

Your FRONTLINE Source of Canadian Optical Industry News

The news items identified with **F** were covered more in-depth on the ClipInfo Portal, [www.clipinfo.ca](http://www.clipinfo.ca)

## News briefs

**Bruce Bergez**, the owner of **Great Glasses**, was sentenced to one year in jail for civil contempt of court. He will return before the court a year from now to be sentenced for criminal contempt of court. The court adjourned the sentencing of his wife to a later date, so their children have one of their parents with them. **F**

The winner of the **2010 Janoff Award** is **Dr. Langis Michaud**, professor at the University of Montreal School of Optometry. This award recognizes the contribution of a contact lens educator from one of the 21 schools of optometry in North America. It takes into account the quality and the number of publications in a year.

**Marchon** CEO, **Al Berg**, will receive the 2010 **ACE Business Visionary Award** at the Accessories Council (ACE) event on November 1<sup>st</sup>, held at Cipriani, in New York City. This award recognizes industry leaders who have attained a high level of prestige among their partners.

The President-Elect of the **American Academy of Ophthalmology (AAO)**, **Richard L. Abbott**, is the recipient of the **Jose Rizal International Medal** from the **Asia Pacific Academy of Ophthalmology (APAO)**. Richard Abbott received the award during the APAO/AAO Joint Meeting, held in Beijing from September 16 to 20, 2010.



Don't miss the news reports by our team that attended Silmo, in the November issue of *Optik* Magazine.

## Science box

### Canadian glaucoma study

A glaucoma study funded by CNIB shows patients whose visual field was degenerating benefited significantly from additional reduction in eye pressure. CNIB stresses that in addition to regular check-ups with an eye doctor to ensure early detection, people living with glaucoma need to take their medication consistently and continuously monitor their condition.

**NEXT ISSUE**  
**OCTOBER 29, 2010**

### TRANSITIONS NOW ACCEPTING NOMINATIONS FOR 2010 HEALTHY SIGHT AWARDS PROGRAM

Don't forget to submit your nominations for the "Eyecare Professional Office of the Year" award, through the **2010 Transitions Healthy Sight Awards** program! The program honors eyecare professionals who promote healthy sight, offer superior vision care and display excellence in their communities. Transitions Optical has extended the opportunity to nominate eyecare locations to laboratories, manufacturers and Transitions representatives.

A nomination form is available through Transitions Optical Customer Service. Eyecare professionals will be evaluated on year-long sales growth, marketing initiatives and promotion participation, community involvement and employee education.

One finalist from each of the East, Ontario and West regions of Canada and the individuals who nominated them will each earn a trip to attend an awards ceremony at the 2011 Transitions Academy in Orlando, Florida. Those who nominate the finalists will also receive \$50 Visa gift cards.

Prizes for the winner include a trip for two to the 2011 Transitions Championship For Healthy Sight, office displays, cash prizes and more.

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## Agreements and acquisitions

The agreement between **Christian Dior** and **Sàfilo** has been renewed until 2017. Sàfilo will continue to design, produce and distribute Dior prescription frames and sunglass collections at least until December 31, 2017.

**Luxottica** has signed an agreement with **Coach** for the design, production and global distribution of sunglasses and prescription eyewear under the Coach, CoachPoppy and Reed Krakoff brands. The first collection will be available in 2012. The current agreement with **Marchon** will end on December 31, 2011. In addition, **OneSight**, a Luxottica charity foundation, has accepted to recycle and redistribute eyewear collected by the **ECO** donation program, in its OneSight clinics.

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## New products and promotions

Canadian eyewear company, **Claudia Alan Inc.**, is introducing the **AYA Optical 2011** collection featuring the latest artwork by renowned First Nations artist and co-designer of the Vancouver 2010 Olympic medals, **Corrine Hunt**. Available in December of this year, the new line targets men and women ages 25–55. The frames are made of zyl materials in colours such as brown and green, and the striations throughout give the frames a wood-like appearance. [www.claudiaalan.com](http://www.claudiaalan.com)

### Customized Lenses by SOLA

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**Essilor** has introduced its new Airwear® eco-friendly lens. These lenses are manufactured with 50% less water, and all the waste produced from the manufacturing process is reused in other industries. Even the plastic cup used in the packaging of the semi-finished lenses is being replaced by 100% recyclable cardboard made of 100% wood fibre carton that is certified FSC, which will eliminate 230 tons of plastic waste every year! [www.essilor.ca](http://www.essilor.ca)

**Viva International's** new Fall collections are here. The new **GANT Eyewear** collection reflects the American heritage infused with a European touch. The men's collection includes 13 styles and the women's collection

## Appointments

**Dave Cole** is now chief operating officer of **Transitions Optical, Inc.** Under the direction of CEO and president, Rick Elias, he will develop and execute business strategies, both regionally and globally. Dave Cole has been with Transitions Optical since the company was launched in 1990. More recently, he has served as general manager for the North American, Australian and New Zealander markets.

**Matt Cevasco** has been appointed president and general manager of **Briot USA**. He replaces **Tom Pflodging**, who has left the company. Matt Cevasco will report to Marc Abitbol, CEO of Luneau Technology, which acquired Briot International in June 2010. Cevasco has also held positions at **Signet Armorlite**, **SOLA International** and **Carl Zeiss Vision**.

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consists of 10 styles. Viva has also released 13 new sunglass and prescription eyewear frames under the **SKECHERS** brand for the entire family. [www.vivagroup.com](http://www.vivagroup.com)

**Transitions Optical** and **Bell Helmets**, a manufacturer of safety helmets for auto racing officially launched the **Bell Transitions SOLFX face shields** at the Red Bull U.S. Grand Prix. Featuring Transitions photochromic technology, these shields are virtually clear in low light and at night, and they quickly darken in bright sunlight, which helps riders maximize their visual performance.

**Marchon** has introduced a number of new products. The company launched its new **Kiss&Kill** brand, which merges opposite elements, at Silmo 2010. And now **Nike** has launched a new collection reminiscent of the company's earlier designs from the 1970s. The Vintage frames are made of zyl and simply numbered from 72 to 77. Also, the new **Michael Kors** sunwear collection introduces eyewear with evocative names like Sicily, Beverley Hills, Milano and Liverpool. Also included in this collection is a 22-kt gold luxury edition of Michael Kors' iconic shape, the MKS154 aviator. [www.marchon.com](http://www.marchon.com)

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### **Publisher**

M2L Inc.

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