



BRUSSELS, 23rd MAY 2016
PRESS RELEASE

EUROMCONTACT, the European Association of Contact Lens and Lens Care Products, is pleased to welcome mark'ennovy as a new member at the occasion of its General Assembly held in May 2016 in Madrid.

Constituted in 1989 to represent the interests of the industry at EU level, Euromcontact represents approximately 90% of the EU market of Contact Lens and Lens Care Products. Established in 1997, mark'ennovy offers a wide range of lenses, geometries and materials to meet any patient's prescription.

Helmer Schweizer, Euromcontact President stated: *'The consolidation of the organisation as the European contact Lens' manufacturers' voice to the EU Institutions and EU stakeholders is of vital importance. The sector faces many challenges, like the recast of the Medical Devices regulatory framework; the diversification of distribution channels etc. It is therefore important for the industry to come together and work in a collaborative manner on common issues'.* "We welcome mark'ennovy as a board member. The company was also engaged in several national associations. It is thus a logical step to become a full board member, too" Helmer continued.

Chris Carter, mark'ennovy Group Marketing & Sales Director and representative at Euromcontact Board stated *'mark'ennovy is an established company on the rapid rise with ambitious plans. To actively participate and positively contribute to the discussions that influence the contact lens industry is a natural next step and we are excited to be joining the Euromcontact Board'.*

EUROMCONTACT is the voice of European contact lens and lens care industry to the European Institutions, media, stakeholders and the public. EUROMCONTACT is the European Federation of National Associations and International Companies of Contact Lens and Lens Care Manufacturers. EUROMCONTACT members include National Associations of Manufacturers, representing Netherlands, Germany, Italy, Spain, Switzerland and the United Kingdom; the global companies Alcon, Abbott, Bausch & Lomb, Ciba Vision, CooperVision, Johnson & Johnson Vision Care, Menicon; now Mark'Ennovy and the European Federation for the Contact Lens Industry EFCLIN.

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