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Wöhlk again overall winner of the German Health Award in the contact lens manufacturer category

Schönkirchen, September 30th 2024: A total of 45,462 customers voted: Wöhlk Contactlinsen is the overall winner in the contact lens manufacturer category and receives the German Health Award 2024. This is the second time in a row that the northern German company has won this award. The

award is presented by the German Institute for Service Quality and the news channel ntv. The Chair of the Market Research Institute's Advisory Board 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 shows which providers in the healthcare sector are leading. In the contact lens manufacturer category, Wöhlk achieved a total of 82.9 out of 100 possible points in the areas of value for money, product range, customer service and recommendation - and thus took first place.

“This public award is a compliment to all our employees, whose commitment helps to ensure that Wöhlk is visible in the market and that our service and quality attract positive attention. We are particularly pleased to be ranked first in the customer service category,” says Torven Ziehmer, Head of Professional Services & Customer Management at Wöhlk. He brought the pretty glass award safely from Berlin to Schönkirchen, where it was presented to all colleagues at the end of September as part of the annual family fall party.



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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 - Hersteller



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

Ergebnis Kontaktlinsen - Hersteller		Preis-Leistungs- Verhältnis		Angebot		Kundenservice		Weiter- empfehlung		
100%		40%		30%		20%		10%		
Rang	Unternehmen	Punkte*	Rang	Punkte*	Rang	Punkte*	Rang	Punkte*	Rang	Punkte*
1	Wöhlk Contactlinsen	82,9	1	82,4	2	83,9	1	82,1	2	83,0
2	Bausch + Lomb	81,3	2	76,8	1	87,2	3	78,9	1	86,9
3	Menicon	77,9	3	75,9	5	79,5	2	79,2	4	79,2
4	Acuvue Oasys (Johnson & Johnson)	77,7	5	73,2	3	83,0	4	77,1	3	81,3
5	Alcon	76,9	4	74,7	4	81,5	5	74,1	5	77,7
Gesamt		79,4	76,9		83,0		78,0		81,7	

Caption:

Wöhlk Contactlinsen is the overall winner with 82.9 points and is ranked first for both value for money and customer service.



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Caption:

Torven Ziehmer (4th from right) at the award ceremony during the Big Bang AI Festival in Berlin. Brigitte Zypries (2nd from right), former Federal Minister of Economics and Chairwoman of the DISQ Advisory Board, presented the award.



Caption:

Award ceremony in Berlin: Wöhlk Contactlinsen is delighted to have won the German Health Award for the second time in a row.