



MISTER SPEX

So kauft man Brillen heute

Stockholm, 29th of April 2020

Mister Spex: Andreas Eriksson becomes new Managing Director Nordic Operations

On April 20, Andreas Eriksson (47) started as the new Managing Director Nordic Operations at Mister Spex in Stockholm. He is responsible for the markets in Sweden, Norway and Finland. The strategic focus of Eriksson and his team is to further expand all logistics processes in order to achieve Mister Spex's growth targets across all countries. Eriksson will report directly to Chief Operations Officer (COO) Stefanie Budenheim-Wels. He succeeds Nils Rådström, who has held the position as Managing Director Nordics at Mister Spex for three years and is leaving the company to pursue new professional challenges. Mister Spex would like thank Rådström for his great work and achievements during this time.

Eriksson has worked for the Lensway Group for more than ten years. He therefore has valuable operational experience and extensive industry knowledge. In addition to logistics and production processes, his professional career to date has focused on areas such as purchasing, category management and coaching for management topics. In 2001 he received his Master of Science degree in Mechanical Engineering and Manufacturing Systems from the Royal Institute of Technology in Stockholm (Kungliga Tekniska Högskola).

"In recent years, Mister Spex has fundamentally changed and simplified the way we buy eye-wear across Europe," says Eriksson. "I am delighted to be part of this important development. My focus will be on making optimal progress in all centralized and decentralized processes."

Dr. Mirko Caspar, Managing Director of Mister Spex, adds: "We are convinced that with Andreas Eriksson and the new structure we are very well positioned for the further growth phase in the Scandinavian countries. We also thank Nils Rådström for his commitment and loyalty over the past three years and wish him all the best for the future".



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About Mister Spex:

[Mister Spex](#) GmbH is Europe's leading omnichannel optician. Throughout Europe the Berlin-based company has more than 3 and a half million customers and operates own online shops in Germany, Austria, Switzerland, France, Spain, Great Britain, Finland, Norway, Sweden and the Netherlands. Alongside contact lenses, Mister Spex offers a comprehensive range of directly available glasses and sunglasses, all at attractive prices. Customers can choose from designer frames as well as independent brands and popular private label models. One aspect that makes Mister Spex unique is that high-quality lenses (refraction index 1.5) with UV filter and anti-reflective, scratch-resistant coating are already included in the price of glasses.

In addition to transparent pricing and cost savings for complete prescription glasses, customers benefit from free services such as eye tests and glasses adjustments at one of the Mister Spex stores or partner opticians. By now Mister Spex operates multiple own stores throughout Germany. In February 2016 Mister Spex opened its first store in Berlin and was honored with the Red Dot Award for its innovative store concept in the same year. In 2017 the company also received the iF Design Award and the POPAI D-A-CH Award for its store design. Furthermore, Mister Spex works in partnership with more than 500 local opticians in Germany, Austria, Switzerland, the Netherlands and Sweden. The Mister Spex service team is made up of qualified opticians providing customer advice by telephone or e-mail. The company has its own edging and mounting lab in Berlin, where the final production and quality control of the glasses take place. Mister Spex has been an apprenticeship company for various professions since 2015 and started training optician apprentices in 2016.

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