GetLenses has rebranded as Vision Direct, and is now Europe’s largest online supplier of contact lenses.

Tuesday 23 December, 2014

GetLenses is now Vision Direct, consolidating the company's position as Europe's largest and most trusted online contact lens supplier. Following the branding changes, Vision Direct, www.visiondirect.co.uk, will focus on providing even faster delivery, better prices and unrivaled customer experience.

Since acquiring Vision Direct UK in February 2014, the company has seen impressive growth. Rebranding GetLenses to Vision Direct is a natural consolidation of both brands, and offers an opportunity to expand into wider markets, while providing an even better customer experience.

Michael Kraftman, CEO of Vision Direct, commented:

"We are proud to announce that GetLenses is now Vision Direct; making us Europe's largest specialist online contact lens retailer. With the fastest delivery options in the market and award-winning customer service, we're thrilled to offer our customers an unrivalled shopping experience. Customer service is at the heart of everything we do, so much so that we're looking to move our Trustpilot score, currently a strong 9.2, to at least 9.5 by the end of 2015."

The rebranding of GetLenses to Vision Direct is complemented by further acquisition in other European Markets, with Vision Direct now available to customers in Ireland, Netherlands and Spain. Further expansion is planned throughout 2015.

The move to Vision Direct will only be positive for GetLenses customers, who will receive an even better quality of service, superfast delivery and market-leading contact lens prices up to 45% lower than those of high street opticians. The company's award-winning customer service team is available seven days a week (8am – 8pm) to offer support and advice.

ENDS

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Notes to editors

1.About Vision Direct

Vision Direct is the UK's largest online contact lens supplier, stocking over 2 million contact lenses from world leading brands, including Focus Dailies, Air Optix and Acuvue Moist. Vision Direct is dedicated to making the purchase of contact lenses easy, quick and affordable. It is the only UK online contact lens supplier to offer free, next day delivery, and is able to offer savings of up to 45% against high street opticians, by purchasing directly from verified suppliers. Customers can order their lenses through the Vision Direct website, www.visiondirect.co.uk, or by calling the telephone number, 0207 768 5000. Customers can also benefit from a free repeat prescription and reminder service, and receive free eye care advice from Vision Direct's resident opticians.

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