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Mister Spex Launches 2025 Apprenticeship Program and Invests in the Future of Optometry

On August 1, 2025, a new cohort of young professionals will begin their apprenticeships at Mister Spex – one of Germany's leading optical retailers. This year, a total of 47 apprentices are starting their careers with the company, including 45 in the field of optometry. With this, Mister Spex continues its long-term investment in developing skilled professionals for the optical industry.

Targeted Talent Development at Mister Spex

With the 2025 apprenticeship cohort, a total of 257 apprentices have joined Mister Spex since 2016 – including 223 in the field of optometry. The company now operates five dedicated training workshops in Berlin, Münster, Reutlingen, Mannheim, and Cologne. These facilities enable hands-on, structured training at the highest level and form a key pillar of Mister Spex's long-term strategy to secure and promote qualified talent in the optical industry.

"The shortage of skilled professionals is one of the biggest challenges in the optical industry – and we are addressing it with a clear commitment to apprenticeship training," says Heinzpeter Mandl, Executive Vice President Retail at Mister Spex. "Our training workshops and apprenticeship concept provide a strong foundation on which we are purposefully building the next generation of opticians. In doing so, we're not only securing our own future, but also making a contribution to the industry as a whole."

Hands-On Training with Structure and Long-Term Perspective

The Mister Spex apprenticeship program is built on three closely connected pillars: practical experience in the store, intensive training in the company's own workshops, and solid theoretical education at vocational school. At every stage, the focus is on targeted development: apprentices spend around 14 weeks per training year in the workshop – without sales pressure and with full focus on honing their technical skills.

Mister Spex further supports young talents with a structured in-house training plan, tailored exam preparation, and the option of shortening the apprenticeship or completing it part-time. Since the program's inception, the average post-apprenticeship employment rate has been 75 percent. Beyond that, Mister Spex places strong emphasis on professional development: employed opticians benefit from ongoing training and continuing education – all the way up to master-level certification.

Investing in Skilled Talent as a Strategic Priority

Investing in qualified young professionals is a core element of Mister Spex's strategic development. With a focus on holistic customer consultation, excellent service structures, and craftsmanship at the highest level, the apprenticeship program plays a vital role in strengthening the brand's core: positioning Mister Spex as a leading optical expert – both online and in-store.

About Mister Spex SE:

Mister Spex is one of Germany's leading optical retailers, distinguished by its seamless integration of online and offline presence, innovative technologies, a comprehensive product range, and exceptional customer service. Since its founding in 2007, Mister Spex has evolved from a pure online player to a successful omnichannel optician with more than 8 million customers and 10 online shops across Europe, as well as brick-and-mortar retail stores. Mister Spex employs over 120 highly qualified opticians who ensure top-notch optical services in their stores. As a digital native, technology and innovation have always been central to the company's development. Utilizing advanced technologies such as digital 2D-to-3D tools for frame adjustment and intelligent browsing functionalities, Mister Spex sets new standards in the optics industry, offering extraordinary value to its customers. Mister Spex focuses on making the eyewear purchasing experience unique, simple, transparent, and enjoyable, combining a wide and diverse range of high-quality products with extensive optical expertise and advice through customer service, its own stores, and an extensive network of partner opticians.

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