

2026

LOOKBOOK

PARTNER PROGRAM BELGIUM

MODERN
COMFORTABLE
TRENDY

RÖHM
EYEWEAR SINCE 1946



German quality.
Belgian vision.
Partnership
of excellence.

ROHM
EYEWEAR SINCE 1946

Dear Partner,

For 80 years, Röhm has represented German excellence in eyewear. Today, we're excited to introduce our Partner Program in Belgium, created especially for independent opticians who share our commitment to quality.

This lookbook showcases our diverse brands—a blend of time-honored craftsmanship and continuous innovation. Every collection tells its own story of precision, thoughtful design, and lasting quality.

Our partnership program offers more than just products: competitive margins, comprehensive marketing support, and exceptional after-sales service.

We're eager to build a long-lasting and mutually rewarding partnership with you.

Welcome to the Röhm family.



Dorina Röhm,
Managing Director



Valentina Röhm,
Jr Managing Director

Our Story

Since 1946, Röhm has embodied German precision in eyewear. Our company, founded by Georg Röhm in Leonberg, Germany, built its reputation on three unwavering principles: exceptional quality, meticulous craftsmanship, and absolute reliability.

For 80 years and across four generations, the Röhm family has maintained these values while continuously innovating: create "optimal frames for every customer and their specific needs"—a mission we uphold today.



Design Made in Germany

Every model is an original creation, passionately designed to combine innovation and style. We use premium European materials such as Italian acetate and German spring hinges—ensuring exceptional quality and aesthetics.

From classic elegance to modern trends, our diverse collections offer the perfect sunglasses or optical frames for every style.

Premium Materials

Our frames are crafted from high-quality materials: acetate, eco-acetate, titanium, aluminum, ultem, and stainless steel, delivering comfort, lightness, and durability.



Our Story

Today, led by Dorina Röhm and fourth-generation Valentina Röhm, we honor our heritage while embracing innovation. We create timeless eyewear with exceptional value.

Since 1946 Röhm has stood for quality, reliability and trust.



 Our Brands

Blue Matr'xx

Classic, timeless and modern sunglasses
for quality-conscious individuals that can
be easily glazed with prescription lenses.

Sunglasses

Visit our website at
<https://roehmgroup.com/en>



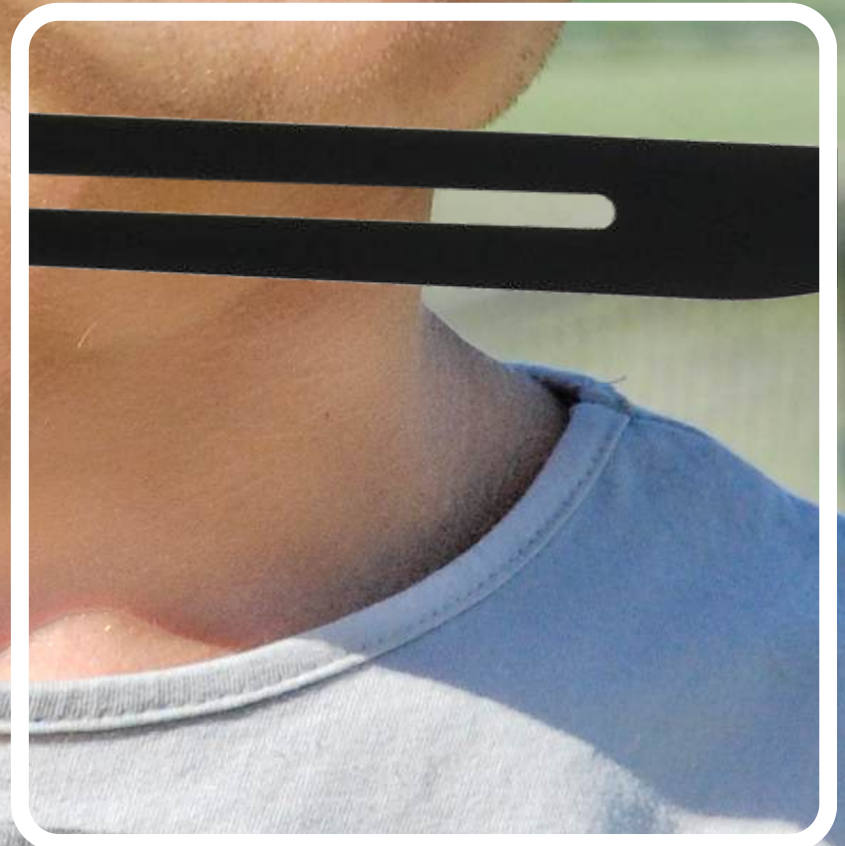
● Our Brands


Equatorial- 20°

A youthful spirit with an excellent balance of quality and affordability, also offering polarized options.

Sunglasses

Visit our website at
<https://roehmgroup.com/en/>



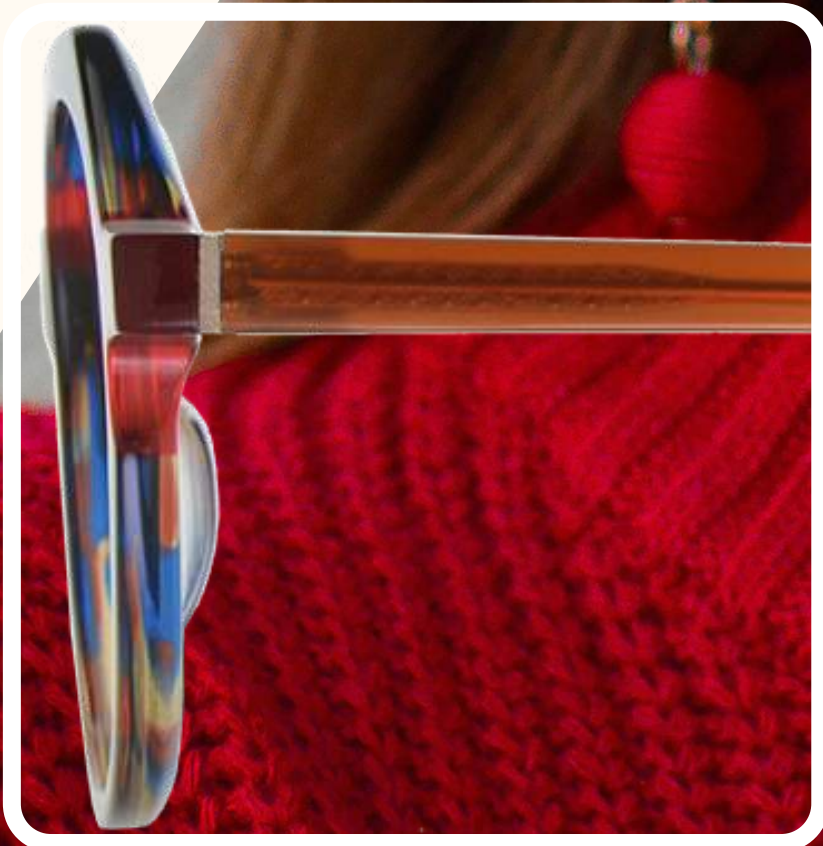
 Our Brands


Artastics

Colorful frames with nuances for expressive individuals who enjoy making a statement with their eyewear.

Expressive Eyewear

Visit our website at
<https://roehmgroup.com/en/>



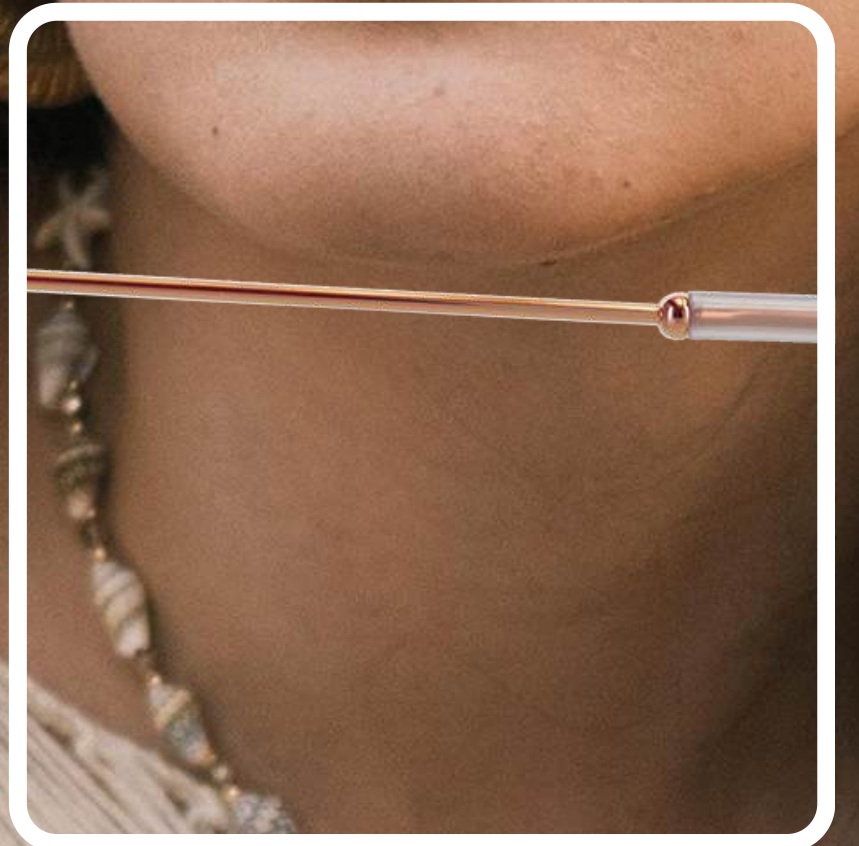
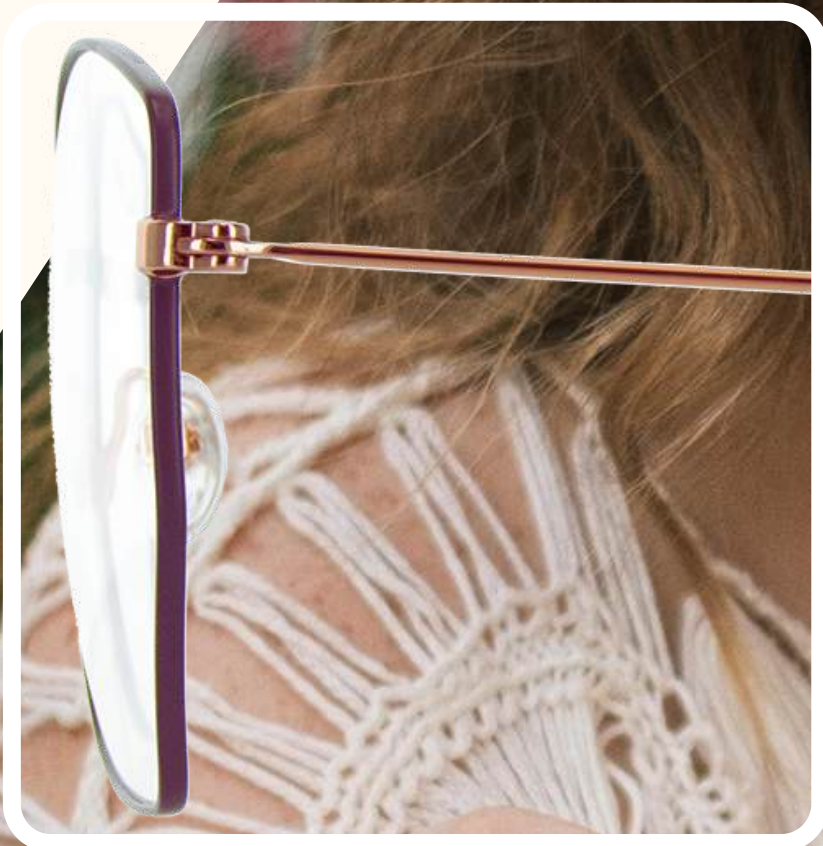
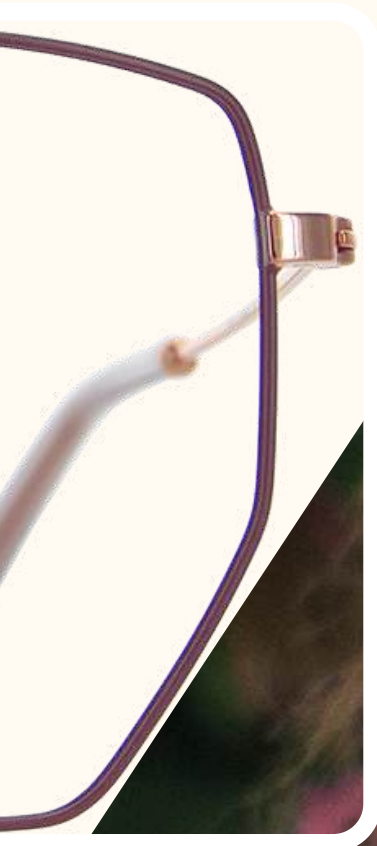
 Our Brands


Henri Coombes

Timeless elegance with a modern,
extravagant twist, unique design details
and subtle artistic touches.

Premium Style

Visit our website at
<https://roehmgroup.com/en/>



 Our Brands


Harry's

Modern and fresh style for men and women with narrow facial features. [XS Harry's](#) is specifically designed for kids.

Narrow Facial

Visit our website at
<https://roehmgroup.com/en/>



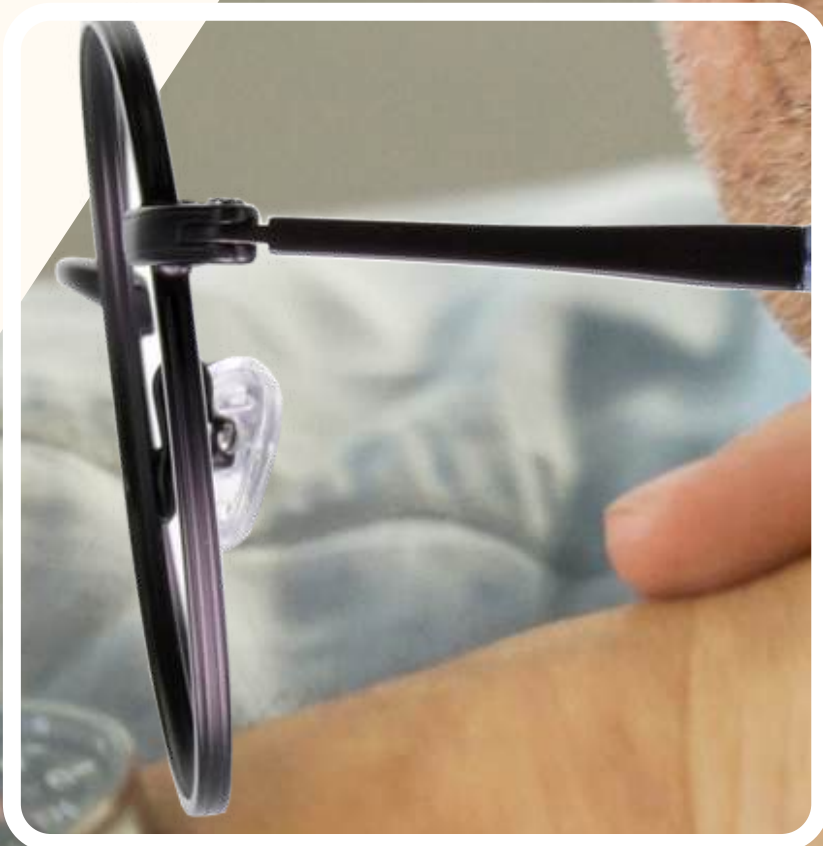
 Our Brands

Röhm

A professional and elegant appearance built with the core values of the Röhm brand; various models offering also frames with practical clip-ons.

Timeless Aesthetics

Visit our website at
<https://roehmgroup.com/en/>



 Our Brands

Simply Rush

A collection of quality classic frames at low budget price, with timeless & minimal design that fit into any professional or casual look.

Simple Lines

Visit our website at
<https://roehmgroup.com/en/>



THE RÖHM PARTNER PROGRAM

More than a supplier—a partnership built on mutual success and long-term growth.

Comprehensive Marketing—Support Professional POS materials for free including premium displays, posters, counter cards, and complimentary catalogues.

Exceptional After-Sales—Service Full warranty coverage, spare parts supply, expert repair assistance for complex cases, and dedicated support when you need it.



THE RÖHM PARTNER PROGRAM

Exclusive Partnership Model—We work exclusively with independent opticians, protecting brand value and ensuring your market positioning.

Flexible Cooperation Agreements—Tailored partnership arrangements with attractive discounts and loyalty incentive programs designed around your business needs.



THE RÖHM PARTNER PROGRAM

Why Choose Röhm? Four generations of German craftsmanship. Exclusive independent optician focus. Commitment to your profitability and success.

Welcome to a partnership that values quality, reliability, and mutual growth.

Your success is our success. Join Belgium's growing network of Röhm partners and experience the difference of working with a family business that truly values long-term partnerships.



COMMERCIAL CONDITIONS

Competitive Pricing Structure

- Prices: €19–€79 per frame
- Tailored cooperation agreements

Order Flexibility

- No minimum order quantity
(Order precisely what you need)
- Same-day or next-day processing
- Fast delivery via UPS or DHL



COMMERCIAL CONDITIONS

Shipping Benefits

- Flexible delivery date of your choice
- In case of non-satisfaction, frames can be returned within 2 weeks
- Free shipping on warranty items and spare parts

Payment Options

- Net 30 days standard terms
- 2% payment discount (within 10 days)
- Direct debit available ("prélèvement")



COMMERCIAL CONDITIONS

Hassle-Free Warranty

No need to return the defective frame. Simply send us a photo of it (or description for spare parts), and we'll handle the replacement immediately.

- Spare parts guaranteed minimum 2 years. Additionally, we can often provide spare parts over a longer period.
- Flexible warranty solutions
- Customer satisfaction prioritized

Our Commitment

Simple processes. Fair conditions. Reliable service. We're here to support your business success.



ROEHM

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Contact us



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