

# Hans Anders opens 2 new points of sale for hearing solutions in Belgium

**Hasselt, 9 April 2021 – On Monday 12 April, Hans Anders is adding hearing solutions to its range in Bree and Diepenbeek. From this date, a qualified audiologist will be available in both shops. With this expansion, the successful chain - which won the award for Best Retailer in the Hearing Care category in 2020 - has grown to 55 shops in Belgium.**

## **A decade of hearing aids**

‘We opened our first service point for hearing aids ten years ago,’ says Barry Oosting, Country Retail Manager. ‘We have grown considerably over the years; we now have as many as 55 shops in Belgium where we offer glasses and lenses, as well as hearing solutions. People are genuinely starting to realise that hearing aids can also be affordable without compromising on quality or the expertise of the audiologist. That was and still is our mission. The prize we received at the end of 2020 for Best Retailer in Belgium in the Hearing Care category is the ultimate proof of this. I am very happy that we can make our mission come to life in Bree and Diepenbeek too.’

*The award we received for best retailer in the hearing care category is proof that people are starting to realise that high-quality hearing aids can also be affordable.*

— Barry Oosting, Country Retail Manager

Karolien Froyen, qualified and experienced audiologist, will be available at the Diepenbeek shop. ‘Hans Anders is a very accessible retail chain, people feel comfortable popping in. This ensures I see and hear a lot and that I can answer a broad range of customer questions. From a no-obligation hearing test to offer some insight into the level of hearing to a solution for complex hearing issues and support for people who are wearing a hearing aid for the first time.’ Karolien says that many people are unaware her service goes beyond just hearing aids: ‘For example, we also offer made-to-measure ear plugs - for work, concerts, motorcycling, swimming, or a good night’s sleep.’

Making an appointment at Hans Anders for a hearing test or advice is easy on [hansanders.be](https://hansanders.be) or call us on 078-487700 (local call rate). Hans Anders is currently working in line with strict guidelines that have been set in accordance with the Federal Government Service for Public Health, Comeos and Gees to ensure that shop visits are as calm and safe as possible. For instance, there is a maximum number of customers allowed in the shop, social distancing is observed, protective equipment must be worn, and high standards of hygiene and disinfection must be observed.

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#### 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.

 **HANS ANDERS**

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