



## PRESS RELEASE

**Even more modern, customer-oriented and functional:**

**MENRAD launches new e-service platform for opticians**

The renowned eyewear manufacturer MENRAD optimises and modernises the purchasing and ordering processes for opticians: With immediate effect, the new MENRAD SERVICE PLATFORM is available to the loyal customer base. Within the clear and user-friendly interface, users benefit from versatile functions. With the implementation of the platform, MENRAD is following the needs of its customers for fast, convenient and uncomplicated processes.

Among other things, spare parts can be ordered online in addition to frames and sunglasses. Warranty claims are submitted in a few steps by uploading up to 5 pictures. Account management is also simplified and expanded. The entire order and invoice history can be viewed in a structured manner, and additional employee accesses are easily created in the user administration.

In this way, the family business underlines the extension of its quality standards beyond its high-class products. "For our great-grandfather, quality mainly referred to production and the products themselves. Today and in the future, our understanding of the term quality is more comprehensive: product quality is indeed the prerequisite for competitiveness, but beyond that we also strive for excellence in sales, marketing, CRM, IT and after-sales service," the managing brothers Hermann and Eberhard Müller-Menrad summarise the further development.

Opticians can access the platform at [my.menrad.de](https://www.menrad.de). The accesses for existing customer numbers have already been created using the currently registered e-mail address, users only have to activate them by creating a new password.

### Background information:

MENRAD the vision was founded in 1896 and is now in its fourth generation of family ownership. Headquartered in Germany and managed by brothers Hermann and Eberhard Müller-Menrad, the company now has more than 700 employees in 10 countries worldwide and sells in over 100 countries. This makes it one of the leading companies in the eyewear industry. MENRAD has been operating its own frame production in Jieyang, China, for 20 years. With the house brands MENRAD and Blueberry as well as the licensed brands Bogner, Jaguar, Joop! and Morgan de toi, Menrad sells on all continents in the upscale market segment from its globally renowned brand portfolio. This also includes the brands Ted Baker, Hackett, Scotch & Soda, Pepe Jeans, Sandro, Maje and United Colours of Benetton.

<https://www.menrad.de/en/>

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