

# Cooperation between Hans Anders Retail Group and Team DSM results in innovative sport glasses

Specially developed professional race eyewear is now also available to consumers

**Hasselt, 7 april 2022 - The Hans Anders Retail Group (with optician shop chains Hans Anders, eyes + more and Direkt Optik) introduces together with World Tour cycling Team DSM the eyewear brand DRIIVE. The brand focuses entirely on innovative sports eyewear. The first collection is the successful result of intensive joint product development with the aim of creating the perfect racing glasses for athletes at the highest level. DRIIVE sports glasses are from 11 april available (also with prescription) for cyclists and other outdoor athletes in the Netherlands, Belgium, Germany, Austria and Sweden. With a PRO and a HYBRID line, these next generation sports glasses are available for everyone.**



## **Cyclists, material experts and product engineers go for the best sports glasses**

Starting in 2020, the R&D experts from TEAM DSM and Hans Anders Retail Group worked closely together on the requirements for the ultimate professional racing glasses. This led to a product development trajectory in which experts from the cycling team collaborated with specialists and technicians from the optics group to create the next generation of sports glasses.

The result is the first collection of DRIIVE sports glasses, which have been thoroughly tested by TEAM DSM under all conceivable conditions. In the meantime, team members won their first races wearing the newly developed glasses. From 11 April, the glasses are available in all 700 shops of Hans Anders, eyes + more and Direkt Optik.

*In this video we show you how the DRIIVE sports eyewear collection is designed and produced by the specialists of the Hans Anders Retail Group and Team DSM.*

## **Top achievement**

Team DSM and Hans Anders Retail Group share the ambition to be at the forefront of innovative solutions and thinking. Bart van den Nieuwenhof, CEO of the optics group: "Team DSM and our optics experts have delivered a top achievement together. Cyclists and other athletes know about the importance of good sight in top sports, and we know all about high-quality spectacles, perfect lenses and optimum sight and vision during sport. Together, we were able to get the best out of people and their environment."

Iwan Spekenbrink, ceo of Team DSM: "With Hans Anders Retail group we share our vision on sustainability, safety and innovation. We want to be the best in these fields! For us, innovation means being ahead of the game and beating our competitors. With these sports glasses Team DSM has gained a sporting advantage over its competitors. We are proud that we have achieved this with our DRIIVE collaboration."

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— Bart van den Nieuwenhof, ceo Hans Anders Retail Group

## **Top sports and topsight**

The professional DRIIVE PRO collection consists of glasses with aerodynamic design, extremely light weight, high quality lenses (also prescription), different shields for all weather conditions without distortion, high quality coating for clear vision and adjustability of the glasses at the nose and ears.

Lorena Wiebes, rider for TEAM DSM, has already raced and won with the DRIIVE race glasses in recent months and is very positive: "The DRIIVE glasses give a clear vision in all conditions that i´ve raced so far, including rain and strong sun. That gives a feeling of security when you're riding in the peloton at high speed. Next to that you don´t feel that you are wearing them because they are very light and have a great fit."



*Victory for Lorena Wiebes, Ronde van Drenthe, wearing the innovative DRIIVE racing glasses. Photo credits: Cor Vos.*

## DRIIVE for everyone

In addition to the DRIIVE PRO glasses, the DRIIVE HYBRID collection is being introduced: sporty hybrid glasses that are perfect for all outdoor activities (such as cycling, mountain biking, running, hiking, etc.) and other leisure moments. These sports spectacles are also available with prescription lenses.



DRIIVE PRO en HYBRID sportbrillen, in verschillende uitvoeringen met en zonder sterkte verkrijgbaar.

With the DRIIVE collection the Hans Anders Retail Group again lives up to its value for money promise and delivers great value at its well-known affordable prices. See the full collection at [www.driive.cc](http://www.driive.cc).

Additional information for the editors

*In this video, Iwan Spekenbrink, CEO of Team DSM, tells about the unique collaboration between Team DSM and the Hans Anders Retail Group that has led to the development of a high-tech sports eyewear collection.*

*Piet Rooijackers, R&D expert at Team DSM, explains which requirements and wishes of top athletes the DRIIVE sports glasses collection meets.*

 Media kit: DRIIVE sports eyewear | Hans Anders Newsroom

*An overview of the DRIIVE PRO and Hybrid eyewear, with and without prescription, available from 11 April 2022 in all Hans Anders, eyes + more and Direkt Optik shops.*



*Infographic DRIIVE PRO sportsglasses with product features.*



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## ABOUT HANS ANDERS

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 at the moment 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.