Press release

VALYRA is set for a promising future.

Greater proximity to the market, faster innovation and strong prospects for retailers and end customers

Aalen, 1st October 2026

Dear Reader,

As of 1st October 2026, a new chapter begins for ZEISS and VALYRA: The hunting and nature business, formerly part of ZEISS, will be run by the independent VALYRA group. As the exclusive global licensee, VALYRA will be responsible for the development, marketing and distribution of ZEISS products and services for hunting, nature observation and birding. For retail partners and end customers, this means one thing above all: the familiar quality and reliability of ZEISS products will be maintained, while at the same time creating new opportunities for faster innovation, greater customer proximity and an even stronger focus on the needs of the outdoor community.

As an independent company, VALYRA makes decisions faster, drives innovations forward in a more targeted manner and works even more closely with customers and trading partners. The proximity between product development, marketing and sales as well as the employees' passion for hunting and nature experiences create the conditions for transferring new ideas into market-ready products more quickly and adapting to market trends at an earlier stage.

"With VALYRA, we are combining the best of two worlds: the tradition, quality and credibility of the ZEISS brand with the agility and speed of an independent company," says Stefan Hämmerle, CEO VALYRA Group. " This allows us to be even closer to our customers, understand their needs more quickly and develop innovations that create real added value for hunting, birding and nature observation."

With the ZEISS Conquest Apia 65, and ZEISS V3 riflescope recently launched in the US, VALYRA has laid the foundation for a new product platform. Further innovations are already planned with the Conquest Apia family expanding, and the launch of new riflescope platforms in the near future. For retail partners and end customers, this opens up the prospect of a variety of innovative products that are specially designed to meet the requirements of modern nature observation and hunting.

The ZEISS brand will remain a central component of the future strategy. All products will continue to be developed and marketed under the ZEISS brand. The well-known values of precision, quality, reliability and innovative strength will remain the basis of VALYRA's actions.

"We are only at the beginning," says Stefan Hämmerle. "We have great teams, exciting ideas and a strong innovation pipeline. Above all, however, we have the chance to be even closer to the people who share our passion for hunting, birding and nature observation. We are looking forward to that."

About VALYRA

VALYRA is an independent company specializing in outdoor equipment and an exclusive licensee for the development, manufacture, and distribution of ZEISS products for hunting, nature observation, and birdwatching under the ZEISS brand.

VALYRA stands for precision, quality, and continuous innovation in optical and digital technologies. The company offers a comprehensive portfolio of binoculars, spotting scopes, riflescopes, thermal imaging devices, trail cameras, and digital applications, enabling users to experience and connect with nature in new and more immersive ways.

All products meet the high standards of precision, innovation, and quality associated with the ZEISS brand. Headquartered in Aalen, Germany, VALYRA is an internationally operating outdoor company with sales and service organizations around the world. As a recognized innovation partner, the company is committed to delivering premium solutions that combine outstanding performance, reliability, and a strong focus on user needs.

For more information about our products visit www.zeiss-outdoor.com

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