



# SPRING SUMMER '25

## OPTICAL COLLECTION

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## Cat® Optical SS25

The Cat optical products meet at the perfect intersection of technology.

The Core Cat yellow logo has become an icon, worn as a badge symbolizing, quality, reliability hard work, grit, get it done attitude and built to last.

- 10 models / 30 sku's
- 9 full frames / 1 supra
- Eye sizes ranging from 53- 60
- New XL metal rimwire
- Engineered hinges
- Stainless steel milled fronts
- Digger tread inspired rubber temples
- New memory metal material



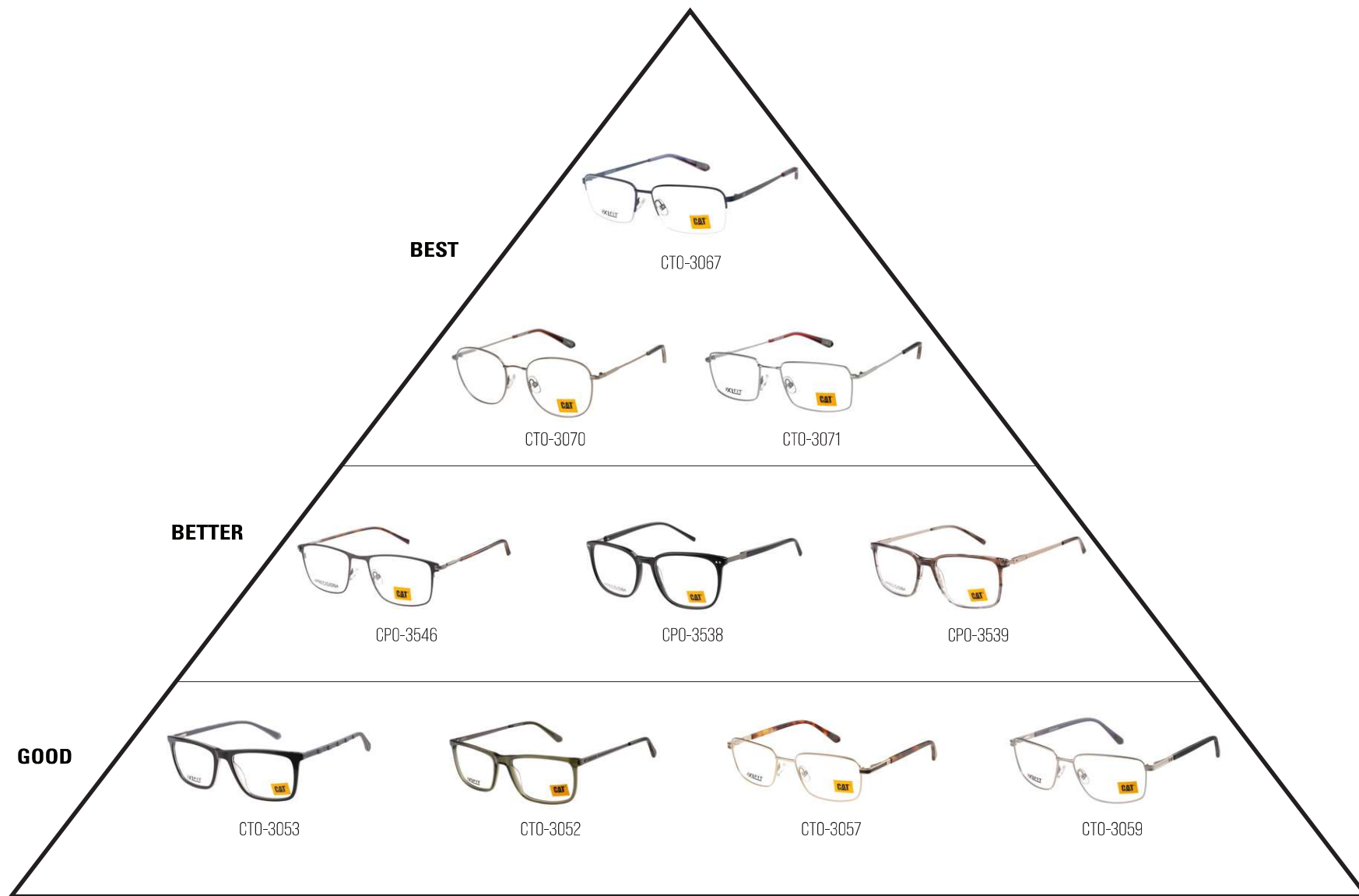
SINCE 1952  
THE CATERPILLAR  
FOUNDATION  
HAS INVESTED  
**\$900M** IN COMMUNITIES  
AROUND THE  
WORLD

**\$59.4** SALES & REVENUES  
**BILLION** YEAR END 2022





# Overview of SS25 optical collection





PRECISION



PRECISION  
ENGINEERED  
STYLISH BUT TOUGH  
WEEKEND WEAR



CORE

BUILT TO LAST  
RUGGED  
WORKWEAR  
YELLOW FLAG BRANDING



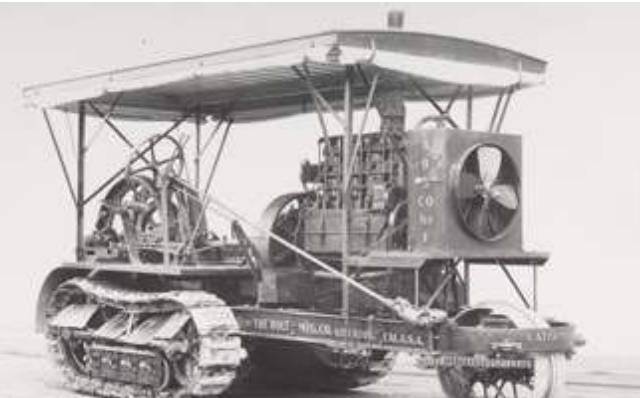
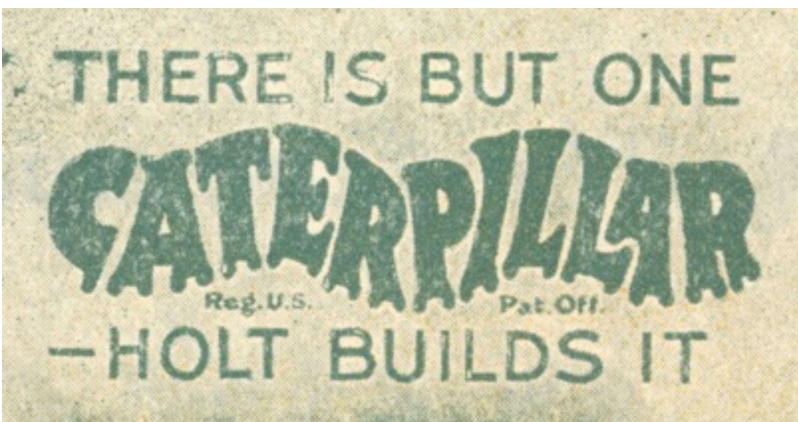
## CORE

Value durability, practicality, and functionality in their workwear and equipment. Predominantly males aged 25-55 working in physically demanding jobs like construction, manufacturing, and trades. Prioritise ruggedness and reliability, seeking products that can withstand tough conditions. Enjoy outdoor activities and DIY projects. Loyal to the CAT brand due to its reputation for quality and toughness.

## PRECISION

Professionals who appreciate precision engineering, stylish toughness, and versatility in their apparel and accessories. Typically males aged 30-50, they work in fields such as engineering, architecture, and project management. Value quality and style in their product choices. Prefer subtle branding and sophisticated design. Loyal to brands that deliver consistent quality, they shop at high-end retailers and online stores that offer premium products.





## THE STORY

Founded in 1925 by CL Best & Benjamin Holt, following Holt's invention of the steam tractor in 1890, CL Best took a different approach by applying gasoline technology. Along with an undercarriage design that was so ahead of its time that it remains part of today's Caterpillar tractors. The name Caterpillar comes from one of the early machines that was described as crawling like a caterpillar.

## THE MISSION

For nearly 100 years, CAT's products and services have helped improve the lives of people around the world. Their customers use their products to build the basic infrastructure that enables higher standards of living so that people have access to water, electricity, roads, bridges, hospitals, schools, and so much more. Together with their partners, CAT helps their customers build a better, more sustainable world.

## THE HISTORY

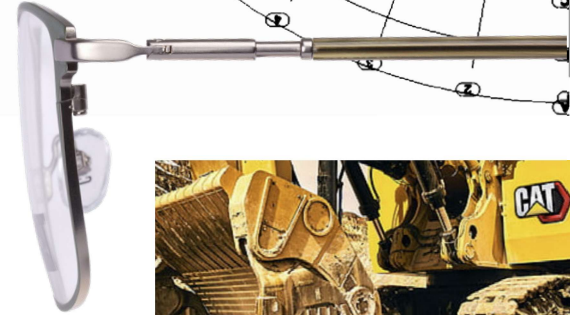
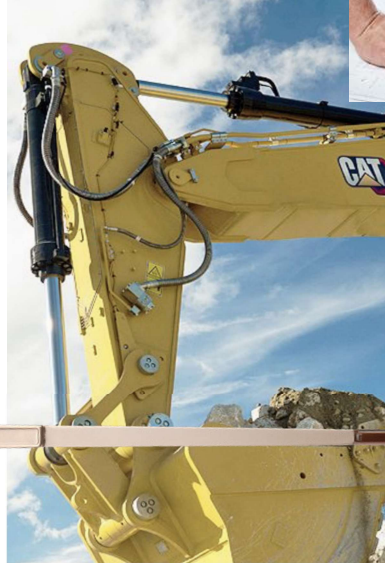
From steam to gasoline and the first track-type tractor in 1904 to becoming a war plant and global expansion across all continents, CAT has been an innovator from the very beginning. Their products and services have helped support infrastructure projects that have built our modern world. From building the Hoover Dam and countless miles of the US interstate system to helping power Apollo 11 to the moon, CAT are all about building for today and tomorrow.





# MOODBOARD

DURABLE



RELIABLE



RECOGNIZABLE

STRONG



# CTO 3067

MEMORY METAL · SUPRA · 58-16-145 B-36.5  
BASE-500 · ED-62.5

MEMORY METAL XL supra rim wire rectangular front with thin temples and lasered CAT logo.



CTO-3067-003 Matte brown



CTO-3067-006 Matte navy



CTO-3067-008 Matte grey

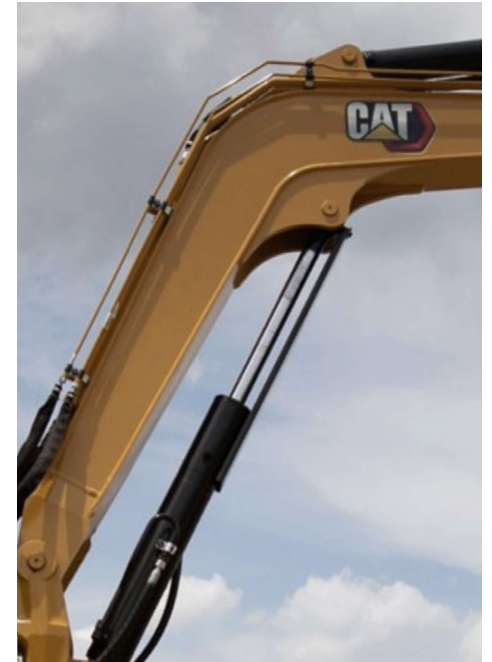




# CTO 3070

MEMORY METAL • FULL FRAME • 53-19-145 B-45.5  
BASE-450 • ED-57.9

MEMORY METAL full rim wire round eye with thin temples and lasered CAT logo.



CTO-3070-003 Matte brown



CTO-3070-006 Matte navy



CTO-3070-008 Matte grey

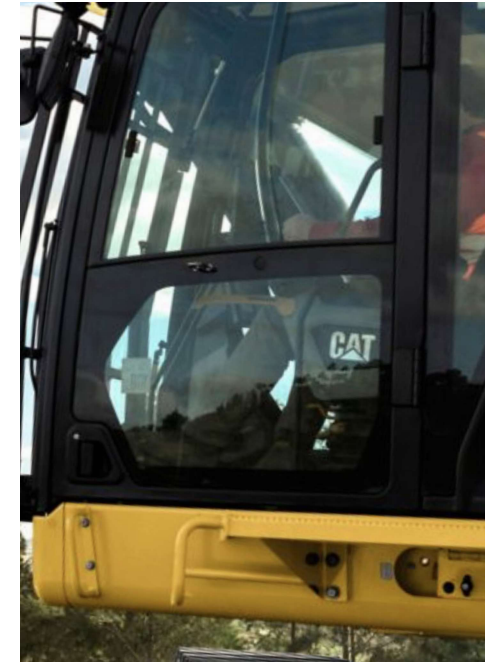




# CTO 3071

MEMORY METAL • FULL FRAME • 57-19-150 B-37.2  
BASE-450 • ED-61.2

MEMORY METAL XL full rim wire rectangular front with thin temples and lasered CAT logo.



CTO-3071-003 Matte brown



CTO-3071-004 Matte black



CTO-3071-005 Matte gun

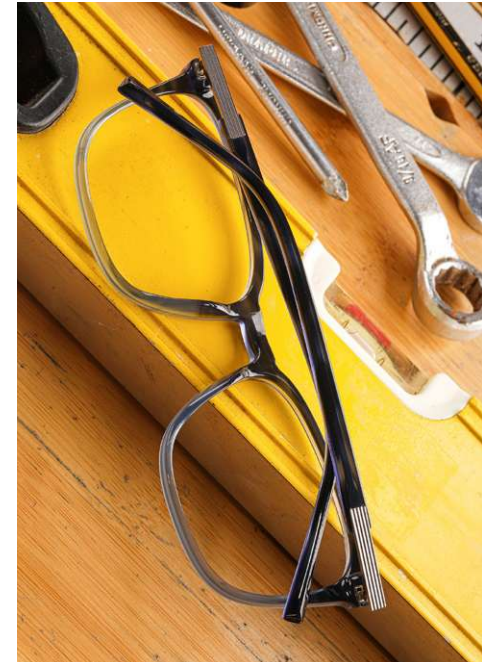




# CPO 3538

ACETATE • FULL FRAME • 57-18-145 B-45  
BASE-450 • ED-61.4

XL Full frame featuring handmade acetate front and temple with precision lasered trim detailing.



CPO-3538-104 Gloss black



CPO-3538-108 Gloss grey horn



CPO-3538-186 Gloss blue fade

PRECISION







**CPO 3538**

PRECISION







# CPO 3539

ACETATE / STAINLESS STEEL • FULL FRAME • INTEGRATED  
SPRING HINGE • 58-18-145 B-41.8 • BASE-450 • ED-62.7

XL Full frame featuring handmade acetate front with ultra thin stainless steel temples.



CPO-3539-101 Gloss brown to grey fade / Gold



CPO-3539-104 Gloss black horn / Gun



CPO-3539-118 Gloss grey horn fade / Black

PRECISION





**CPO 3539**

**PRECISION**



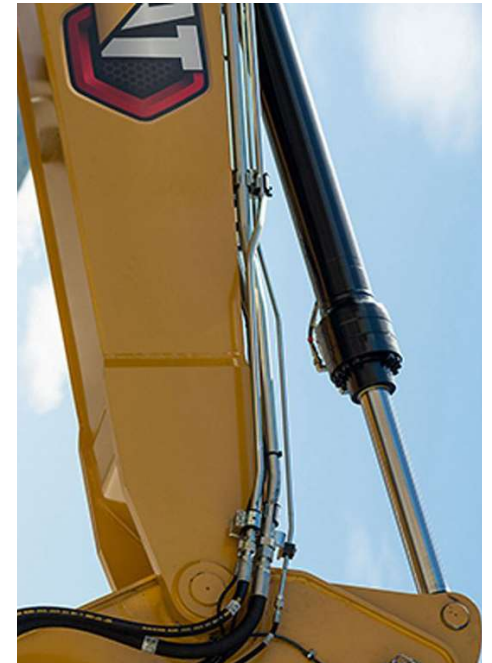




# CPO 3546

STAINLESS STEEL / ACETATE • FULL FRAME • INTEGRATED  
SPRING HINGE • 55-19-145 B-41 • BASE-450 • ED-61.1

Full Frame milled stainless steel front  
with rounded acetate temples.



CPO-3546-005 Matte gun / Tort



CPO-3546-006 Matte navy / Bronze / Blue horn



CPO-3546-007 Matte green / Gun / Green horn

PRECISION





**CPO 3546**



PRECISION







# CTO 3052

ACETATE / STAINLESS STEEL • FULL FRAME • SPRING HINGE •  
60-18-150 B-40.2 • BASE-600 • ED-64.4

Full frame with XL fit for big comfort featuring handmade acetate front and tips and stainless steel temples.



CTO-3052-104 Gloss black / Black yellow



CTO-3052-106 Gloss blue horn / Gun



CTO-3052-107 Gloss crystal green / Gun





**CAT**<sup>®</sup>

**CTO 3052**



**XIFIT**



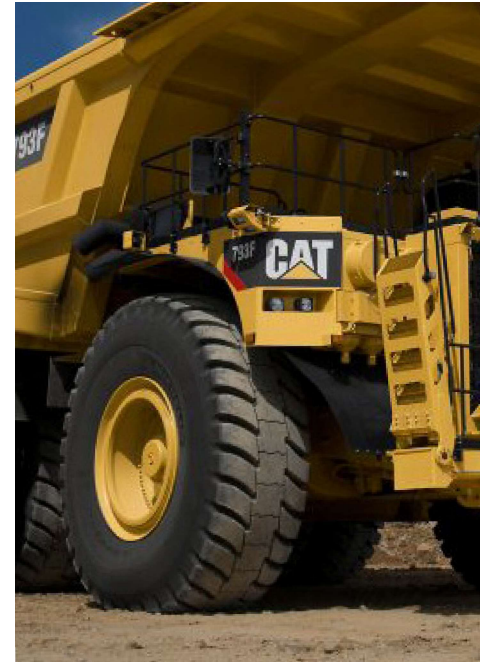




# CTO 3053

ACETATE / RUBBER · FULL FRAME · SPRING HINGE  
58-19-145 B-40.8 · BASE-450 · ED-63

XL sized handmade acetate front with tractor tyre designed rubber temples.



CTO-3053-104 Matte black / Grey



CTO-3053-106 Matte blue horn / Navy



CTO-3053-108 Matte grey horn / Black







**CTO 3053**



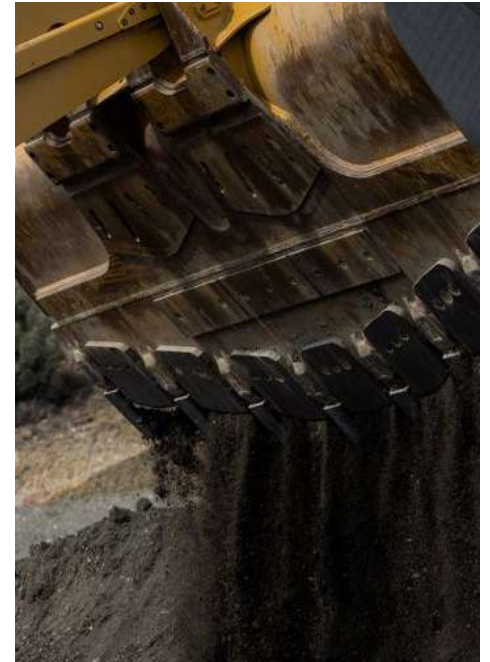




# CTO 3057

STAINLESS STEEL / ACETATE • FULL FRAME • SPRING HINGE  
56-19-140 B-38.3 • BASE-450 • ED-60.2

Full rim wire rectangular front featuring handmade acetate temple with precision lasered logo plaque.



CTO-3057-001 Matte gold / Tort



CTO-3057-005 Matte gun / Black / Yellow / Grey



CTO-3057-006 Matte navy / Blue horn





# CTO 3059

STAINLESS STEEL · ACETATE · FULL FRAME · SPRING HINGE  
60-16-150 B-40.4 · BASE-600 · ED-64.6

Full rim wire rectangular front featuring handmade acetate temple with precision lasered logo.



CTO-3059-002 Matte silver / Black / Grey



CTO-3059-003 Matte brown / Green horn



CTO-3059-004 Matte black / Black yellow

