

# 'Finding the right hearing solution should also be a pleasant experience'

Interview with Angeli Engels of Hoordetail about hearing care at Hans Anders.

For forty years, Hans Anders has been a familiar face in Dutch shopping streets. And, now also in Belgian shopping streets. Although people in the street will quickly associate the chain with eyewear, Hans Anders has made a big impact in the field of audiology in recent years. Over twenty years ago, the company decided to combine optics with hearing care. Hans Anders' growth in audiology was rewarded in September 2020 with the award for the Best Retail Chain of the Netherlands and Belgium in the category 'Hearing Care Professionals'. Angeli Engels, International Sales Director Audio, explains while in Hoordetail what defines Hans Anders hearing care and how the chain invests in hearing care professionals and customers. Read the full article (Dutch).



Hoordetail nr2 2021 Online



*Angeli Engels, International Sales Director Audio Hans Anders.*

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#### ABOUT HANS ANDERS

##### **Distinguishing in optics and hearing care, leading in retail**

##### **Hans Anders Retail Group**

The Hans Anders Retail Group has been one of the fastest-growing concerns in optics and hearing care in Europe for some time. The retail platform features three retail brands – **Hans Anders**, **eyes + more** and **Direkt Optik** - and aspires to become a market leader in the value-for-money segment in the European markets operated by the group, in a socially responsible way.

##### *Value-for-money*

The popular and growing value-for-money market segment distinguishes itself by reaching the optimal combination of value and price. The Hans Anders Retail Group responds with smart retail entrepreneurship; continued value increase for the best pricing in the market at all times. The mission of the group is to make good sight and hearing accessible to all. The Hans Anders Retail Group distinguishes itself from its competition and is a retail market leader. Always growing in an agile and resilient way, even going against dominant retail trends.

The Hans Anders Retail Group was acquired by British investor 3i in January 2017. In 2019, eyes + more was added to the group.

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