



Aalen, 16 January 2026

Technological Milestone: ZEISS Vision Care Unveils Recyclable Lens Wipe Sachet

ZEISS Vision Care launched their recyclable lens wipe sachet, a pioneering innovation in responsible lens care. This industry-first packaging marks a significant milestone in the commitment to enhancing product quality while embracing environmentally responsible practices.

After six years of dedicated research and development, ZEISS Vision Care has successfully overcome the challenges associated with using recyclable materials to deliver a high-quality product especially with regards to keeping the wipes moist.

Meeting consumer needs

The recyclable sachet made its debut in Austria in 2023, receiving an overwhelmingly positive response from consumers. A feedback survey conducted with eye care professionals showed that 75% of consumers expressed a positive interest in the product, contributing to a remarkable 60% sales uplift in the Austrian market compared to the non-recyclable sachet. Building on this success, ZEISS Vision Care is now expanding its distribution across Europe, bringing this technological innovation to more eye care professionals, retailers and consumers.

Tested and confirmed by third-party evaluations¹, the recyclable sachet meets established recyclability standards like DIN 13430. Designed for recycling through kerbside collection, where available, or at dedicated store drop-off points, this innovation has the potential to save up to 2,000 tons of packaging waste from landfill annually. And for eye care professionals it clearly offers the opportunity to meet specific consumer needs. As 26% of consumers don't use lens wipes as they are not "ecofriendly or recyclable"² this new sachet offers a new option for exactly this target group.

Responsibility in every step

The recyclable sachet is part of ZEISS Vision Care's broader sustainable lens care range. The lens wipes are already made from 100% natural fibers. Additionally, over 6 million ZEISS microfiber cloths will now be crafted from 100% recycled material and packaged in plastic-free packaging, contributing to a reduction of an overall 12 tons of plastic waste each year. Because furthermore, the ZEISS lens spray bottles will also be fully recyclable, including the cap, pump, label, and bottle. As 40% of consumers say "Made of recycled materials" is a very important consideration when shopping for lens cleaning products, the ZEISS products deliver solutions that fit those needs.³

¹ It was tested by CycloSTEP for the first launch in 2023 and by Interzero Recycling Lab in Sep 2025.

² Bolt research for ZEISS 2023 & 2024, 1800 participants across Germany, UK, Italy

³ Fisheye research for ZEISS 2022, 1002 participants across USA and Germany



ZEISS Vision Care is a lifetime partner for ECPs and consumers alike, committing its innovations and its pioneering power to what matters most: the people and the planet. Therefore, the company is continually striving to enhance the quality of the products while minimizing environmental impact. The launch of the recyclable lens wipe sachet just marks one step forward on that continuous journey.

ZEISS is a registered trademark of Carl Zeiss AG.

Press contact

ZEISS Vision Care
Maria Conrad
Phone: +49 (0) 171 7488 170
Email: maria.conrad@zeiss.com

www.zeiss.com/newsroom
www.zeiss.com/vision-newsroom

About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totalling almost 12 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology, and Consumer Markets (September 30, 2025).

For its customers, ZEISS develops, produces, and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses, and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare, and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership. ZEISS invests 15 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 46,600 employees, ZEISS is active globally in around 50 countries with more than 60 sales and service locations, around 40 research and development facilities, and 30 production facilities worldwide (September 30, 2025). Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG. Further information at www.zeiss.com

ZEISS Vision Care

ZEISS Vision Care, part of ZEISS Consumer Markets segment, develops and manufactures comprehensive solutions for the entire value chain of ophthalmic optics. The portfolio includes top-quality eyeglass lenses, partner programs, ophthalmic instruments, services, digital solutions and apps for both eye care professionals and consumers, as well as care products for the eye and beyond. As one of the world's leading manufacturers of eyeglass lenses and the best-known prescription eyeglass lens brand amongst consumers worldwide, ZEISS is focused on optimal visual comfort and individualized vision solutions. With a passion for innovation and quality, ZEISS Vision Care is committed to protecting and enhancing people's vision and contributing to lifelong visual health.