

P R E S S R E L E A S E

MENRAD the vision

An insight into a successful family business led by the fourth generation

Family-owned and managed since 4 generations MENRAD the vision has now been in the spectacle frame business for more than 100 years. Headquartered in Germany and under the management of the brothers Hermann and Eberhard Müller-Menrad the company today employs over 800 people worldwide and sells its brand portfolio in over 100 countries. MENRAD the vision is one of the leading German companies in its field.

The history of its success:

In 1896 the goldsmith Ferdinand Menrad founded the Württembergische Optische Industrie Anstalt Ferdinand Menrad in Schwäbisch Gmünd. This marked the starting point of Menrad's early expansion strategy. Starting in 1909 the company exported the "pince-nez" into countries such as France, Spain, Italy, England and Russia. During the years 1970 to 1974 the first manufacturing facilities were opened in Ireland, Switzerland and Malta and a distribution network of MENRAD subsidiaries was established throughout Europe. They substantially increased the turnover in their respective countries and contributed significantly to the rapid growth of the company. Today MENRAD the vision employs 150 people at its headquarters in Schwäbisch Gmünd. Based there are the international logistics department, distribution for the German market with a call center and an after sales service, the technical department including CAD, as well as various administrative services. Product development, marketing and parts of the export business are handled from the Munich office. Worldwide MENRAD the vision is selling its brand portfolio through eleven MENRAD owned distribution companies in Germany, Great Britain/Ireland, France, The Netherlands, Austria, Brazil, Switzerland, China, Dubai, Turkey, Poland and Italy. In addition further international markets are either handled from the Munich office by the Export Department or by local distributors. For the future the company's management has set itself high goals. Further expansion activities will be focused on export markets worldwide in order to open up and secure interesting new sales opportunities for spectacle frames, such as in the Middle East and Asia for example.

The philosophy:

„I believe in the power of thoroughness. Quality will always prevail.“ This guiding principle of the company's founder has been the company's philosophy throughout the years. MENRAD the vision is one of the few big manufacturers of brand products who actually fulfil their promise and maintain their high standards of production. Precision and care, accuracy and craftsmanship are the mainstays of every individual production process whether it be welding, soldering, colouring or calibrating. In modern production facilities highly skilled workers use their expertise to create the top quality products that the MENRAD the vision customers expect and appreciate.

Production in China:

In order to maintain its competitiveness on the international market MENRAD the vision decided in 1996 to establish a wholly owned production facility in China. This decision – in those days not without risk – was eventually proven right and set the course for the future. Today 75% of the world's frame production is done in China. For the MENRAD the vision management it was of paramount importance that the same standards of perfection and quality as demanded in Europe were maintained. Therefore, the manufacturing process follows strict guidelines and comprehensive quality control during production guarantees impeccable results. A high percentage of the appx. 800 employees live, together with their families, in purpose built accommodation on the factory grounds.

The brand positioning:

„For our customers the name MENRAD signifies superior quality and distinction; and it raises high expectations. And with good reason: We create modern and sophisticated designs with high wearer comfort for all age groups. Each one of our collections offers fashionable spectacle frames in top quality for the demanding customer“, says

Hermann Müller-Menrad. To uphold these standards stringent rules are applied to design, craftsmanship and comfortable fit. To ensure that the collections of each individual brand are designed in a distinctly unique style Menrad uses only superior material, applies the latest technology and closely follows the international eyewear trends. The brands JOOP!, DAVIDOFF, JAGUAR and MORGAN as well as the house-brand MENRAD are part of the company's extensive portfolio. The brands ADIDAS ORIGINALS, BLUEBERRY, GANT, HACKETT, ITALIA INDEPENDENT, REVO, SUPERDRY and TED BAKER are available in some European markets through MENRAD the vision.

The collection of the house-brand MENRAD is designed in an impressively modern look, a standard that has been upheld throughout the years and stands for German Eyewear Design by MENRAD the vision since 1896.

With the sunglasses and ophthalmic frames of the French iconic MORGAN brand MENRAD the vision offers a comprehensive collection, positioned in a very attractive price segment and aimed at fashion conscious women with a passion for "Parisian Chic".

The German premium designer brand JOOP!, with strong ties to Berlin and an aura of glamour and extravagance, boasts an eyewear collection for men and women that closely follows international trends.

Four of MENRAD the vision's collections, JAGUAR, DAVIDOFF and HACKETT, are created especially for men. The design language of the JAGUAR collection closely resembles the expressive design of this elegant British sports car - automotive design elements have deliberately been integrated into the eyewear collection.

Inspired by Zino Davidoff's passion for beautiful, exclusive accessories the design strategy of DAVIDOFF Eyewear is based on international, very masculine design, maintaining the highest quality standards and exceptional workmanship.

Whether from the screen at work, from TV or smartphone - blue light is emitted from a number of screens and damages your eyes. It reduces the production of the sleep hormone Melatonin and can cause sleep disturbances. BLUEBERRY glasses filter this rays, look great with their bright colours, are light as a feather and very comfortable.

The vintage inspired designs of the GANT Eyewear collection represent the modern American college style yet with a classic touch and European flair.

In HACKETT's London and Classic Eyewear Collection men can find first-class designed frames for sophisticated wearers of glasses in a traditional British style. "Modern understatement" best describes the elegant HACKETT designs. HACKETT frames are crafted from high-class and traditional materials.

With the brands ADIDAS ORIGINALS and ITALIA INDEPENDENT MENRAD the vision enlarges its collection with three young and popular labels.

Inspired from the creativity and the expressive „Street Style“ of ADIDAS ORIGINALS Eyewear Collection is completely integrated in the DNA of the brand.

ITALIA INDEPENDENT, the high flyer of the eyewear industry, is the brand with creativity and style for autonomous people. It unites fashion and design as well as tradition and innovation in its designs.

The American brand REVO complements MENRAD the vision's range of sunglasses with premium sport- and performance-sunglasses. Outstanding wearer comfort and patented „High-Contrast-Lenses“ – developed on the basis of NASA technology – guarantee unsurpassed clear vision.

SUPERDRY, the hot fashion label for young trend setters combines the American style of the sixties with Japanese elements, thus creating a new, casual urban look for modern fashionistas. And the vintage inspired eyewear styles are designed with the same attention to detail as the trend looks of this iconic brand.

TED BAKER is a premium fashion label based in London and one of the leading fashion brands in England. TED BAKER Eyewear is as inventive as original – with a perfect style mix from classic, British fashion in combination with the latest trends and styles.

Besides innovative eyewear MENRAD the vision offers its partners additional supporting packages such as high quality decorating material for each brand, an online webshop as well as comprehensive details about each brand in the opticians' area of the MENRAD the vision website (www.menrad.de).

The secret of success:

Asked the question of the company's secret formula of success Hermann Müller-Menrad says: „Throughout its history MENRAD the vision has always been a service orientated manufacturer. Our customers are very important to us and we are their competent partner. In our daily work we are constantly aiming to take into account and to surpass the ever changing requirements and demands of the opticians and their customers. The experience gained in many years of customer service gives us the confidence, and enables us, to make the right decisions for our customers“.

Further information about the company on our website: www.menrad.de/en/ , Munich, 16.01.2017



Our brand portfolio



Eberhard and Hermann Müller-Menrad



Headquarter in Germany / Schwäbisch Gmünd

Contact UK:

Menrad Optics Ltd.

Wessex House

Oxford Road Newbury

Berkshire RG 14 1PA

frames@menrad.co.uk

Chris Beal, Tel. +44 1635 760730

Contact International:

Ferdinand Menrad GmbH + Co. Design + Werbung KG

Hofmannstr. 27, 81379 Munich, Germany

Margot Müller, Telefon: +49 89 / 71091 - 853,

mmueller@menrad.de

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