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Category: Company

Rodenstock acquires NI-VA Lens d.o.o. and DEA Lens Project d.o.o.

Rodenstock acquires Croatian lenses distributor NI-VA Lens d.o.o. as well as optical and ophthalmic devices distributor DEA Lens Project d.o.o., supporting its growth strategy in eastern Europe

Munich, March 31, 2026 –The Rodenstock Group, a global leader in eye health innovation and manufacturer of biometric, ophthalmic lenses, today announces an agreement to acquire DEA Lens Project d.o.o. and NI-VA Lens d.o.o., the leading lens and devices suppliers in Croatia. With this acquisition Rodenstock not only takes over longstanding partners but further accelerates its regional distribution support in eastern Europe. Financial details of the transaction will not be disclosed.

DEA Lens Project d.o.o. and NI-VA Lens d.o.o. are distributing and selling ophthalmic lenses and instrumental optics. Founded in 1995 in Osijek, DEA Lens Project d.o.o. has a strong reputation in building and maintaining relationships with independent opticians and has been a close partner of Rodenstock for 20 years. Lead by Damir Borovac, who will stay part of the leadership team, the company has shown a strong growth case in the last years.

Marcus Desimoni, CEO Rodenstock, said: “We are very pleased to continue our strategic path of having commercial presence across Europe in order to serve the people with the best lenses.”

Damir Borovac, former Managing Director NI-VA Lens d.o.o. &DEA Lens Project d.o.o. added: “We look forward to working with the Rodenstock team. With their premium positioning they are the ideal partner to gain market share and support the business growth in Croatia and eastern Europe.”

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 4,100 people worldwide and is represented by sales offices and distribution partners in more than 85 countries. Rodenstock works with 5 central production sites to ensure global availability. For further information, please visit www.rodenstock.com/press

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