HEINE

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Press Release
2019

'German Standards – Brands of the Century' seal

HEINE Optotechnik is a brand of the century in 2019

HEINE primary diagnostic instruments awarded the 'German Standards – Brands of the Century' seal

A German traditional brand, HEINE Optotechnik was recently awarded the 'German Standards – Brands of the Century' seal in the Primary Diagnostic Instruments category.

HEINE has been producing handheld medical primary diagnostic instruments in Herrsching am Ammersee, Bavaria, since 1946, and today, the family-run company is one of the biggest providers of ophthalmological instruments, dermatoscopes and otoscopes in the world.

Each year, a panel of respected professionals from *ZEIT* publishing house name the recipients of the 'German Standards – Brands of the Century' seal. In order to be included in this list of exemplary companies, as well as being located in Germany, brands must also have a high recognition factor and demonstrate excellent entrepreneurial commitment.

Managing Director Oliver Heine is thrilled about this accolade, which is a confirmation of his commitment to producing HEINE products in Germany. And this commitment is one of the reasons why our new company headquarters, which from 2020 will bring all the existing business units and modern production facilities together under one roof covering a surface area of more than 14,000 square metres, are currently being built in the region.

A multitude of in-house production stages
The main reason HEINE achieves its high standards is because most of its production stages are carried out in-house, on its premises. 'We have focused on our products' outstanding quality and functionality since the company was established. To this end, we are constantly continuing to optimise technical aspects of our products to make sure that we supply doctors with the types of instruments that provide them with perfect support in reaching a diagnosis and that they can rely on in any situation,' explains Oliver Heine.

For example: in the Omega 500 indirect binocular ophthalmoscope, instead of plastic HEINE uses extremely lightweight and sturdy aluminium frames, which prevent the optics mounted on top from slipping or becoming displaced inside the housing. The result is a precise diagnostic instrument that, even after years of use, continues to offer the same level of diagnostic performance it did when it was first delivered. ‘

Heine– Quality made in Germany
As a global leader in the manufacture of primary diagnostic instruments with over 500 employees, HEINE Optotechnik has been a 100 % family owned and managed company for more than 70 years. We continue to develop and manufacture HEINE instruments at our facilities in Germany, where we combine decades-long experience and craftsmanship with the most modern manufacturing technologies.

We are represented in over 120 countries around the world, with subsidiaries in Australia, the US and Switzerland as well as 3,000 representatives, importers and specialist dealers. www.heine.com

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