

Faster self-tinting lenses

Hans Anders introduced the latest generation of self-tinting lenses

Many spectacles wearers are fans of self-tinting lenses. These make it pleasant in sunlight and when going from indoors to outdoors. There is no need to change to separate prescription sunglasses or tinted clip-on lenses. However, a familiar irritation is it can take too long for the lenses to adjust to a sudden increase or decrease in brightness. This is often too slow for the wearer's liking. You sometimes even have to wait indoors until your vision is clear again. To remedy this, Hans Anders is introducing the latest generation of self-tinting lenses this spring, which adjust more quickly to changing light conditions.

Self-tinting lenses that go clear twice as fast

The new lenses become extremely clear twice as fast. The lenses feature new technology that provides consistent performance and UV protection regardless of climate and weather conditions. Oscar Klinckenberg, Category Manager at Hans Anders, explains: Although there are many advantages to wearing glasses with self-tinting lenses, some spectacles wearers are still hesitant. There is still a prejudice that the lenses do not adjust quickly enough to the light conditions. With this latest type of lens, the spectacles wearer can count on the lenses faster response to changing light.'



Self-tinting lenses: fashion trend in 2021

Self-tinting lenses (also called photochromic lenses) have been around for 60 years. Over the years, the glasses have been technically improved to the current quality. Oscar Klinckenberg tells us that self-tinting lenses are popular: 'At our shops, we have built up a solid group of loyal fans. Once you have tried self-tinting glasses, you often don't want to go back. And these spectacles are now also appearing in fashion trends and we see the demand for these increasing. Tinted lenses are a favourite among trendsetters and are increasingly more common on the street.' Besides being fashionable, Oscar explains that the glasses are especially comfortable: The lenses provide relief for people with sensitive eyes. These are especially useful for people who depend on their glasses and spend a lot of time indoors and outdoors. With glasses with self-tinting lenses, they do not have to constantly change between glasses and sunglasses. So, we see that these glasses are also popular with outdoor sportsmen and women.'

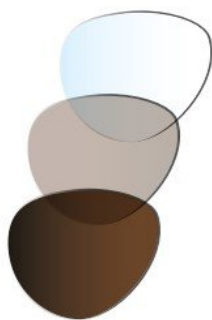
Once you have tried self-tinting glasses, you often don't want to go back.

— Oscar Klinckenberg, Category Manager at Hans Anders

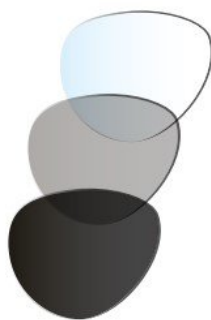


Five things you need to know about self-tinting lenses:

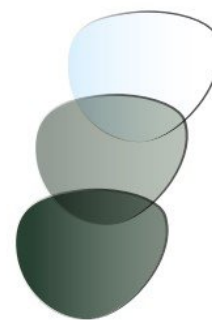
- Useful for every season, all year round.
- Offer 100% protection against the sun's glare and harmful UV rays.
- Available in 3 natural colours: silver grey, bronze brown, and emerald green.
- With Stabilight Technology: for consistent performance whatever the weather and lighting conditions.
- Available for all prescriptions, single and multifocal.



BRUIN



GRIJS



GROEN

Glasses with self-tinting lenses are available in all Hans Anders shops in the Netherlands and Belgium.

ABOUT HANS ANDERS

Hans Anders is de één van de bekendste optische retailers en volume-marktleider in Nederland en België. De keten maakt **oog- en hoorzorg** van goede kwaliteit betaalbaar voor iedereen. De keten is opgericht in 1982 en is een toonaangevende, **value-for-money** retailer met meer dan 400 winkels in Nederland en België.

40 jaar geleden transformeerde Hans Anders de optieksector in Nederland door het radicaal anders te doen en kwaliteitsbrillen voor verbazend lage prijzen te introduceren. Het bedrijf veroorzaakte daarmee een revolutie in de brillenmarkt. Tegenwoordig biedt Hans Anders een scala aan private label en merkbrillen, hoortoestellen, contactlenzen en zonnebrillen van hoge kwaliteit en vakkundige oog- en hoorzorg; nog altijd tegen de beste prijzen in de markt.

Maar liefst één op de drie brillen in Nederland en België is gekocht bij Hans Anders. Het bedrijf was én is toonaangevend in propositie ontwikkeling: het aanbieden van hoortoestellen naast brillen en lenzen, het unieke Brill Totaal Plan, de eerste brillen webshop. Anno 2021 is Hans Anders koploper in digitalisering en omnichannel-retail. Zo houdt Hans Anders zijn disruptieve heritage met méér dan 400 winkels in Nederland en België springlevend.

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 **HANS ANDERS**

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