

Hans Anders Retail Group takes a big step in digitalisation of logistic processes

The Hans Anders Retail Group has grown from 450 to more than 700 shops in a few years. To facilitate this growth, we are taking a big step to ensure that all Hans Anders, eyes + more, and Direkt Optik shops will be supplied even more flexibly and efficiently. The logistic processes of frames and sunglasses will be fully digitised from today onwards. We will go from paper-based to system-guided working, with multi-order picking for shops and the introduction of tablets and scanners in our warehouse.

Due to the expansion of the Hans Anders Retail Group and the demands this places on a continuous production process, further optimisation, and professionalisation of logistics is necessary.

Digitalisation and integration of processes help us to optimise logistics throughout the chain and to raise the service level to our labels, shops and customers.

— Sanne Oosterhoff, Group Operations Director

Sanne Oosterhoff, Group Operations Director: “Digitalisation and integration of processes help us to optimise logistics throughout the chain and to raise the service level to our labels, shops, and customers. The chance of error in the logistics processes is greatly reduced, while we increase the independence of our employees. We relieve them of unnecessary, manual tasks. Moreover, we are making better use of the capacity of our warehouses, which directly contributes to our sustainability goals. In this way, we as a platform are better prepared for future innovations, for people, and for the planet.”



ABOUT HANS ANDERS

Hans Anders Retail Group

The Hans Anders Retail Group is one of the fastest-growing value-for-money concerns in optics and hearing care in Europe for some time, with 705 stores in the Netherlands, Belgium, Germany, Austria and Sweden. The group features three retail brands – Hans Anders, eyes + more and Direkt Optik.

Hans Anders is one of the most well-known retailers and volume-based market leader with 403 stores in the Netherlands and Belgium. Hans Anders makes high-quality eye and hearing care affordable to all.

eyes + more, part of the Hans Anders Retail Group since 2018, currently has 266 stores in Germany, Austria, the Netherlands and Belgium and is among the fastest growing companies in the eyewear industry. The eyewear chain, with complete prices for fashion eyewear, was founded in 2005 in the Netherlands.

Direkt Optik is represented by 36 stores across Sweden. The optician chain is appreciated for its service, knowledge and unique offers.

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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