

Fast and easy to achieve natural vision

Wöhlk launches new RGP contact lens wöhlk MULTI FEN[®]

Schönkirchen, January 10th 2024 | Fitting RGP contact lenses is by no means part of everyday life for all opticians. On the one hand, the proportion of contact lens wearers who opt for rigid contact lenses is only seven percent*. On the other hand, opticians fear that fitting individual contact lenses will take a lot of time. The contact lens manufacturer Wöhlk has taken this as an opportunity to develop a new product: **The multifocal RGP contact lens with the name wöhlk MULTI FEN[®]**. The letters FEN stand for Fast / Easy / Natural Vision – the contact lenses help their wearers to achieve natural vision fast and easy. The associated FEN[®] Vision Technology was specially developed by Wöhlk in Schönkirchen.

"We see how the industry is increasingly affected by staff shortages. Our aim was to develop a contact lens that is so quick and easy to fit that it noticeably saves our customers time - and therefore money," says Torven Ziehmer, Head of Professional Services and Customer Management at Wöhlk. "At the same time, it is the ideal product for all less experienced fitters, who can now tackle the supposedly difficult task of fitting multifocal, dimensionally RGP contact lenses."

And the success of the first few weeks after the sales launch proves Wöhlk right: "Our customers are delighted with the new product. The fit of the first lens ordered on the wearer's eyes is so good that we have virtually no returns," says Ziehmer. Customers, in turn, praise the quick fitting success with the wöhlk MULTI FEN[®]. "Rarely have I experienced such enthusiastic customers with multifocal, dimensionally RGP contact lenses at the first fitting," emphasizes Stefan Schwarz from Optometrie Schwarz in Hildesheim. And master optician and contact lens specialist Florian Ruch from Münster adds: "The feedback from customers is consistently positive, they report a natural vision right from the start. The new technology is noticeably softer and leads to rapid adaptation to the contact lens – especially progressive newcomers."

The wöhlk MULTI FEN[®] is available in all wöhlk materials. A clear fitting guide helps customers to select the right lens. The special feature: When choosing the power profile, the customer usually starts with profile A. If an improvement in near vision is required, profile B can be ordered as an alternative. As an extra, the wöhlk MULTI FEN[®] can be fitted with an optional prism. The FEN[®] Vision Technology contained in the lens is the special coordination of the surface profiles together with the simple adjustment of the contact lens.

The wöhlk MULTI FEN[®] is suitable for all people with presbyopia who can generally wear contact lenses from a medical point of view.

*Source: ZVA Branchenbericht 2022/2023

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About Wöhlk Contactlinsen GmbH

With the invention of the contact lens around 75 years ago, Heinrich Wöhlk not only founded modern contact optics, but also laid the foundation stone 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 Dr. Dirk Lauscher, 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. With this international cooperation, we are strengthening our position on the international market and expanding our portfolio at the same time: While Wöhlk is an expert in individual contact lenses, SEED Contact Lens focuses on the production of daily disposable lenses.

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