

Rodenstock Benelux BV in Eyewear (Netherlands)

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Abstracts

Rodenstock is a manufacturer of high-quality spectacle lenses and spectacle frames and will be looking to strengthen its foothold in the Dutch market after a few disappointing years, although it may struggle to compete with manufacturers with a larger share. It has started to introduce designer labels to compete with other players in the market and plans to expand its brand portfolio further by introducing new ranges of spectacles and to widen its target audience to younger consumers.

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