

## Press Release



THE INTERNATIONAL TRADE  
SHOW FOR OPTICS & DESIGN

**13. – 15.05.**

Fairground Munich  
[www.opti.de](http://www.opti.de)

### **The entire spectrum of the optics industry: opti is back!**

Experiencing products live, chatting on the sidelines, spontaneous exchanges – all this is possible again at opti 2022. After the break due to the pandemic, the international trade show for optics & design from 13 to 15 May 2022 in Munich is the opportunity for the optics industry to meet in person once again, and to provide information about news and trends. The focus is on two major topics: sustainability and myopia management.

**Munich, 24.03.2022** – In the middle of May, opti will finally welcome everyone again at the Fairground Munich. As usual, the leading trade fair for the DACH and European optics market is a meeting point and showroom rolled into one, and offers a range of innovations, expertise and leading topics in the industry, plus plenty of room for personal encounters and experiencing products.

### **Colours, shapes and technologies**

"The one-off spring edition of the 2022 opti offers a whole range of highlights. Whether retro charm or large glasses with star appeal, frames in the Pantone colour of the year, the soft Very Peri violet, or understatement in classic black: more than ever, glasses emphasise the personality of their wearer, and have gained even more popularity through the digitalisation of the working world during the pandemic period," said Bettina Reiter, head of opti. Carbon-fibre glasses that, despite their striking frame, weigh only as much as a sheet of paper and promise lightweight wearer comfort. Custom-made 3D glasses that suit the face perfectly and adapt to the ears and nose without pressure points, as well as lenses that are simultaneously photochromic, virtually unbreakable and extremely contrast-enhancing.

### **From myopia control to myopia management**

Myopia management is also gaining in importance in these times. Spectacle lenses that not only help to control myopia, but even slow down progressive short-sightedness, will be presented at the trade show from 13 to 15 May in Munich, along with multifocal daily disposable contact lenses, as well as orthokeratology night lenses, which are individually adapted to reshape the

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cornea during sleep, enabling clear vision during daytime without visual aids, even in the case of severely defective vision. Artificial intelligence is also becoming more and more incorporated into optics. Using AI, automated multi-pathology retinal screening can reliably detect AMD, glaucoma and diabetic retinopathy within a few seconds.

### **Committed to climate protection**

Whether it's an overall business commitment or product-related, sustainability is another key topic at opti. For example, the optics industry is increasingly paying attention to its CO2 footprint, and to ensuring that raw materials and precursor products are transported short distances. Regional production using plant-based or recycled materials is gaining in importance, and glasses made by 3D printing have become state of the art, which makes big storage areas largely unnecessary and is waste-free. Two related webinars from the opti FORUM XT have been well received and provided valuable impulses.

### **Mixture of new and well-established elements**

So opti in May will kick off with a lot of new ideas, but also with well-established elements. Bettina Reiter said "The tried-and-tested four-hall concept guarantees our specialist visitors a concentrated, efficient visit to the trade show, after the long break due to the pandemic". Halls C1 and C2 will contain the spectacle frames collections of the licensed brands and manufacturer brands, the YES independent design area and the opti BOXES with exciting start-ups. Hall C3 will present additional licensed brands and manufacturer brands in the frames area, as well as everything for the stationary optician stores. In Hall C4, the focus is on spectacle lenses, contact lenses and accessories, refraction and diagnostics, as well as IT and machines.

### **Safety and well-being in the foreground**

opti will take place from 13 to 15 May subject to the coronavirus rules applicable during the event. With measures including generous planning, the exhibition halls will continue to offer appropriate distancing, as well as increased, regular air exchange and intensive cleaning at short intervals. Tickets for the international optics show are now available exclusively online and guarantee contactless admission. <https://www.opti.de/tickets/>. Further information is available on the trade fair website: [opti.de/en](https://www.opti.de/en)

### **About opti**

opti is the international trade show for optics & design and is held each January in Munich. It offers trade visitors the complete spectrum of ophthalmic products, from

spectacle frames and lenses, contact lenses, refraction, diagnosis and low vision to shopfitting and technical equipment. opti is the platform for product premières by international market leaders and start-ups alike. The event was first held in 1998, and since 2008 has been organised by GHM Gesellschaft für Handwerksmessen mbH.

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