

Wöhlk wins German Health Award in the contact lens manufacturer category

Schönkirchen, 15. September 2025: A total of 43,106 customers have decided: Wöhlk Contactlinsen is the overall winner in the contact lens manufacturer category and receives the German Health Award 2025. The award is presented by the German Institute for Service Quality and the news channel ntv. The chair of the advisory board of the market research institute is former Federal Minister Brigitte Zypries, who presented the award at a ceremony in Berlin.



The survey is independent and representative of the population. The award is presented in a total of 68 categories and highlights the leading providers in the healthcare sector. In the contact lens manufacturer category, Wöhlk scored a total of 83.8 out of a possible 100 points in the areas of value for money, product range, customer service, and recommendation, securing first place.

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"This public award is a compliment to all our employees, whose dedication helps to make Wöhlk visible in the market and ensures that our service and quality stand out positively. We are particularly pleased to have taken first place in the customer service category," says Anna-Lena Band, Head of Corporate Communications at Wöhlk. She accepted the award at the ceremony during the Big Bang AI Festival in Berlin and adds: "The mere fact that contact lenses have their own category in the health products sector is a reason to celebrate. In addition to correcting vision problems, contact lenses can also contribute to eye health, so it is good and right that this platform is offered to them."

The final report by the German Institute for Service Quality also states: "Contact lenses and online pharmacies are customer favorites: both categories scored very well in the overall results, with an average of 80.6 points. The range of products on offer emerged as a strength in both cases."

Wöhlk Contactlinsen wins the German Health Award 2025 for the third time in a row.

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About Wöhlk Contactlinsen GmbH

With the invention of the contact lens over 75 years ago, Heinrich Wöhlk not only established modern contact optics, but also laid the foundation for Wöhlk Contactlinsen GmbH. Today, our company is a pioneer in the development of innovative materials, manufacturing processes and products. Research, development and production take place in Schönkirchen near Kiel, the company headquarters with its research laboratory, development department and contact lens studio. Under the leadership of Managing Director Hiroko Aikawa, a total of around 130 highly qualified and specialized specialists work here on a common vision: superior contact lenses for the best possible visual quality and maximum wearing comfort.

Since 2020, Wöhlk Contactlinsen GmbH has been a subsidiary of the Japanese contact lens manufacturer SEED Co, Ltd. This cooperation ensures a strong position on the international market and also enables a comprehensive product portfolio: While Wöhlk is an expert in individual contact lenses, SEED Contact Lens focuses on the production of daily disposable lenses. www.woehlk.com

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4. Gesamturteil Gesundheit

Gesundheitsprodukte: Kontaktlinsen



Die folgende Tabelle zeigt, wie die Unternehmen in dieser Kategorie in den Bereichen Preis-Leistungs-Verhältnis, Angebot, Kundenservice sowie Weiterempfehlung abgeschnitten haben:

Ergebnis Kontaktlinsen			Preis-Leistungs-Verhältnis		Angebot		Kundenservice		Weiterempfehlung	
100%			40%		30%		20%		10%	
Rang	Unternehmen	Punkte*	Rang	Punkte*	Rang	Punkte*	Rang	Punkte*	Rang	Punkte*
1	Wöhlk	83,8	1	82,1	2	86,1	1	83,1	2	85,1
2	Bausch + Lomb	83,1	3	79,3	1	87,7	2	81,2	1	88,0
3	Coopervision	81,9	2	81,4	3	85,3	5	76,6	3	84,3
4	Acuvue	80,1	4	76,9	4	84,4	3	78,6	4	82,5
5	Alcon	77,7	5	75,6	5	82,1	6	74,0	5	79,5
6	Menicon	76,8	6	75,0	6	79,1	4	76,9	6	76,9
Gesamt		80,6			78,5	84,2			78,5	82,9

Caption:

Wöhlk Contactlinsen is the overall winner with 83.8 points and ranks first in both value for money and customer service.



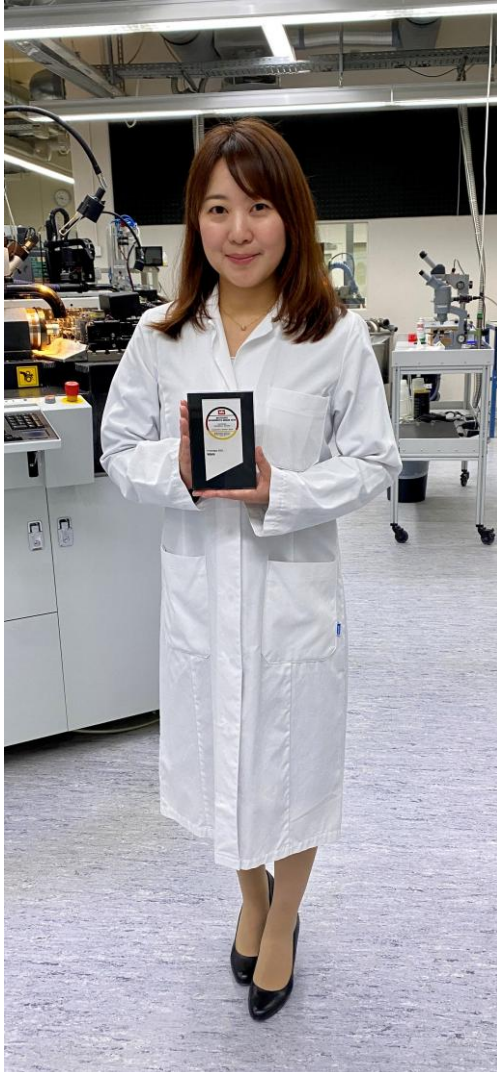
Caption:

Anna-Lena Band (center) at the award ceremony during the Big Bang AI Festival in Berlin. Brigitte Zypries (second from left), former Federal Minister for Economic Affairs and Chair of the DISQ Advisory Board, presented the award.

Picture: Christian Schlenker / ntv / DISQ



wöhlk
CONTACTLINSEN



Caption:

Hiroko Aikawa, managing director of Wöhlk Contactlinsen, is delighted with the health award at the company's headquarter in Schönkirchen.