



## Press Release

### ZEISS DriveSafe Lenses wins 'Lens Product of the Year' award 2016

Birmingham, 13th April 2016

The Optician Awards 2016 annual prize giving ceremony took place recently in front of an audience of 800 UK optical professionals and industry leaders. For more than 20 years, the Optician Awards has assembled a programme of honours that seek to recognise achievement and innovation in optics and reward excellence within the optical profession.

Among the coveted prizes presented by the awarding body, ZEISS Vision Care Business Group won the celebrated category of 'Lens Product of the Year' with its entry of 'ZEISS DriveSafe Lenses'. Competition within the category was particularly strong, with other competitor entries from major international lens manufacturers. However, industry experts and leading professionals, who made up the judging panel, were unanimous in their award recognition of ZEISS DriveSafe Lenses.

Peter Robertson, Marketing & Communications Director says: "We are extremely delighted to be awarded 'Lens Product of the Year' for ZEISS DriveSafe Lenses. Winning an Optician Award is one of the highest accolades UK optical professionals, practices and companies can achieve".

He ends: "The new lens has been warmly embraced by opticians and dispensing staff across the UK, and continues to go from strength to strength. We are especially appreciative of the support that independent practitioners have given to our unique lens for drivers, and for the special recognition bestowed upon ZEISS DriveSafe Lenses by the Optician Awards 2016 committee".

For further information on ZEISS DriveSafe Lenses please contact the ZEISS Customer Care Centre on 0845 300 77 88, or your ZEISS Account Manager.

#### Press contact

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#### About ZEISS

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. The ZEISS Group develops and distributes semiconductor manufacturing equipment, measuring technology, microscopes, medical technology, eyeglass lenses, camera and cine lenses, binoculars and planetarium technology. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments Semiconductor Manufacturing Technology, Research & Quality Technology, Medical Technology, and Vision Care/ Consumer Optics. ZEISS is represented in over 40 countries and operates more than 30 production sites, over 50 sales and service locations and about 25 research and development facilities.



In fiscal year 2014/15 the company generated revenue approximating €4.5 billion with around 25,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).

Further information at [www.zeiss.com](http://www.zeiss.com)

#### **Vision Care**

The Vision Care business group is one of the leading manufacturers of eyeglass lenses and ophthalmic instruments. The business group develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand. The business group is allocated to the Vision Care/Consumer Optics segment. In fiscal year 2014/15 the segment generated revenue of €1.007 billion with around 9,100 employees.