



Optics sector celebrates the start of the year with opti '12 in Munich...

The best in vision

- High level of acceptance of the overall concept for the fair
- From technology to design: World premieres at the start of the year
- opti enhances its reputation as a pace-setter

Munich, 16th January 2012 – It was a resounding start to the new year of business in optics and eyewear, and already a highlight in the sector's calendar: opti '12 in Munich, between 13 and 15 January 2012. **More than 450 exhibitors from 27 countries and 23,000 visitors** from Germany and abroad came together here to celebrate the best in vision. The mood among the participants was excellent, there was lots of valuable information and the order books were filling up fast – in all four fully booked exhibition halls.



Almost 90 percent (2011: 84.1 percent) of the trade visitors surveyed rated opti '12 as "good to very good". The survey revealed that visitors were particularly pleased with the breadth and depth of the range on show at the fair. Of special interest this year were the sections on frames, optical lenses and contact lenses. Also, more and more manufacturers are choosing opti '12 as

an ideal platform, right at the start of the year, at which to present their new collections of sunglasses to the market. "With new exhibitors and designers from Germany and abroad – including ones from Japan and the US – opti has further underlined its fashion and design competence and broadened its international coverage," said **Dieter Dohr**, CEO and President of GHM **Gesellschaft**

für Handwerksmessen mbH

, the company that organizes opti. The visitors were also delighted with this: 84.3 percent of them described the international coverage of the fair as "good to excellent".

"opti '12 is further expanding its reputation as a pace-setter. More and more companies are gearing their production cycles to opti, which they make use of as a presentation platform for innovations and new models," continued Dieter Dohr. "It is the strongest fair at the start of the year, it acts as a guide and offers orientation as regards technology and design in the new year." This year, too, the entire international sector was keenly awaiting this fair in Munich, where so many collections, models and technologies experienced their world premiere. And many of the exhibitors in the shop fittings section showed just how to best showcase these. At opti '12 they presented their new concepts and, with their creativity, they made a significant contribution to the successful visual atmosphere at the fair.



According to the survey overall the companies were pleased with the higher number of orders than last year. Also, noticeably, they were very upbeat about the increasing interest from opticians from abroad in their products. New this year was **optimus**, a relaxing get-together in the **Hofbräuhaus**, probably the most famous beer hall in the world, located right in the heart of Munich. Here exhibitors and visitors had another opportunity to engage in conversation, this time outside the exhibition halls. Commenting on the evening,

Thomas Truckenbrod

, President of

the Zentralverband der Augentoptiker (ZVA

), said: "optimus lived up to the promise of its name. It was an optimum evening and a real highlight in the organization of opti '12." He added: "The stand of the ZVA was always busy and we were also able to feel the optimism of our colleagues for 2012. After what will hopefully be a successful 2012, opti '13 will be an absolute must for everyone in the sector." Also positive in

his comments about the fair was

Josef May

, chairman of the sector association

SPECTARIS:

"What else is there to say about opti '12? On all three days of the fair, you could hear nothing but praise from all corners of the thronging halls. We can all report it was a highly satisfying event. Business was good, the atmosphere was again superb, the organizational side was uncomplicated and there was a further increase in the number of visitors from abroad – following the tough times in the second half of 2011, we are now thankfully entering the new year with a following wind from opti '12," said May.

Opinions about the economic situation remained unchanged. According to the survey, the trade visitors are looking forward optimistically to the future. As last year, over half of those surveyed described the situation as "good to excellent". The next opti takes place from 25th to 27th January 2013 in Munich.

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