

Carl Zeiss Vision BV in Eyewear (Netherlands)

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Abstracts

The main focus for Carl Zeiss in the Dutch market is to consolidate its leading position in the categories where it is currently present. The manufacturer sees further support in terms of advertising and new product development in multifocal, progressive and trifocal lenses, intended to generate a shift from single-vision products. Carl Zeiss is also looking to position its brand as a stylish product that also meets the needs of people using eyewear as a fashion accessory, expecting to...

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