



#### Risultato complessivo "Prodotto"

| Pos. 2024 | Produttore             | Voto 2024 | Pos. 2022 | Voto 2022 |
|-----------|------------------------|-----------|-----------|-----------|
| 1.        | Rupp + Hubrach         | 1,39      | 3.        | 1,75      |
| 2.        | Optovision             | 1,55      | 1.        | 1,57      |
| 3.        | Seiko                  | 1,76      | 9.        | 2,05      |
| 4.        | MPG Optische Werke     | 1,84      | 10.       | 2,06      |
| 5.        | Hoya                   | 1,86      | 3.        | 1,75      |
|           | Wetzlich               | 1,86      | 6.        | 1,90      |
| 7.        | Ophthalmica            | 1,87      | 2.        | 1,71      |
| 8.        | Stratemeyer            | 1,89      | 12.       | 2,11      |
| 9.        | Visall                 | 1,96      | -         | -         |
| 10.       | Optiswiss              | 1,99      | 8.        | 1,97      |
| 11.       | Rodenstock             | 2,00      | 13.       | 2,13      |
| 12.       | Zeiss                  | 2,05      | 11.       | 2,08      |
| 13.       | Nika                   | 2,21      | 14.       | 2,17      |
| 14.       | Essilor                | 2,38      | 7.        | 1,93      |
| 15.       | Deutsche Augenoptik AG | 2,41      | 15.       | 2,43      |
| Ø         |                        | 1,93      |           | 1,96      |

#### Risultato complessivo "Vendite"

| Pos. 2024 | Produttore             | Voto 2024 | Pos. 2022 | Voto 2022 |
|-----------|------------------------|-----------|-----------|-----------|
| 1.        | Rupp + Hubrach         | 1,31      | 3.        | 1,69      |
| 2.        | Optovision             | 1,32      | 1.        | 1,41      |
| 3.        | MPG Optische Werke     | 1,57      | 5.        | 1,86      |
| 4.        | Stratemeyer            | 1,66      | 5.        | 1,86      |
| 5.        | Ophthalmica            | 1,67      | 2.        | 1,65      |
| 6.        | Optiswiss              | 1,68      | 13.       | 2,32      |
| 7.        | Seiko                  | 1,69      | 8.        | 1,97      |
| 8.        | Hoya                   | 1,77      | 4.        | 1,77      |
| 9.        | Wetzlich               | 1,86      | 10.       | 2,16      |
| 10.       | Rodenstock             | 1,95      | 12.       | 2,28      |
| 11.       | Visall                 | 1,98      | -         | -         |
| 12.       | Zeiss                  | 2,15      | 11.       | 2,27      |
| 13.       | Nika                   | 2,22      | 14.       | 2,35      |
| 14.       | Deutsche Augenoptik AG | 2,41      | 15.       | 2,74      |
| 15.       | Essilor                | 2,47      | 9.        | 2,07      |
| Ø         |                        | 1,85      |           | 2,02      |

#### Risultato complessivo "Supporto"

| Pos. 2024 | Produttore             | Voto 2024 | Pos. 2022 | Voto 2022 |
|-----------|------------------------|-----------|-----------|-----------|
| 1.        | Rupp + Hubrach         | 1,58      | 2.        | 2,03      |
| 2.        | Optovision             | 1,73      | 1.        | 1,79      |
| 3.        | MPG Optische Werke     | 1,87      | 6.        | 2,30      |
| 4.        | Wetzlich               | 2,09      | 5.        | 2,29      |
| 5.        | Hoya                   | 2,15      | 3.        | 2,04      |
| 6.        | Seiko                  | 2,19      | 9.        | 2,49      |
| 7.        | Visall                 | 2,27      | -         | -         |
| 8.        | Stratemeyer            | 2,31      | 7.        | 2,42      |
| 9.        | Optiswiss              | 2,37      | 10.       | 2,52      |
| 10.       | Ophthalmica            | 2,41      | 11.       | 2,67      |
| 11.       | Nika                   | 2,56      | 12.       | 2,74      |
| 12.       | Rodenstock             | 2,57      | 13.       | 2,75      |
| 13.       | Zeiss                  | 2,70      | 14.       | 2,84      |
| 14.       | Deutsche Augenoptik AG | 2,76      | 15.       | 2,87      |
| 15.       | Essilor                | 3,04      | 7.        | 2,42      |
| Ø         |                        | 2,31      |           | 2,42      |

#### Risultato Complessivo 2024

| Pos. 2024 | Produttore             | Voto 2024 | Pos. 2022 | Voto 2022 |
|-----------|------------------------|-----------|-----------|-----------|
| 1.        | Rupp + Hubrach         | 1,43      | 2.        | 1,82      |
| 2.        | Optovision             | 1,53      | 1.        | 1,59      |
| 3.        | MPG Optische Werke     | 1,76      | 6.        | 2,07      |
| 4.        | Seiko                  | 1,88      | 10.       | 2,17      |
| 5.        | Hoya                   | 1,93      | 3.        | 1,86      |
|           | Wetzlich               | 1,93      | 7.        | 2,12      |
| 7.        | Stratemeyer            | 1,95      | 8.        | 2,13      |
| 8.        | Ophthalmica            | 1,99      | 5.        | 2,02      |
| 9.        | Optiswiss              | 2,01      | 11.       | 2,27      |
| 10.       | Visall                 | 2,07      | -         | -         |
| 11.       | Rodenstock             | 2,17      | 12.       | 2,39      |
| 12.       | Zeiss                  | 2,30      | 13.       | 2,40      |
| 13.       | Nika                   | 2,33      | 14.       | 2,42      |
| 14.       | Deutsche Augenoptik AG | 2,53      | 15.       | 2,68      |
| 15.       | Essilor                | 2,63      | 9.        | 2,14      |
| Ø         |                        | 2,03      |           | 2,14      |



Gerhard Konrad, Ralf Thiehofe, Ulrich Badenber (‘mi’) e Frank Lindenlaub (da sinistra) alla consegna dell’attestato di vincitore

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# markt intern-Leistungsspiegel 'Brillengläser' 2024

Prodotto

| Qualità del prodotto |                         |           |           |           |
|----------------------|-------------------------|-----------|-----------|-----------|
| Pos. 2024            | Produttore              | Voto 2024 | Pos. 2022 | Voto 2022 |
| 1.                   | Rupp + Hubrach          | 1,30      | 3.        | 1,59      |
| 2.                   | Optovision              | 1,34      | 1.        | 1,43      |
| 3.                   | Seiko                   | 1,60      | 5.        | 1,67      |
| 4.                   | Hoya                    | 1,66      | 2.        | 1,49      |
| 5.                   | MPG Optische Werke      | 1,69      | 10.       | 1,95      |
| 6.                   | Ophthalmica             | 1,72      | 4.        | 1,63      |
|                      | Rodenstock              | 1,72      | 8.        | 1,89      |
| 8.                   | Optiswiss               | 1,80      | 7.        | 1,86      |
| 9.                   | Stratemeyer             | 1,81      | 12.       | 2,02      |
| 10.                  | Zeiss                   | 1,84      | 11.       | 2,00      |
| 11.                  | Visall                  | 2,05      | -         | -         |
| 12.                  | Nika                    | 2,13      | 14.       | 2,14      |
| 13.                  | Wetzlich                | 2,21      | 13.       | 2,11      |
| 14.                  | Deutsche Augentoptik AG | 2,41      | 15.       | 2,33      |
| 15.                  | Essilor                 | 2,44      | 9.        | 1,91      |
| ∅                    |                         | 1,85      |           | 1,85      |

| Gamma di prodotti / Flessibilità |                         |           |           |           |
|----------------------------------|-------------------------|-----------|-----------|-----------|
| Pos. 2024                        | Produttore              | Voto 2024 | Pos. 2022 | Voto 2022 |
| 1.                               | Rupp + Hubrach          | 1,41      | 3.        | 1,77      |
| 2.                               | Wetzlich                | 1,61      | 3.        | 1,77      |
| 3.                               | Stratemeyer             | 1,64      | 6.        | 1,94      |
| 4.                               | Optovision              | 1,66      | 2.        | 1,56      |
| 5.                               | Ophthalmica             | 1,68      | 1.        | 1,49      |
| 6.                               | MPG Optische Werke      | 1,80      | 10.       | 2,03      |
|                                  | Seiko                   | 1,80      | 13.       | 2,16      |
| 8.                               | Visall                  | 1,85      | -         | -         |
| 9.                               | Nika                    | 1,99      | 7.        | 1,97      |
| 10.                              | Hoya                    | 2,03      | 10.       | 2,03      |
|                                  | Optiswiss               | 2,03      | 12.       | 2,04      |
| 12.                              | Zeiss                   | 2,14      | 8.        | 1,99      |
| 13.                              | Deutsche Augentoptik AG | 2,19      | 14.       | 2,17      |
| 14.                              | Rodenstock              | 2,26      | 15.       | 2,29      |
| 15.                              | Essilor                 | 2,43      | 8.        | 1,99      |
| ∅                                |                         | 1,90      |           | 1,93      |

| Novità & Innovazione |                         |           |           |           |
|----------------------|-------------------------|-----------|-----------|-----------|
| Pos. 2024            | Produttore              | Voto 2024 | Pos. 2022 | Voto 2022 |
| 1.                   | Rupp + Hubrach          | 1,47      | 5.        | 1,89      |
| 2.                   | Optovision              | 1,64      | 1.        | 1,71      |
| 3.                   | Wetzlich                | 1,75      | 4.        | 1,83      |
| 4.                   | Seiko                   | 1,87      | 12.       | 2,33      |
| 5.                   | Hoya                    | 1,88      | 2.        | 1,74      |
| 6.                   | Visall                  | 1,97      | -         | -         |
| 7.                   | Rodenstock              | 2,02      | 10.       | 2,22      |
| 8.                   | MPG Optische Werke      | 2,03      | 9.        | 2,19      |
| 9.                   | Optiswiss               | 2,14      | 7.        | 2,00      |
| 10.                  | Zeiss                   | 2,16      | 11.       | 2,25      |
| 11.                  | Ophthalmica             | 2,21      | 8.        | 2,12      |
| 12.                  | Stratemeyer             | 2,23      | 13.       | 2,37      |
| 13.                  | Essilor                 | 2,27      | 5.        | 1,89      |
| 14.                  | Nika                    | 2,51      | 14.       | 2,41      |
| 15.                  | Deutsche Augentoptik AG | 2,64      | 15.       | 2,78      |
| ∅                    |                         | 2,05      |           | 2,10      |

Supporto

| Politica dei prezzi |                         |           |           |           |
|---------------------|-------------------------|-----------|-----------|-----------|
| Pos. 2024           | Produttore              | Voto 2024 | Pos. 2022 | Voto 2022 |
| 1.                  | Wetzlich                | 1,55      | 4.        | 1,82      |
| 2.                  | Ophthalmica             | 1,60      | 1.        | 1,62      |
| 3.                  | Optovision              | 1,63      | 2.        | 1,70      |
| 4.                  | Nika                    | 1,74      | 4.        | 1,82      |
| 5.                  | MPG Optische Werke      | 1,79      | 9.        | 2,19      |
|                     | Visall                  | 1,79      | -         | -         |
| 7.                  | Rupp + Hubrach          | 1,86      | 10.       | 2,20      |
| 8.                  | Deutsche Augentoptik AG | 2,10      | 6.        | 2,08      |
|                     | Stratemeyer             | 2,10      | 6.        | 2,08      |
| 10.                 | Optiswiss               | 2,13      | 10.       | 2,20      |
| 11.                 | Seiko                   | 2,27      | 12.       | 2,46      |
| 12.                 | Hoya                    | 2,36      | 8.        | 2,18      |
| 13.                 | Rodenstock              | 3,28      | 15.       | 3,26      |
|                     | Zeiss                   | 3,28      | 14.       | 3,23      |
| 15.                 | Essilor                 | 3,72      | 13.       | 2,81      |
| ∅                   |                         | 2,21      |           | 2,23      |

| Supporto promozionale/Marketing |                         |           |           |           |
|---------------------------------|-------------------------|-----------|-----------|-----------|
| Pos. 2024                       | Produttore              | Voto 2024 | Pos. 2022 | Voto 2022 |
| 1.                              | Rupp + Hubrach          | 1,47      | 2.        | 1,87      |
| 2.                              | Optovision              | 1,68      | 1.        | 1,70      |
| 3.                              | MPG Optische Werke      | 1,87      | 6.        | 2,34      |
| 4.                              | Seiko                   | 2,08      | 9.        | 2,44      |
| 5.                              | Hoya                    | 2,09      | 3.        | 2,03      |
| 6.                              | Rodenstock              | 2,25      | 10.       | 2,47      |
|                                 | Stratemeyer             | 2,25      | 7.        | 2,36      |
| 8.                              | Wetzlich                | 2,27      | 8.        | 2,41      |
| 9.                              | Optiswiss               | 2,33      | 12.       | 2,65      |
| 10.                             | Visall                  | 2,40      | -         | -         |
| 11.                             | Zeiss                   | 2,42      | 11.       | 2,57      |
| 12.                             | Essilor                 | 2,67      | 4.        | 2,11      |
| 13.                             | Ophthalmica             | 2,82      | 15.       | 3,21      |
| 14.                             | Nika                    | 2,87      | 13.       | 2,93      |
| 15.                             | Deutsche Augentoptik AG | 2,92      | 14.       | 3,09      |
| ∅                               |                         | 2,29      |           | 2,43      |

| Formazione |                         |           |           |           |
|------------|-------------------------|-----------|-----------|-----------|
| Pos. 2024  | Produttore              | Voto 2024 | Pos. 2022 | Voto 2022 |
| 1.         | Rupp + Hubrach          | 1,41      | 3.        | 2,01      |
| 2.         | Optovision              | 1,89      | 2.        | 1,98      |
| 3.         | MPG Optische Werke      | 1,95      | 5.        | 2,36      |
| 4.         | Hoya                    | 2,00      | 1.        | 1,92      |
| 5.         | Rodenstock              | 2,17      | 7.        | 2,51      |
| 6.         | Seiko                   | 2,21      | 8.        | 2,58      |
| 7.         | Zeiss                   | 2,40      | 11.       | 2,73      |
| 8.         | Wetzlich                | 2,44      | 9.        | 2,63      |
| 9.         | Stratemeyer             | 2,57      | 12.       | 2,81      |
| 10.        | Visall                  | 2,61      | -         | -         |
| 11.        | Optiswiss               | 2,66      | 10.       | 2,72      |
| 12.        | Essilor                 | 2,72      | 4.        | 2,33      |
| 13.        | Ophthalmica             | 2,82      | 13.       | 3,17      |
| 14.        | Nika                    | 3,07      | 15.       | 3,46      |
| 15.        | Deutsche Augentoptik AG | 3,25      | 14.       | 3,44      |
| ∅          |                         | 2,41      |           | 2,61      |

Vendite

| Interlocutori |                         |           |           |           |
|---------------|-------------------------|-----------|-----------|-----------|
| Pos. 2024     | Produttore              | Voto 2024 | Pos. 2022 | Voto 2022 |
| 1.            | Optovision              | 1,30      | 1.        | 1,43      |
| 2.            | Rupp + Hubrach          | 1,32      | 2.        | 1,72      |
| 3.            | MPG Optische Werke      | 1,45      | 5.        | 1,79      |
| 4.            | Stratemeyer             | 1,64      | 6.        | 1,86      |
| 5.            | Ophthalmica             | 1,67      | 2.        | 1,72      |
| 6.            | Hoya                    | 1,68      | 4.        | 1,73      |
| 7.            | Seiko                   | 1,71      | 7.        | 1,91      |
| 8.            | Optiswiss               | 1,73      | 13.       | 2,46      |
| 9.            | Wetzlich                | 1,76      | 9.        | 2,00      |
| 10.           | Rodenstock              | 1,96      | 12.       | 2,43      |
| 11.           | Visall                  | 2,17      | -         | -         |
| 12.           | Nika                    | 2,31      | 14.       | 2,63      |
| 13.           | Zeiss                   | 2,33      | 11.       | 2,36      |
| 14.           | Essilor                 | 2,66      | 10.       | 2,24      |
| 15.           | Deutsche Augentoptik AG | 2,80      | 15.       | 3,08      |
| ∅             |                         | 1,90      |           | 2,09      |

| Qualità del servizio |                         |           |           |           |
|----------------------|-------------------------|-----------|-----------|-----------|
| Pos. 2024            | Produttore              | Voto 2024 | Pos. 2022 | Voto 2022 |
| 1.                   | Rupp + Hubrach          | 1,27      | 3.        | 1,69      |
| 2.                   | Optovision              | 1,34      | 1.        | 1,36      |
| 3.                   | Ophthalmica             | 1,59      | 2.        | 1,54      |
| 4.                   | MPG Optische Werke      | 1,65      | 4.        | 1,81      |
| 5.                   | Seiko                   | 1,66      | 8.        | 1,99      |
| 6.                   | Wetzlich                | 1,70      | 6.        | 1,94      |
| 7.                   | Stratemeyer             | 1,71      | 7.        | 1,96      |
| 8.                   | Optiswiss               | 1,76      | 14.       | 2,50      |
| 9.                   | Hoya                    | 1,96      | 8.        | 1,99      |
| 10.                  | Visall                  | 2,01      | -         | -         |
| 11.                  | Nika                    | 2,13      | 11.       | 2,15      |
| 12.                  | Rodenstock              | 2,21      | 13.       | 2,47      |
| 13.                  | Deutsche Augentoptik AG | 2,31      | 15.       | 2,60      |
| 14.                  | Zeiss                   | 2,32      | 12.       | 2,38      |
| 15.                  | Essilor                 | 2,59      | 10.       | 2,09      |
| ∅                    |                         | 1,88      |           | 2,02      |

| Performance di spedizione |                         |           |           |           |
|---------------------------|-------------------------|-----------|-----------|-----------|
| Pos. 2024                 | Produttore              | Voto 2024 | Pos. 2022 | Voto 2022 |
| 1.                        | Optovision              | 1,31      | 1.        | 1,44      |
| 2.                        | Rupp + Hubrach          | 1,33      | 3.        | 1,65      |
| 3.                        | Optiswiss               | 1,55      | 11.       | 2,01      |
| 4.                        | MPG Optische Werke      | 1,61      | 9.        | 1,98      |
| 5.                        | Stratemeyer             | 1,64      | 5.        | 1,77      |
| 6.                        | Hoya                    | 1,68      | 2.        | 1,59      |
|                           | Rodenstock              | 1,68      | 7.        | 1,94      |
| 8.                        | Seiko                   | 1,69      | 10.       | 2,00      |
| 9.                        | Ophthalmica             | 1,76      | 4.        | 1,70      |
| 10.                       | Visall                  | 1,77      | -         | -         |
| 11.                       | Zeiss                   | 1,81      | 12.       | 2,07      |
| 12.                       | Wetzlich                | 2,11      | 14.       | 2,54      |
| 13.                       | Deutsche Augentoptik AG | 2,12      | 15.       | 2,55      |
| 14.                       | Essilor                 | 2,16      | 6.        | 1,89      |
| 15.                       | Nika                    | 2,21      | 13.       | 2,28      |
| ∅                         |                         | 1,76      |           | 1,96      |