

Wöhlk celebrates successful trade fair comeback

New dailies impress trade visitors at the opti 2016 fair

Schönkirchen, 22/01/2016 – Wöhlk Contactlinsen GmbH presented its product portfolio at the opti 2016 fair in Munich from 15 to 17 January 2016. The international trade fair for lenses and design is one of the biggest dates in the European optometry industry. The contact lens developer from Schönkirchen, north Germany, attended for the first time after a break of five years with its own stand in Munich. This year, more than 27,500 trade visitors flocked to the four halls of the opti 2016 fair with the aim of finding out more about innovations and the latest trends offered by 576 exhibitors from 37 different countries. The “Zeiss Contact Day 1” dailies at the Wöhlk stand really caused a stir!

“We have three extremely successful days at the fair behind us,” Wöhlk Managing Director Lothar Haase summarises. “The international trade visitors were particularly interested in the new Contact Day 1, proving that we have the right approach in not using price alone to position ourselves on the market. Instead, we also want to continue to impress people with our technological innovations and exceptionally high quality.” Wöhlk is known in the industry as a leading expert in custom-made contact lenses and has now expanded its range of dailies with a new type of lens.

“One reason for the exceptional level of comfort offered by the Contact Day 1 is its natural and innovative material,” says Mirko Tamm, Head of Professional Services at Wöhlk. The lens is made from a bi-ionic bio-hydrogel that is softer than standard silicone hydrogels, without compromising the oxygen supply to the eye. The lens is hydrophilic and maintains a continually high water content of 58%. In combination with its advanced lens design, the material also prevents protein build-up and protects even dry eyes from irritation and incompatibility. So that the Contact Day 1 can be used across the entire spectrum of defective vision, it is available in spheric, toric and multifocal variations. “The lens is therefore not only particularly gentle on the eyes but also very versatile, making it the perfect short-term alternative to wearing glasses,” says Mirko Tamm.

In addition to the Contact Day 1 lenses, Wöhlk also presented other innovations that garnered great attention at the Munich fair, including a new range of hard contact lenses and a multifocal contact lens with decentring. Since the visual axis often does not intersect exactly with the geometric centre of the contact lens in most people, these innovative lenses from Wöhlk can be adapted individually to the actual visual axis of the wearer – ensuring perfect sight in all dimensions.

The trade visitors were able to marvel at the quality of this and countless other Wöhlk products at the very well-attended Wöhlk stand – in a relaxed atmosphere and alongside a stand concept that combined the fascinating history of the company and its traditional innovative spirit with the technological prowess of the company today. “We enjoyed some excellent discussions, made new contacts and received great praise for our products from all sides,” Managing Director Lothar Haase said, pleased with the success. “I myself am already looking forward to opti 2017.”

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