

The Levenhuk Company at the international Photokina 2018 exhibition in Germany!



North Rhine-Westphalia, Oct 4, 2018 (Issuewire.com) - Last week, Cologne hosted **Photokina** – the largest exhibition and the most anticipated event in the world of digital technologies. Photokina trade fair is devoted to the entire photo, video, and imaging sector.

This year, the **Levenhuk Company**, a large optics manufacturer and distributor, has participated in this exhibition. The multinational team of Levenhuk representatives presented a wide range of various models of telescopes, binoculars, microscopes, and other optics of two world famous brands: **Meade** and **Levenhuk** at their stand.

Visitors were interested in the new top-notch telescopes in the Meade LX65, LX85, and Meade StarPro series as well as Coronado SolarMax III solar telescopes.

Visitors showed high interest in the new products by Levenhuk, including Levenhuk Nelson marine binoculars, Levenhuk Bruno PLUS astronomy binoculars and the redesigned Levenhuk Blaze spotting

scopes.

Levenhuk Heritage military binoculars were in the spotlight. The Levenhuk Heritage family was designed according to a joint project of the Levenhuk Company and the Russian Kazan Optical-Mechanical Plant. These binoculars come in a limited edition, most of which were exported to European countries and the US.

Levenhuk LabZZ and Levenhuk Rainbow, our bestsellers among optics for kids, also attracted everybody's attention. Visitors were impressed by the high quality and reliability of our optical instruments and were surprised by the lifetime warranty on Levenhuk optics.

To sum up, the Levenhuk Company successfully took part in Photokina 2018 in Cologne. We have established new business contacts and managed to discuss the details of the new cooperation with potential dealers that defined future company development in Europe.

The Photokina exhibition was held on September 26-29, 2018 at Koelnmesse Exhibition Center, Koelnmesse, Messepl. 1, 50679 Cologne, Germany.

Some facts about Levenhuk Inc. (<https://www.levenhuk.com>):

Levenhuk is a major manufacturer of optical devices and instruments such as microscopes, telescopes, binoculars, monoculars, spotting scopes and accessories. Particular attention is given to producing optics for children under the Levenhuk LabZZ trademark, including attractive and user-friendly telescopes, microscopes, binoculars and science kits. The company is headquartered in the United States (Tampa, FL) with thirteen sales and delivery branches in the United States, Canada, Europe and Asia, and manufacturing facilities in China.

Right from the start in 2002 Levenhuk focused its efforts on underserved markets outside of the US, in particular in Canada and Central and Eastern Europe, which presented larger opportunities. Levenhuk's primary objective was to promote high-quality optics in these regions because of their insufficient supply and cost-sensitivity for most of the products available in the market at that time. Levenhuk took the opportunity to enter the market niche with a totally new product portfolio, having set the goal of making optics affordable for every customer. The success built on this step made it possible for the company to become a respected leader in the optics market, with the largest market share in CEE.

Currently, Levenhuk has a direct presence and extensive dealer network in many European countries as well as in North America and Southeast Asia. The European branch also successfully manages an international retail network of optical equipment stores known as Zoom'n'Joy that includes 91 stores in Europe, Russia and CIS countries.

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