14.03.2023
Category: Company

Rodenstock Group committed to Spain

After the incorporation of Indo Optical, the global leader in ophthalmic lenses consolidates its presence in Spain with its Rodenstock brand and its unique philosophy: B.I.G. VISION™ FOR ALL.

Madrid, March 14th, 2023 – The Rodenstock Group, a global leader in eye health innovation and one of the main lenses manufacturers in the world, lands in Spain to revolutionise the market with its Biometric Intelligent Glasses technology. In 2020, the company launched the B.I.G. VISION™ FOR ALL philosophy, which is committed to grant superior visual precision and comfort for all people in the world. In 2022, Rodenstock launched its innovative B.I.G. NORM™ technology, biometric lenses based on artificial intelligence.

The Rodenstock Group was founded in 1877 and is headquartered in Munich, Germany. The company employs around 5,100 people worldwide, maintains 5 central production hubs to secure global supply, and is represented by several sales offices and distribution partners in more than 85 countries.

A large team of experts in the research and development department at the Munich plant is working on new product innovations and relies on 100 % German engineering.

Growth in Spain and innovative trajectory

The German company is aiming to achieve a significant growth in the Spanish market. This is why the group is taking charge of the brand and wants to take it to the highest level.

Rodenstock relies on its Spanish and global laboratories for its entire value chain, to provide services and to maintain the essence of the German quality and engineering. A team of professionals has been diligently working in Spain for some time to prepare the introduction of Biometric Intelligent Glasses in the country.

Launch of their global brand B.I.G. VISION™ in Spain

With their unique philosophy B.I.G. VISION™ FOR ALL, Rodenstock introduced a paradigm shift in the industry. The lenses manufacturer recognizes that every person and every eye is unique and different. Therefore, Rodenstock is the first company to measure each eye individually and thus determine the biometry of the entire eye. This includes the length of the eye and several thousand data points that go directly into the production of lenses, which is unique in the industry.
Today, Rodenstock has more than 530 patents and more than 200 patent applications pending worldwide for innovations in lenses and optical instruments. Rodenstock will continue to work to meet the needs of lens wearers with the highest level of innovation and the best products.

For more information about Rodenstock in Spain, please visit: www.rodenstock.com/es, and our social media pages.
Instagram: rodenstock_es
Facebook: www.facebook.com/RodenstockES

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 5,100 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. For more information, visit www.rodenstock.com/press.

Pressekontakt:
techsalesgroup
Patricia Vilaró
null
+34 635041109
patricia@techsalesgroup.es

Bitte beachten Sie: Die vorliegende Presseinformation wurde von Ihnen aus unserem Archiv abgerufen und ist aelter als drei Monate. Die in ihr enthaltenen Informationen entsprechen daher unter Umstaenden nicht mehr dem inzwischen aktuellen Stand.