

# JOHANN KRÖN VOLKERN

*Dare to be different*

A story since 1937.





# JOHANN VON GOISERN

The Johann von Goisern Adult collection is the largest laminated acetate eyewear collection in the world. With over 67 models in 335 different colours, each frame is a unique homage to the flora and fauna of the Upper Austrian Salzkammergut region. Thanks to a globally unique lamination process, there is a virtually unlimited number of colour possibilities. So there is a suitable JvG for everyone.

**Price range for opticians:  
82-113€**

JOHANN VON GOISERN

The exceptional Johann von Goisern Art Collection embodies the slogan „Dare to be different.“ perfectly. Austrian craftsmanship meets creative designs here and delivers unusual eyewear models to perfection.

**Price range: 98-135€**

JOHANN VON GOISERN ART

On the beach, at the lake or simply as the perfect companion for every sunny day. The Johann von Goisern Sun collection, inspired by the Art collection, presents itself with extravagant shapes and impresses with contrasting colours and a self-confident design.

**Price range: 91-122€**

JOHANN VON GOISERN SUN

The focus of the new Classic collection is on unisex models that are also worn by men. The simple colour choice is untypical for JvG and knows how to convince with brilliant colours. It primarily sets accents for younger spectacle wearers and looks modern and self-assured.

**Price range: 59-85€**

JOHANN VON GOISERN CLASSIC



Mod. J770 Y99



Mod. JA016 Z79



Mod. S906 P82



Mod. JC202 P49



## JOHANN VON GOISERN

2x a year approx. 10 new models each

Every single Johann von Goisern goes through up to 80 work steps until its production is complete. State-of-the-art 5-axis CNC milling machines are used. Combined with a special laminating technique that is unique worldwide, it is possible to process almost infinitely different layers of colour. This makes every Adult frame a visual feast for the senses. The JvG Adult collection is available in 333 colours in 67 models for women, men and unisex.

[www.johann-v-goisern.com/johann-von-goisern/](http://www.johann-v-goisern.com/johann-von-goisern/)

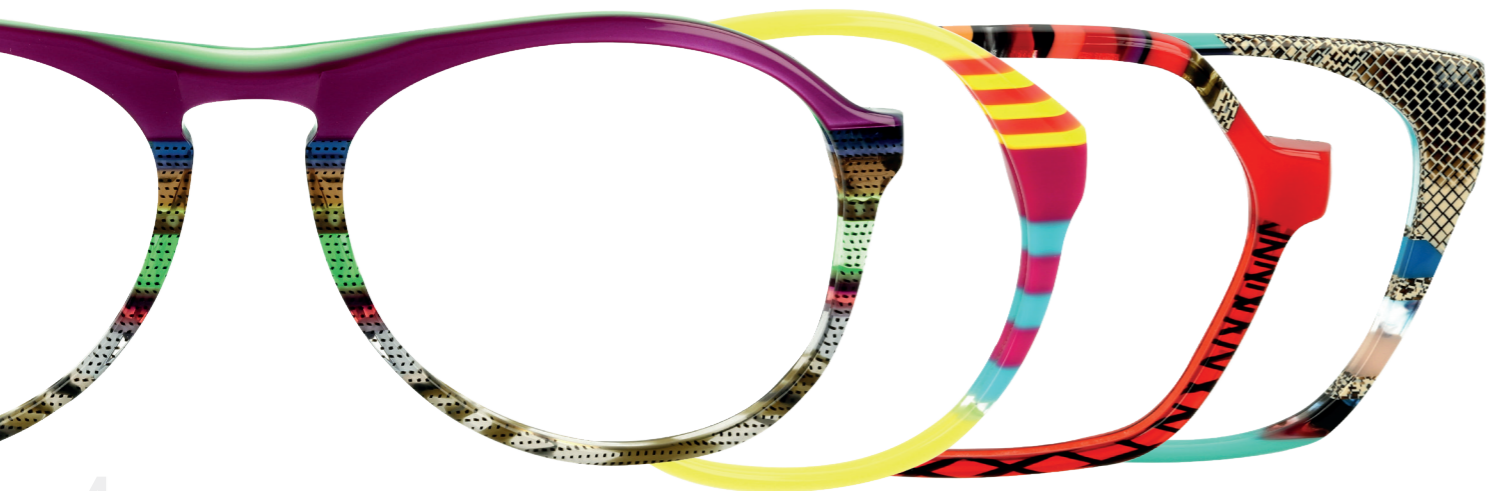


## JvG ART

2x a year approx. 5 new models each

The Johann von Goisern Art Collection presents itself with extremely complex colour variations and form languages. Here, our design team has found a way to live out their most creative artistic ideas using innovative production techniques. Original designs meet specially developed laminating techniques and masterly milling work of Austrian craftsmanship. The Art collection contains 75 colours in 15 shapes and stands for both extravagance and self-confidence.

[www.johann-v-goisern.com/jvg-art/](http://www.johann-v-goisern.com/jvg-art/)



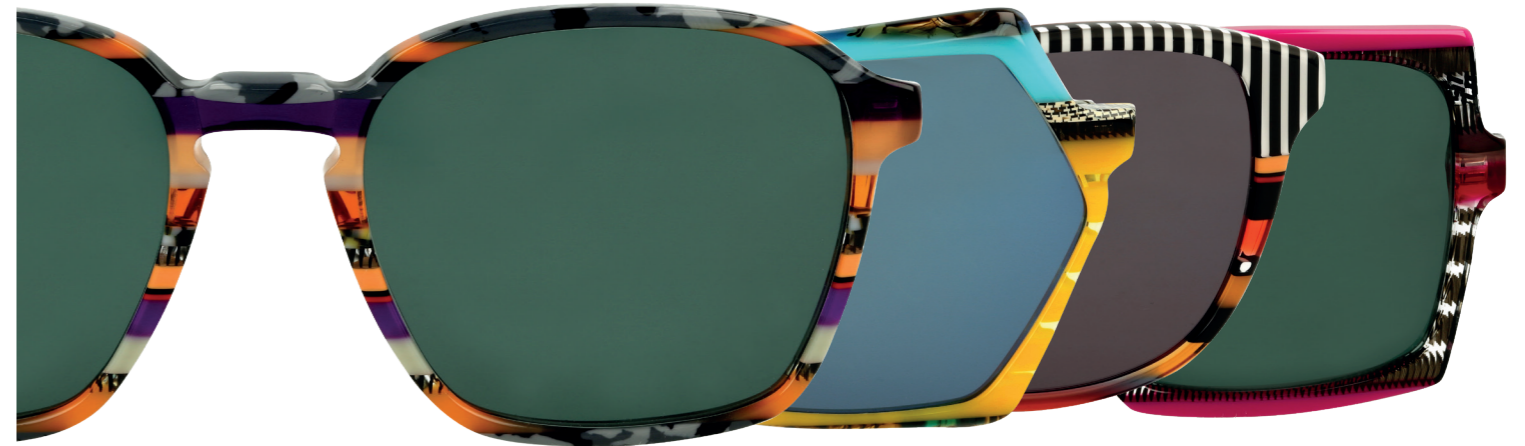
## JvG SUN

1x per year approx. 5 new models

On sunny days, oversized shapes meet colours reminiscent of sunsets and holidays. The Sun collection by Johann von Goisern shows its garish face in 100 colours with 20 shapes. From cateye to classic to octagon, these sunglasses caress the eye area of extrovert spectacle wearers and heat lovers. If you want to stand out from the crowd, it is also very popular to wear JvG Sun as prescription glasses.

[www.johann-v-goisern.com/jvg-sun/](http://www.johann-v-goisern.com/jvg-sun/)

THERE ARE FREE DEMO LENSES FOR OPTICIANS WITH EVERY SUN, SO YOU CAN SELL THEM AS AN ADULT / ART ALTERNATIVE AFTER THE SEASON!

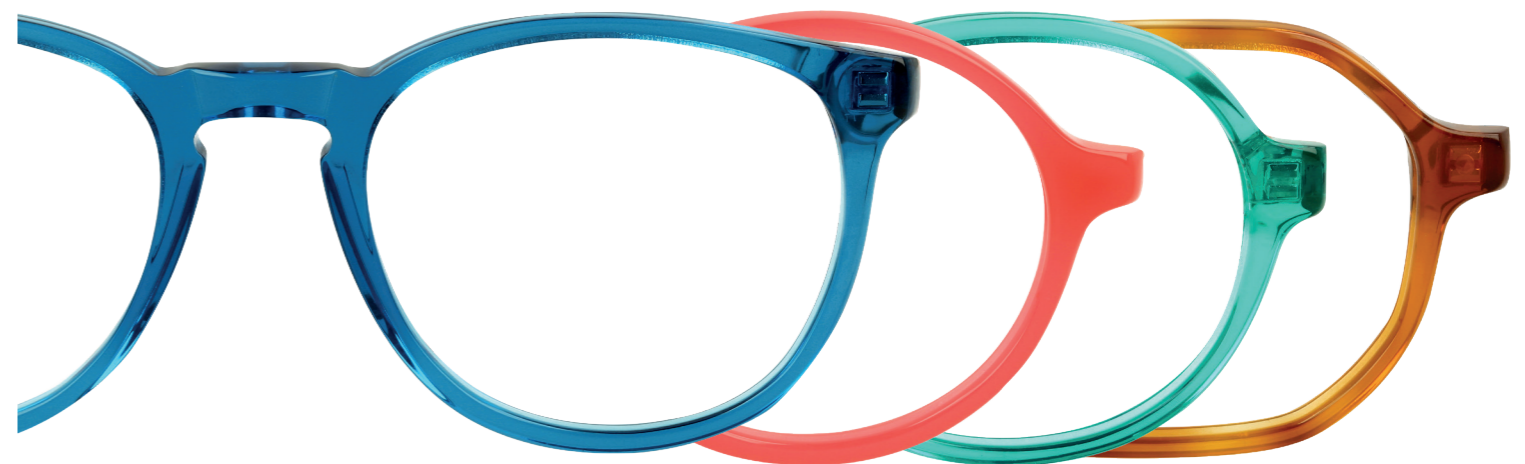


## JvG CLASSIC

2x a year approx. 4 new models each

The new Johann von Goisern Classic collection combines timeless shapes with strong colours. These glasses were designed for a younger target group who represent self-confidence and fashion affinity. With 5 colours in 16 models, the JvG Classic collection is not stingy with modern vintage feeling and passionate design language. And all this at a price with a high profit margin.

[www.johann-v-goisern.com/jvg-classics/](http://www.johann-v-goisern.com/jvg-classics/)





# A Story since 1937.



Our company history began in March of 1937, when Johann Pomberger - was born in Stambach, Bad Goisern. After attending middle school he began an apprenticeship as an iron turner in November 1952. Through his education he gained insight into optics quite at young age. He worked as a turner until 1958 and then followed his fathers footsteps as a railroad worker.

After further education, Johann Pomberger re-entered the optics industry and already had 20 years of experience with acetate spectacles production before founding our company „POMBERGER Goisern“ in 1984. At the beginning, the company mainly manufactured acetate frames for the Austrian regional medical insurance company.



Company founder:  
Johann Pomberger (front) his son Hans Peter and grandson Jürgen



In 1991 the label „Johann von Goisern“ was created. The brand name combines the first name of the company founder „Johann“ and its location “[Bad] Goisern“. Then and now, Johann von Goisern stands for unique design and exceptional quality.

After Johann passed in 2011 POMBERGER Goisern is now owned by his son Hans Peter and grandson Jürgen. The company now has over 40 employees and supplies eyewear to more than 20 countries worldwide.



Hans Peter (left)  
and his son Jürgen



All club members can enjoy the following advantages:

The Johann von Goisern Club is the perfect place to go for glasses wearers and Johann von Goisern fans. Here, not only deeper insights into the brand await, but also competitions, personalisation options such as a user profile, wish list and the simple search for Johann von Goisern opticians. The Club Shop, with its diverse range of products in many different areas, also delights the hearts of lovers of bright colours.

Over 8000 members worldwide are already registered, increasing daily.

[www.jvg.club](http://www.jvg.club)



Request a special „welcome package“ (including a membership card, a JvG keyring, and other gifts) by registering JvG glasses at [www.jvg.club](http://www.jvg.club)



Regular gift raffles and competitions. The possibility to win Johann von Goisern glasses, T-Shirts and other beautiful stuff

... and much more!



Find a JvG optician next to you, create wishlists with your favorite frames and notify your optician which glasses you would like to see in his shop

## ADVERTISING MATERIAL

There is a wide range of advertising material for the Johann von Goisern brand. From posters to display stands to banners, everything the customer needs for optimal presentation is available.

The special thing about Johann von Goisern advertising material is our transparency: We are of course happy to make all images or videos available, whether you've seen it on social networks, in the catalogue or on our website.

To us, cooperation is very important here, because only when everyone is on the same page does a brand live and breath.







# 45

**Sales Representatives**  
(including the representatives  
of all our distributors  
worldwide)



# 14

**Office Workers**  
Taking care of administration,  
Logistics and after sales  
service



# 24

**Production Workers**  
manufacture our  
exceptional Johann von  
Goisern frames



Production location:  
100% Bad Goisern, Austria

# 10

**Countries**  
with distribution  
partners

# 15

**Countries**  
with direct  
distribution

For more information, please visit:

JOHANN VON GOISERN

**POMBERGER**  
Goisern

[www.Johann-v-Goisern.com](http://www.Johann-v-Goisern.com)

[www.pomberger.com](http://www.pomberger.com)

