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Category: Lenses

Rodenstock Wins Prestigious Lens Award at the Optician Awards 2025 for B.I.G. EXACT® Sensitive

The world's first spectacle lenses optimised for individual visual sensitivity and biometry

Munich, December 2025—Rodenstock is proud to announce that its groundbreaking B.I.G. EXACT® Sensitive lenses have won the Lens Award at the Optician Awards 2025, celebrating the brand's leadership in precision vision and pioneering optical innovation.

The accolade recognises B.I.G. EXACT® Sensitive as the world's first spectacle lens solution that integrates individual visual sensitivity with precise biometric data, delivering a fully personalised visual experience. By accounting for the unique ways in which each wearer perceives contrast, light, and clarity—alongside exact biometric measurements—Rodenstock has set a new benchmark for customised vision correction.

This award marks another major milestone in an exceptional year for B.I.G. EXACT® Sensitive. The lenses have already been honoured with three of the optical industry's most respected international distinctions: the German Innovation Award, the Silmo d'Or and the Gold Medal of Grupa MTP. Together, these achievements reaffirm Rodenstock's position at the forefront of vision science and lens technology.

"We are delighted and honoured to win the Optician Lens Award for B.I.G. EXACT® Sensitive," said Peter Travers, Managing Director of Rodenstock UK. "This recognition builds on our recent accolades of the German Innovation Award, the Silmo d'Or and the Gold Medal of Grupa MTP. Innovation is part of our DNA, and I want to thank our team and partners for helping us deliver truly personalised vision experiences for patients. This recognition highlights the incredible journey we are on. We will continue to push the boundaries of biometric lens design, challenge industry norms, and keep our partners and their patients at the heart of everything we do." The Optician Awards are among the most respected honours in the UK optical sector, celebrating excellence, innovation, and leadership across the industry. Winning the Lens Award reflects Rodenstock's dedication to developing scientifically driven solutions that raise global standards for visual performance.

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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