

Company portfolio

WE MAKE THE FRAMES OTHER BRANDS PUT THEIR NAME ON

Cellulose acetate optical frames and sunglasses, manufactured and exported from Ahmedabad, India.

Who we are

RUSHABH TRADING COMPANY

Rushabh Trading Company is an eyewear manufacturer, wholesaler and exporter based in Ahmedabad, India. We have worked in this trade for over forty years, and we make cellulose acetate optical frames and sunglasses — our own Clarish™ range, and complete OEM, ODM and private label programmes for brands, retailers, distributors and importers.

The floor pairs CNC machining with hand finishing. The machine gives the repeatability a production run needs; the hand work gives the frame the edge, the polish and the fit that a buyer notices when they pick it up. Neither alone is enough, which is why every frame passes through both.

We work to the same standard whether the order is a first sample or a repeat container. What a partner gets from us is an honest answer at drawing stage, a physical sample before anything scales, and one point of contact who is actually running the production.

Made in India, built for global markets.

OUR MISSION

To make premium-quality spectacles accessible worldwide — durable, comfortable eyewear that pairs real craftsmanship with fair pricing.

OUR VISION

To set the benchmark for premium eyewear manufacturing from India — through better process, honest partnership and frames that outlast the season.



On the floor in Ahmedabad, mid-shift.



Assembly, by hand, frame by frame.

1985

Manufacturing in Ahmedabad since

22

Clarish™ models in the current range

258

Colourways across those models

8

Production stages, every frame

What we do

END-TO-END EYEWEAR MANUFACTURING

Six services, and most programmes use more than one of them. Every one is run on our own floor.



EYEWEAR MANUFACTURING

Optical frames and sunglasses in cellulose acetate, cut, assembled and finished in house.



OEM & ODM

From concept and drawing through prototype to production, engineered to your specification.



PRIVATE LABEL

Frames we already make, carrying your brand, your marking format and your packaging.



CUSTOM BRANDING

Pad printing, laser engraving, temple markings and retail packaging built for your shelf.



PRODUCT DEVELOPMENT

Shapes, sizing, colour and finish worked up until the frame reads as yours and not ours.



WHOLESALE & EXPORT

Production planned to your shipping window, then packed and documented for your market.



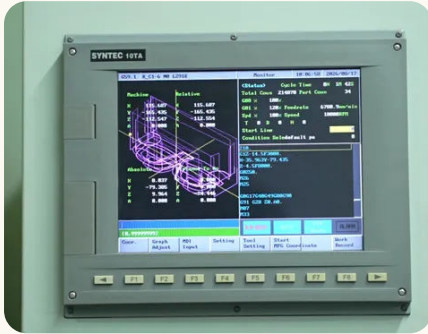
Development bench — a new shape, worked up against the card.

Our goal

To help eyewear brands bring market-ready product to life — through manufacturing that holds its standard, design work that answers a real brief, and partnerships that outlast a single season.

On the floor

EIGHT STAGES BETWEEN A SHEET AND A FINISHED FRAME



The front, as a toolpath



Cut from the sheet



Finished at the wheel

- 01 Sheet selection.** We choose the sheet for colour, pattern and thickness, and check it for defects before cutting.
- 02 CNC cutting.** Fronts and arms are machined, setting the rim profile, lens groove and hinge seat.
- 03 Shaping & hand finishing.** Machined edges are worked back by hand so the frame sits correctly on the face.
- 04 Core wire & assembly.** Metal cores go into the arms, hinges are fitted, then the frame is aligned as one unit.
- 05 Multi-stage polishing.** Frames are tumbled through successive stages, then buffed. The longest stage, and the most revealing.
- 06 Branding & marking.** Printing, engraving and arm markings are applied to your approved format.
- 07 Quality inspection.** We check through production, then inspect against your approved sample before packing.
- 08 Packing & export.** Cases, cloths and cartons are made to your artwork, then documented for dispatch.



Stage five: the polishing drums, and the longest wait in the sequence.

Checked as we go

CHECKED AT FIVE POINTS, NOT ONE

Inspecting only the finished frame tells you what to reject. Inspecting through production tells you what to correct — while there is still something to correct.

- 01 Incoming sheet. Colour, pattern and surface defects, before cutting.
- 02 In-process. Dimensional checks at cutting and after assembly.
- 03 Alignment. Front symmetry, temple splay and hinge action.
- 04 Finish. Polish, edge condition and marking legibility, under consistent light.
- 05 Pre-packing. Final check and clean before boxing.

A frame that fails at the last bench has already cost you the sheet, the machining and the hours. That is why we check on the way through.

The material

WHY CELLULOSE ACETATE

Acetate is made from plant cellulose, not moulded petroleum plastic. It costs more to work and it is worth it, for reasons a wearer can feel within a week.

COLOUR THROUGH THE SECTION

The sheet is coloured before it is cut, so a scuff never reveals a different material underneath.

DEPTH NO PRINT CAN COPY

Layered and marbled sheets shift as the light moves. Surface-printed plastic reads flat beside them.

ADJUSTABLE, PERMANENTLY

Warmed acetate takes a new shape and holds it — an optician can fit the frame to the face.

COMFORTABLE AGAINST SKIN

Warm to the touch, dimensionally stable, and well tolerated in daily wear.

STRONG FOR ITS WEIGHT

Thick enough at the rim and bridge to survive handling, without the mass of a moulded frame.

FINISHING LATITUDE

Takes polish, engraving and printing cleanly, which is what makes branding options possible at all.



Core wire, before it is set into the temple — the part nobody photographs.

Why work with us

WHAT A PARTNER ACTUALLY GETS

Not capabilities in the abstract — the specific things that decide whether a programme lands on time and holds its quality.



ESTABLISHED 1985

Over forty years of expertise in premium eyewear manufacturing, wholesaling and trade.



CELLULOSE ACETATE SPECIALISTS

Design and production of high-quality cellulose acetate optical frames and sunglasses.



END-TO-END OEM, ODM & PRIVATE LABEL

Complete solutions tailored to global brands and retailers, from concept to finished stock.



CNC MACHINING AND HAND CRAFT

Advanced CNC machining technology supported by highly skilled artisans for precision craftsmanship.



COMPREHENSIVE CUSTOMISATION

Logo printing, laser engraving, bespoke finishes and brand-specific packaging.



MULTI-STAGE QUALITY ASSURANCE

Stringent protocols applied at every stage of manufacturing, not only at final inspection.



A day's finished fronts, waiting on assembly.

What we make

THE RANGE

Clarish™ is our own line: 22 models and 258 colourways, each frame carrying its size marking on the arm. Everything here can also be made to your specification.

OPTICAL FRAMES

- Cellulose acetate optical frames
- Designer spectacle frames
- Prescription-ready fronts
- Rectangle, square, round and cat-eye shapes
- Men's, women's and unisex sizing

SUNGLASSES

- Cellulose acetate sunglasses
- Premium and luxury programmes
- Seasonal and trend-led shapes
- Custom lens and tint specification
- Personalised and limited runs

MANUFACTURING SERVICES

- OEM & ODM development
- Private label eyewear
- Logo printing & laser engraving
- Custom retail packaging
- Export packing & documentation

SHAPES IN THE CURRENT RANGE

CAT-EYE

RECTANGLE

ROUND

SOFT RECTANGLE

SQUARE



Every frame in the range carries its own size marking on the arm, and every one of them can be made to your specification instead of ours.

Business opportunities

WHO WE BUILD PROGRAMMES FOR

We supply brands, retailers, wholesalers, distributors, importers and entrepreneurs starting an eyewear line from nothing. The commercial shape varies — an OEM run against your drawings, an ODM development from our shapes, a private label programme on existing models, or straight wholesale supply — and we will tell you which of those actually fits what you are trying to do.

For international buyers, sourcing from India is a cost and capacity argument that only holds if quality is consistent. That is the part we take seriously: multi-stage checks through production rather than a single inspection at the end, and packing prepared for your destination market from the start rather than improvised at dispatch.

Tell us the model, the quantity and the delivery window. We will tell you what is achievable.

EYEWEAR BRANDS

OPTICAL RETAIL CHAINS

WHOLESALE & DISTRIBUTORS

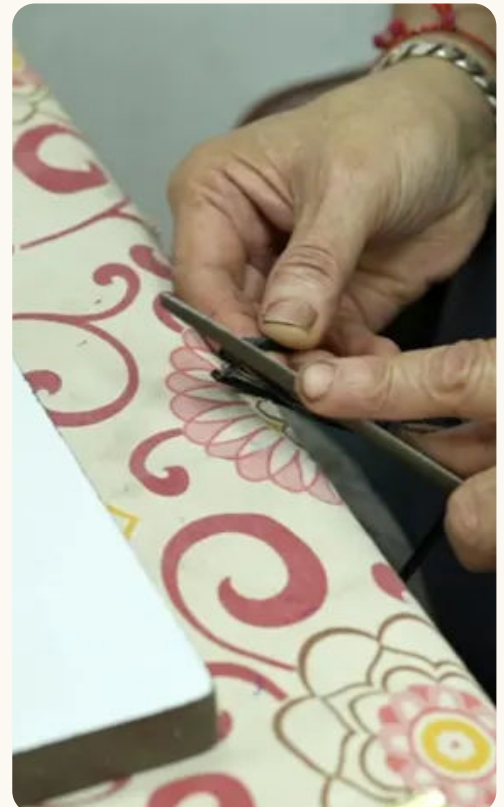
IMPORTERS & EXPORT HOUSES

PRIVATE LABEL START-UPS

CORPORATE & INSTITUTIONAL BUYERS



One model, one run, several colourways.



Development bench, at sample stage.

Talk to production, not to an agent layer

TELL US WHAT YOU NEED TO BUILD

Telephone **+91 97261 13344**

WhatsApp **+91 97261 13344**

Website **rtceyewear.com**

Located **Ahmedabad, Gujarat, India**

WHAT TO SEND WITH A FIRST ENQUIRY

- The model or a reference frame, and the sizes you need
- Quantity per colourway, and the delivery window
- Branding: printed, engraved, or none
- Destination market, so packing and paperwork are right first time

Rushabh Trading Company · manufacturing eyewear in Ahmedabad since 1985. Clarish™ is our own frame brand; OEM, ODM and private label programmes carry yours.

