

Ms. Hiroko Aikawa becomes new CEO

Change at the top of Wöhlk Contactlinsen

Schönkirchen, August 1st, 2024 | Wöhlk Contactlinsen GmbH has a new Managing Director: Ms. Hiroko Aikawa is the new CEO of the North German contact lens manufacturer since August 1st. She succeeds Dr. Dirk Lauscher, who was responsible for the management of the company for five years. Dr. Lauscher is stepping down from this position for health and family reasons, but will remain with the company as consultant.

Ms. Aikawa will manage the company for two to three years. Her aim is to identify candidates from within Wöhlk Contactlinsen GmbH during this time and develop them to become new Managing Director/s. Dr. Lauscher will be a valuable support here, as he has built up an active management circle at Wöhlk in recent years. “It is a wonderful opportunity for Wöhlk to be able to develop candidates for the succession from its own ranks without time pressure and under the direction of our parent company SEED,” says the former CEO.

Ms. Aikawa has been working for Wöhlk's parent company, SEED Co, Ltd. in Tokyo, for 14 years, where she initially headed the corporate planning division section and has been responsible for the corporate communication department since April 2022. Ms. Aikawa has extensive experience in the qualification and further training of managers. “My main goal is to take over and further the efforts that Dr. Lauscher has been working on, such as increasing sales and transforming the company's revenue structure, grow the company further, and hand it over to the next generation. I am very much looking forward to my assignment here in Northern Germany and the opportunity to contribute my intercultural knowledge and am confident of success,” she says, looking forward to her new role.

At the beginning of this year, the staff in Schönkirchen was informed about the change in management. In July, Ms. Aikawa moved the centre of her life to northern Germany to ensure a smooth transition. “It is a great advantage that, as a member company of the SEED Group, we now have a direct line to Japan with Hiroko

Aikawa,” says Nadine Ohletz, National and International Sales Manager at Wöhlk.

“We can now build up an even better mutual understanding of the markets and culture and continue to develop together as a group.”

Reprint free of charge, specimen copy requested

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

Press contact:

Anna-Lena Band | T.: +49 431 991 1552 | Mail: anna.band@woehlk.com