

ZEISS DriveSafe Lenses win 'Lens Product of the Year' award 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.

[Press Kit ZEISS DriveSafe](#)

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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.

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ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is

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