



# MISTER SPEX

So kauft man Brillen heute

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## **Mister Spex starts successful partner programme with local opticians in the Netherlands**

**Europe's leading online optician Mister Spex, which already supplies customers in Germany, Austria and Switzerland, will now be offering various offline services in cooperation with Dutch partner opticians.**

This puts Mister Spex on course for further expansion in Europe. The launch of the online shop in the Netherlands means that the Berlin-based company is now cooperating with more than twenty local partner opticians, who offer additional free-of-charge services such as eyesight tests and fitting adjustments for Mister Spex customers. The €9.90 charged for eyesight testing is deducted in full from any subsequent order submitted via the Mister Spex online shop.

When choosing a suitable pair of glasses, customers can initially ask for up to four models to be shipped to their home address free of charge. A filter function and virtual try-on service are provided to help them make the right selection. Customers buying bifocal/progressive-lens glasses in particular are recommended to take the trial frames to a partner optician. Customers can use the Mister Spex website to find their nearest partner optician, request eyesight test vouchers and directly arrange an appointment. The results of the corresponding eye test are then returned, along with the tried-on frames, to Mister Spex for the prescription lenses to be fitted in the company's optical workshop in Berlin. The customer of each finished pair of glasses then receives a voucher entitling him or her to a free fitting by a partner optician.

The launch of the partner optician programme in the Netherlands is a consequence of the multi-channel expansion strategy of the Berlin-based online optical specialist.

“Customers simply want great glasses with a price-to-performance ratio to match, with local service when they need it. And that is exactly what we intend to offer them, including - as of now - in the Netherlands”, explains Mirko Caspar, CEO of Mister Spex.

The over-arching reason for shop-based opticians to join the partner network is clear:

“Anyone who prefers to get their glasses from Mister Spex and therefore requires an eye test or subsequent fitting is an extra customer who would otherwise have been unlikely to visit his or her local optician. The opticians concerned can therefore take advantage of less-busy periods and make more efficient use of their shop floorspace to generate additional revenue”, says Markus



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Stammberger, General Manager of Brillen Mosqua of Ludwigsburg in Germany, a satisfied, long-term partner optician of Mister Spex.

The partner programme, which was initially launched in Germany in 2011, has now been successfully expanded to include Austria (2014) and Switzerland (2015). This expansion into the Netherlands marks the next step in the continuous growth of the network, as part of the comprehensive, international multichannel approach of Mister Spex.

#### **About Mister Spex:**

Mister Spex GmbH is Europe's leading online optician. Through its website, the Berlin-based company offers, alongside contact lenses, the most comprehensive range of directly available designer glasses and sunglasses in Europe, all at attractive prices. In addition to transparent pricing and cost savings for complete prescription glasses, customers benefit from free services such as eye tests and glasses adjustments, as Mister Spex already works in partnership with 550 local opticians in Germany, Austria and Switzerland. The Mister Spex service team is made up of qualified opticians providing customer advice by telephone or e-mail. The company has its own optician's workshop in Berlin, where the final production and quality control of the glasses takes place. The good quality of the glasses was confirmed in December 2014 by the German consumer research and advice foundation Stiftung Warentest, which named Mister Spex one of the best tested opticians (test 1/2015, p. 86 ff.).

Throughout Europe Mister Spex counts 2 million customers. The company currently employs over 400 staff and was named best online shop for glasses by the German market research institute Deutsches Institut für Service-Qualität in 2015. Mister Spex operates its own websites in Germany, France, Spain, Austria, Switzerland, the Netherlands and Great Britain and took over the Swedish online eyewear shops Lensstore and Loveyewear in July 2013, as well as the Norwegian contact lens retailer Lensit in January 2015. In February 2016 Mister Spex opened its first store in Berlin.

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