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## **The Optical Foundry Refreshed Brand Identity and Website**

**Minneapolis, MN (September 26, 2025)** — [The Optical Foundry](#) has introduced a refreshed brand identity, including a new logo, [updated brand guidelines](#), and a redesigned website that offers improved navigation and a more intuitive user experience. These updates reflect the company's evolution as the home of nine independent eyewear brands and Sayduck, a leader in 3D and Augmented Reality visualization technology.

"The Optical Foundry's refreshed identity reflects a modernized look while continuing our commitment to independent practices," says Rob Rich, CEO. "Our mission remains to empower optical professionals with creative eyewear collections and forward-looking solutions like Sayduck."

### **The Optical Foundry at a Glance**

- **Nine Brands:** Article One (2015), I.a.Eyeworks (1979), OGI & OGI Kids (1995), Red Rose (1980), SCOJO New York (1985), SCOJO NYC 212 (2025), Seraphin (1997), Seraphin Shimmer (2021).
- **Sayduck Virtual Try-On:** 3D and AR visualization technology for optical practices (2024).
- **Commitment:** delivering original design, margin-friendly products, and innovative tools that help independents thrive.
- **Motto:** Independence for Independents

### **About The Optical Foundry**

Founded in 2002, The Optical Foundry is a collective of nine independent eyewear brands and Sayduck virtual try-on technology. Built on the motto Independence for Independents, the company empowers optical professionals with quality products, innovative tools, and steadfast support.

**[theopticalfoundry.com](https://theopticalfoundry.com)**