

Wöhlk wins the German Service Award as the best provider in the contact lenses category

Schönkirchen, April 30, 2024: Customer service at the highest level: According to customers, Wöhlk Contactlinsen is the "Best Contact Lens Provider" and receives the German Service Award 2024. The award is presented by the German Institute for Service Quality and the news channel ntv. The award is the result of a comprehensive annual evaluation of studies, customer surveys and social media analyses. A total of 2,277 companies were examined - 101 of them, such as Wöhlk, in the healthcare products category.

The award was based on 6,117 undercover test contacts, 185,227 customer testimonials and 24,165 social media posts. The survey focused on on-site advice, online service, telephone and email service as well as customer comments on the service provided by the providers. "We know that our advisors do a great job. Our efforts to respond to all customer inquiries as quickly as possible and with high quality have been confirmed with this award," says Torven Ziehmer, Head of Professional Services and Customer Management at Wöhlk, who is delighted with the award and adds: "We are particularly pleased that, as a medium-sized company from northern Germany, we now stand alongside award winners such as the electronics group Samsung or the online retailer Tchibo.de, which is truly a great honor."

The award ceremony recently took place at the Bertelsmann representative office in Berlin. Wöhlk Managing Director Dr. Dirk Lauscher accepted the award there and brought it to the happy "Customer Management" team in Schönkirchen.

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 Dr. Dirk Lauscher, a total of around 130 highly



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qualified and specialized specialists work here on a common vision: high-quality 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. www.woehlk.com

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The service staff at Wöhlk Contactlinsen GmbH at the company headquarters in Schönkirchen are delighted to receive the German Service Award 2024.