

optoVision® ranked No.1 again

Langen-based lens manufacturer reinforces its market-leading position

For the second successive time, optoVision® has secured the coveted title of Germany's best lens manufacturer in a nationwide survey conducted by the 'markt intern' trade journal. The Langen-based company, which has been producing lenses in Germany since 1979, came out on top ahead of 13 international competitors in the optical industry.

Opticians from across the country were asked about the performance of their lens suppliers for markt intern's 2018 Spectacle Lens Performance Survey. The questionnaire evaluated nine categories, including product quality, product range, pricing policy, training, contacts, customer service and delivery performance. optoVision® took first place in seven of these disciplines. The company ultimately achieved the highest rating of 1.48, significantly improving its performance compared to the 2016 Spectacle Lens Performance Survey.

For CEO Axel Kellersmann, securing top spot again is an important endorsement of the company's chosen path. In addition to the clear commitment to products 'Made in Germany' and a production site in Germany that already boasts more than 400 dedicated employees, he believes proximity to customers is the key to success. "It helps us to quickly understand the individual needs of opticians and their customers and respond with appropriate ideas." As a successful medium-sized company, optoVision® specialises in supplying independent opticians with precision lenses of the highest quality that are not available from chains and online providers. Kellersmann added: "The system of the eye and a person's individual visual performance are extremely complex. Improving vision with spectacle lenses tailored to the requirements of each customer requires professional advice." In contrast to large chains and online providers, optoVision® and its independent optician partners can provide customers with exactly this kind of advice as well as innovative approaches such as virtual spectacle lens advance testing.

optoVision is aiming to continue leading the way in innovation, quality and aesthetics as a German lens manufacturer that focuses on the requirements of opticians. "We are continually investing in our Langen production site and are currently working continuously on innovative product developments and advisory concepts that will help our customers to differentiate from their competition," said Kellersmann, explaining the company's plans for maintaining its market-leading position. One key investment for the future is training specialist staff. optoVision® currently also offers apprenticeships for ophthalmic process specialists. Anyone interested can apply via the website by visiting www.optoVision.com.

About optoVision®

Founded in 1979, optoVision® is now a leading specialist in spectacle lens manufacturing. The company is based in Langen, near Frankfurt, where more than 400 employees develop and produce three million lenses per year, from single vision lenses to individual progressive lenses, using state-of-the-art precision technology. The "Made in Germany" pledge is synonymous with German brand quality, technical innovation, sustainability and highly-qualified employees.

For further information, contact:

optoVision GmbH

Heinrich-Hertz-Straße 17

63225 Langen

Telephone: +49 (0) 61 03 757 - 262

Fax: +49 (0) 61 03 757 - 255

presse@optovision.de

www.optoVision.com