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Category: Lenses

The award that makes innovation visible

Rodenstock wins the German Innovation Award 2025

Munich, May 2025: Rodenstock stands for the latest innovations in the field of ophthalmic lenses. This is why the ophthalmic lens expert has been honored with the German Innovation Award 2025 in the category "Excellence in Business to Consumer" for Medical Health for its new product B.I.G. EXACT® Sensitive.

Innovation is more than just a buzzword - it is the key to solving the challenges of our time. The German Innovation Award honors products, technologies and services that break new, innovative ground and offer solutions that stand out due to their added value for users. The initiator of the award is the German Design Council, which was founded in 1953 by the German Bundestag and is now regarded as the world's leading competence center for communication and knowledge transfer in the fields of design, brand and innovation. The top-class jury is made up of independent, interdisciplinary experts from the fields of technology, digitalization, science and institutions and presents the "Winner" awards in each category for innovations that advance the respective industry through their originality, implementation and effectiveness. They evaluate the submissions according to the criteria of level of innovation, user benefit and cost-effectiveness.

Rodenstock has received an award for the latest generation of its biometric lens, which takes into account both the biometrics of the eye and the personal perception of visual impressions of the individual spectacle wearer. With B.I.G. EXACT® Sensitive, spectacle wearers benefit from smoother, more dynamic vision, improved reading flow and better orientation.

"We are delighted to have received the German Innovation Award, which recognizes our innovative strength. It enables us and our partner opticians to raise awareness for the topic of "biometric vision" among spectacle wearers," says Sara Sydow, Director Marketing DACH at Rodenstock.

"With this award, we are making our latest innovation and the pioneering technology with which B.I.G. EXACT® Sensitive offers spectacle wearers an even more natural visual experience much more visible. For us, this is a further step towards our vision - to provide everyone with the best vision," explains Dr. Dietmar Uttenweiler, Executive Vice President Innovation at Rodenstock.

About Rodenstock:

The Rodenstock Group is one of the world's leading manufacturers of high-quality ophthalmic lenses. With the philosophy "B.I.G. VISION® FOR ALL", the lens manufacturer stands for a paradigm shift in individual progressive lenses. Founded in 1877 and based in Munich, Germany, the company employs around 5,000 people worldwide and is represented by sales offices and distribution partners in more than 85 countries. Rodenstock works with 6 central production sites to ensure worldwide availability. Further information can be found at www.rodenstock.de/presse

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