



**A global leader in the production of  
luxury branded eyewear**

Pala has a simple mission. To deliver the very highest quality, fully branded sunglasses for our customers; provide excellence in service and abiding by the principles of 'business for good'.





## QUALITY

Our sunglasses are crafted using Mazzucchelli bio-acetate. We work with a number of carefully curated suppliers to ensure we meet all our customer requirements.



## SERVICE

A big part of delivering on your brief is to ensure you have the highest level of service. Pala provides a single point of contact throughout the project management process.



## BETTER BUSINESS

As a B Corporation, we are certified and committed to the highest level of social and environmental responsibility. We unite sales to vision projects across Africa.





## Founded on creating impact



**£50,000 +**

Funding to eye care projects with our charity partner Vision Action.



**80,000 +**

Patients being served through Pala funded Vision Centres.



**60,000**

Vitamins given to children in Kenya to prevent blindness.





The World Health Organisation say...

*“Restoring sight is one of the most  
cost-effective health interventions to  
reduce global poverty.”*

# Frame Customisation



Your choice:

Acetate colour, lens type and colour, branding inside and outside of temples

Work with of our established best -selling designs or work with our designer to create your very own style.



# Accessory Customisation



Embossed case  
Leather colour choice



Made with apple leather



Customised pattern or  
print for inner lining



Customised lens pattern or  
print for lens cloth



70% recycled PET bottles



Sunglasses box with  
multiple brand placements



Made from Seaweed

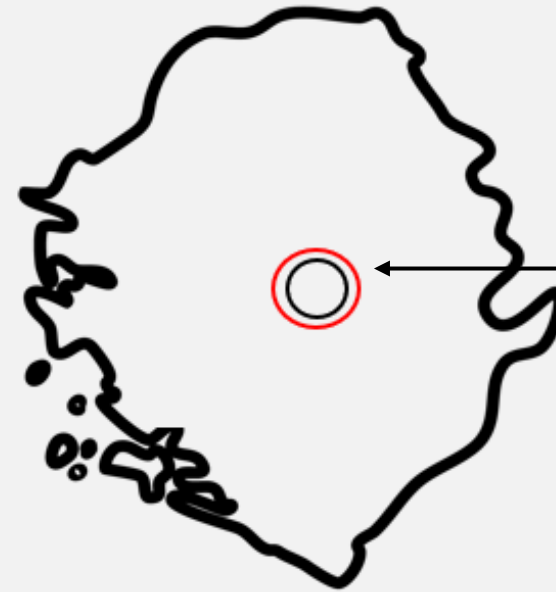
Approximately 26.3 million people in the African Region have a form of visual impairment. Of these, 5.9 million are estimated to be blind. 80% of blindness is preventable and treatable.





Sierra Leone has just 5 qualified optometrists for a population of over 7 million.

## Part of your company ESG goals: PEOPLE



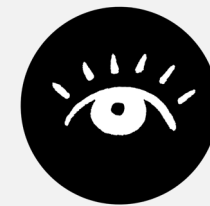
Pala is on course to complete the funding of a vision centre in Tonkolili, District by end of 2024.



1

For each frame that you order with Pala, funds into our project

=



1

Patients screened and given spectacles through a Pala funded Vision Centre.

+



10

Vitamins given to children in Kenya to prevent blindness.

## Part of your company ESG goals: PLANET



54% less co2 emissions to high street alternatives.



Comes with apple-leather case



68% plant-based & biodegradable



All packaging plastic free



Vegan & cruelty free



## PARTNERS



## FEEDBACK

“ We are delighted with the quality of the product and flexibility of the customisation offered. ”

Gandys









“ Pala have been so easy to work with, handling every part of the process. ”

Lucy and Yak

## PRESS



# Pricing and Impact

Volume	Unit Cost	Impact Per Frame	Example Order	Customer Price***	Impact
50 - 250	\$145	 1 x person restored vision*   10 x children receive vitamin A**	150	\$21,750	 150 people vision restored  1,500 children receive vitamin A
251 - 500	\$130		300	\$39,000	 300 people vision restored  3,000 children receive vitamin A
500+	\$90		600	\$54,000	 600 people vision restored  6,000 children receive vitamin A

## Includes:

- Pala designed frame
- Lens colour choice
- Seaweed based box packaging
- Custom colour acetate
- Fully branded apple leather case
- Certification of impact
- Branding on frame temples
- Customised lens cloth

\* Certified through Vision Action Charity | \*\* Certified through New Ways Charity – supply of vitamin A tablets to prevent blindness | \*\*\* All prices excl. of delivery and local taxes



# Custom Design



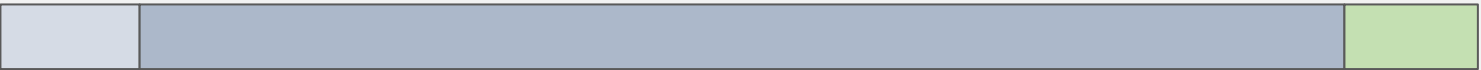
For your very own, unique frame, prices start from \$3,800.



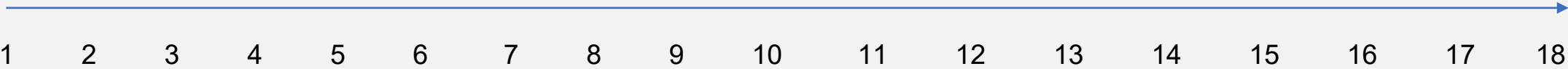
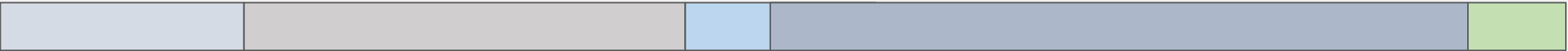
# Production Timings



Pala 'house' design



Pala custom design





Work with Pala to deliver a world class  
sunglasses solution for your business

Call John Pritchard

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