made in Japan

SR-81PHPAF







## **ASGENDER**



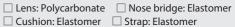












☐ Strap adjuster: Polycarbonate



SR-81PPAF



**★**SMK (021) Lens: Polarized Smoke Cushion: White





Clear Smoke Cushion: Black

**ASGENDER** 









☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer ☐ Cushion: Elastomer ☐ Strap: Elastomer ☐ Strap adjuster: Polycarbonate

Hard case Made in Japan

Made in Japan



SR-81NPAF

**★**SMK(021)

Lens: Smoke

SR-81MPAF







**ASGENDER** 





PREMIUM CUT CUT



wide

made in JAPAN





Fina VPPROVED



☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer

☐ Cushion: Elastomer ☐ Strap: Elastomer

☐ Strap adjuster: Polycarbonate

**★**NAV (104) Lens: Navy Cushion: Skyblue

☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer

☐ Cushion: Elastomer ☐ Strap: Elastomer

☐ Strap adjuster: Polycarbonate



**ASGENDER** 











Cushion: Red





☐ Lens: Polycarbonate





Hard case

Made in Japan



Cushion: White







☐ Cushion: Elastomer ☐ Strap: Silicone ☐ Strap adjuster: Polycarbonate

Hard case Made in Japan

OWS-1PS

**★**SMBK (301)











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Cushion: Skyblue

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☐ Lens: Polycarbonate ☐ Cushion: Elastomer ☐ Strap: Silicone ☐ Strap adjuster: Polycarbonate

Hard case Made in Japan

#### OWS-1PH

**OWS-1MIT** 

**★**SBG (967)

Lens: Skyblue Mirror: MIT Gree



**★**BL (004) Lens: Photochromic blue smoke 36% 7% Cushion: Navy



**★**SMK (021) Lens: Photochromic 27%

Cushion: Navv

## SEVEN









- ☐ Lens: Polycarbonate
- ☐ Cushion: Elastomer ☐ Strap: Silicone ☐ Strap adjuster: Polycarbonate
- Hard case
- Made in Japan



















# For Fitness

SW-30 SW-31 SW-32 SW-34 SW-41 SW-45 SWB-1

Lens: Clear Cushion: Clear

SW-41





**★**SMBK (301)

Cushion: Black

Lens: Smoke

**★**LAV (056)

Lens: Lavender

Cushion: Clear white









Cushion: Navy

**★**NAV (104)

Lens: Navy Cushion: Navy

**★**BNAV (359)

Cushion: Navv

Lens: Blue

67<sub>%</sub>

## **NEW SW-30**









- - ☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer ☐ Cushion: Silicone ☐ Strap: Silicone
- Hard case
  - ☐ Strap adjuster: Polycarbonate
- Made in Japan

### SW-30NBPAF



**★**SMBK (301) Lens: Smoke Cushion: Black

**NEW SW-30** 

































- ☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer ☐ Cushion: Silicone ☐ Strap: Silicone ☐ Strap adjuster: Polycarbonate
- Hard case
- Made in Japan

## SW-30MBPAF











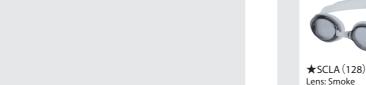




Mirror: F. Orange

Cushion: Black





# SW-31 For Curved Lens Size asket Scotter Silicone belt JAPAN SW-31 **★**CLA (031) Lens: Clear Cushion: Clear SW-32 Sign Corr Sign Casker Ca SW-32 **★**BLCB (163) Lens: Blue Cushion: Clear Blue SW-34 Total Control Co SW-34 **★**CLA (031)











☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer

☐ Cushion: Silicone ☐ Strap: Silicone

☐ Strap adjuster: Polycarbonate







**★**BCLA (138)

Lens: Blue Cushion: Clear















☐ Lens: Celluloce propionate ☐ Nose bridge: Elastomer ● Hard case

☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer

**★**SMBK (301)

Lens: Smoke Cushion: Black

**★**SMSI (401)

Cushion: Silver

Lens: Smoke

38%

☐ Cushion: Elastomer ☐ Strap: Silicone

☐ Strap adjuster: Polycarbonate

37%

☐ Cushion: Silicone ☐ Strap: Silicone

☐ Strap adjuster: Polycarbonate

☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer

Hard case

**★**SMPUR (436)

Lens: Smoke Cushion: Black

Hard case

Hard case

Made in Japan

Made in Japan

Made in Japan

Made in Japan

46%



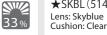
☐ Lens: Polycarbonate ☐ Nose bridge: Elastomer

☐ Cushion: Silicone ☐ Strap: Silicone

47%

☐ Strap adjuster: Polycarbonate





Made in Japan





Cushion: Clear

**★**CLA (031)

Lens: Clear Cushion: Clear



**≥** 2 47%



**★**BCLA (138) Lens: Blue Cushion: Clear



**★**SMBK (301) Lens: Smoke Cushion: Black



**★**BNAV (359) Lens: Blue Cushion: Navv

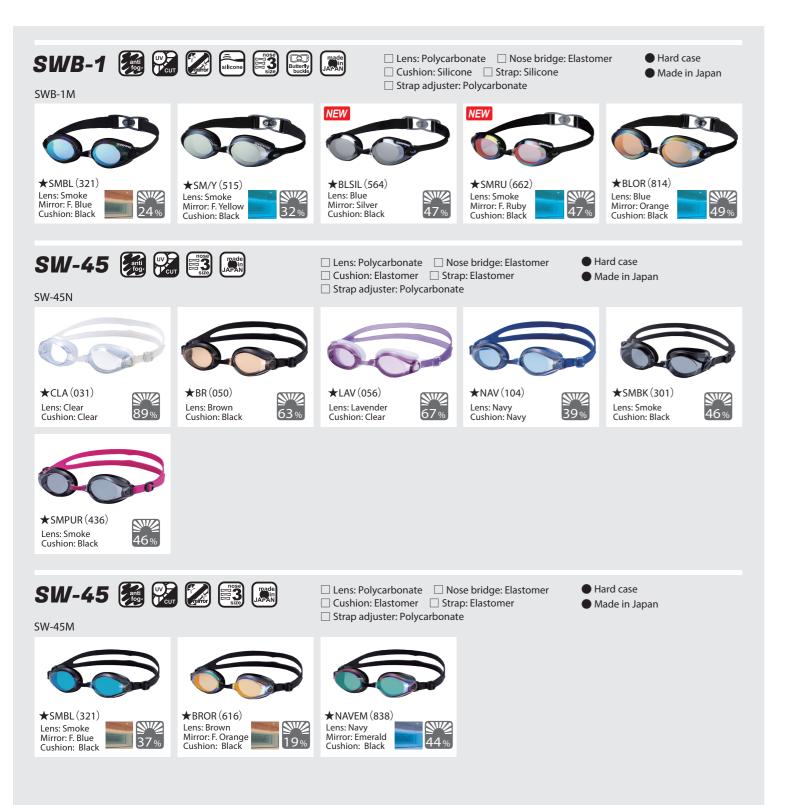






**★**SMPUR (436) Lens: Smoke Cushion: Purple







Lens: Lavender

Mirror: F.Ruby

Cushion: White

Lens: Skyblue

Mirror: F.Yellow

Cushion: White

Lens: Light Orange

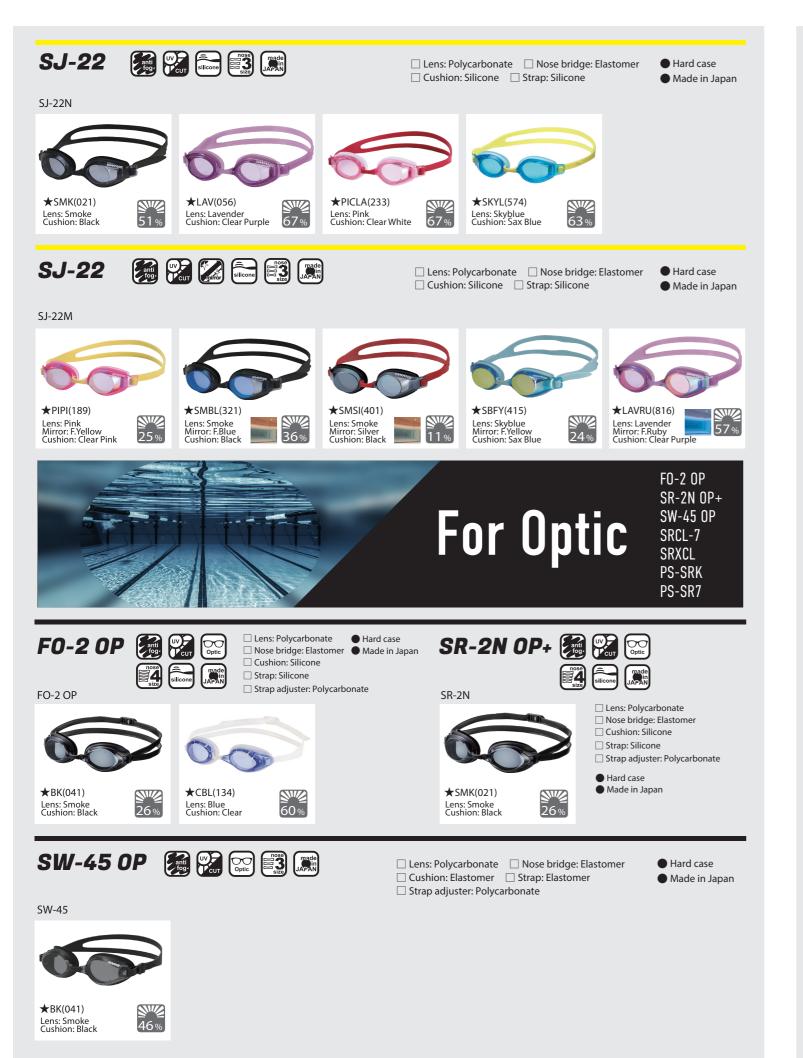
Mirror: F.Yellow

Cushion: Yellow

Lens: Smoke

Mirror: Shadow

Cushion: Black











## Dioptric range

FO-2 OP / SW-45 OP: S-1.50, S-2.00, S-2.50, S-3.00, S-3.50, S-4.00, S-4.50, S-5.00, S-5.50, S-6.00, S-7.00, S-8.00 SR-2N OP+: S+1.50, S+2.00, S+2.50, S+3.00 SRX-N OP / SRX-M OP:

S-2.00, S-3.00, S-4.00, S-5.00, S-6.00, S-7.00 SRXCL-N PAF / SRXCL-M PAF : S-2.00, S-3.00, S-4.00, S-5.00, S-6.00, S-7.00 SRCL-7N / SRCL-7M: S-2.00, S-3.00, S-4.00, S-5.00, S-6.00

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11%

18%

★ORANGE (008)

Optic





2021 GOGGLE LINEUP











Rinse under water lightly.



Training kick board

★EMERALD (027)

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