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Category: Lenses

A Golden Moment for Rodenstock Poland

B.I.G. EXACT® Sensitive from Rodenstock awarded with Gold Medal

Munich/ Poznań, October 2025 –The team of Rodenstock Poland received the Gold Medal of the optical association Grupa MTP for B.I.G. EXACT® Sensitive. Awarded on Friday, October 17th, during the OPTYKA Fair in Poznań, this prestigious award celebrates innovative products and solutions shaping the future of the optical industry.

Gold Medal –the Experts' Award

The Gold Medal of the optical association Grupa MTP is a prestigious Polish award for innovative products and services, which are evaluated by experts. It recognises products that stand out for their innovation, creativity and technological quality, and serves as a recommendation for the award-winning products and as part of a marketing strategy for the winners.

Each year, almost 500 products enter the competition for the Gold Medal of Grupa MTP. However, only the ones that meet the statutory criteria and obtain positive recommendations of the professional jury will receive this prestigious award. The jury, which is a team of experts consisting of eminent specialists representing adequate areas of economic life, looks for modern, innovative products, manufactured based upon top class technologies. The Gold Medal is thus a confirmation of product excellence and, consequently, an element of its promotion in the market.

At OPTYKA Fair, the team of Rodenstock Poland presented its innovative portfolio, including the award-winning B.I.G. EXACT® Sensitive lenses and the DNEye® Scanner, which attracted great interest among visitors. Many customers were delighted with the biometric precision and advanced technology showcased at the stand. The Poznań International Fair is the number one trade fair center in Poland and Central and Eastern Europe an remains an invaluable platform for showcasing cutting-edge technology and connecting with clients, partners, and industry professionals.

"We are proud that we have won the Gold Medal of Grupa MTP. The Gold Medal is a powerful reflection of our commitment to innovation and biometric precision. It was truly a special weekend –full of emotions, joy, and proof that together, we're creating something remarkable", says Pawel Malon, Country Manager Rodenstock Poland.

Award-Winning B.I.G. EXACT® Sensitive Lenses

Following the SILMO d'Or, the German Innovation Award, and a nomination for the Optician Awards 2025 (UK) in the "Lenses" category, B.I.G. EXACT® Sensitive from Rodenstock continues to gain outstanding recognition from experts across the optical world.

About Rodenstock:

The Rodenstock Group is a worldwide leading manufacturer 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. The company, which was founded in 1877 with its headquarters in Munich, Germany, employs around 4,100 people worldwide and is represented with sales offices and distribution partners in more than 85 countries. Rodenstock is operating with 5 central production plants to secure global supply.

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