



SPINE®

FOR IMMEDIATE RELEASE

Centennial Optical Launches SPINE Eyewear – A Fuse of Innovation, Style and Technology

Toronto Ontario, CAN (January, 2015) – Introducing a revolution in performance, Centennial Optical debuts SPINE – game-changing product line in which design, function and aesthetics are driven by the need to create a cohesive solution for consumers.

Inspired by the interaction between vertebrae, SPINE solves age-old hinge limitations. Constructed with micro injected metal (MiM) hinges, SPINE Eyewear will morph to fit any face shape or head size with the lightest touch, gripping all day long. Due to its dual springs and spun wire cable, SPINE temples also automatically retract when removed from the face – heightening its preservation capabilities. Designed for everyday wear, SPINE is a modern collection that features classic, minimal shapes packed with elements that create comfortable, durable eyewear with flexibility in all directions. Simply put, the fit, feel and functioning of SPINE Eyewear is unparalleled.

“Spine brings a new level of functional technology to eyewear that leads to remarkable fit and performance. We are proud to collaborate with the teams at Mondottica and Rem Eyewear for the worldwide distribution of this patented technology,” said Allen Nightingale, VP of Centennial Optical Limited.

The introduction of SPINE is a unique global collaboration between Centennial Optical, REM Eyewear and Mondotticca – combining teams with a remarkable cache of talent, and decades of experience in every aspect of the eyewear industry. Through this seamless international partnership, SPINE will be fully supported to achieve success in the Canadian, US, and global markets, demonstrating all parties’ dedication to serving the needs of customers everywhere.

Visit: www.spineoptics.com for more details and an amazing video presentation of Spine.

ABOUT CENTENNIAL OPTICAL LIMITED

Centennial Optical is a Canadian-owned optical logistics company distributing ophthalmic frames and lenses, sunglasses, contact lenses, lab supplies, cases and accessories, nationally and internationally. Founded in 1967, Centennial sells optical goods and services to Eye Care Professionals (Optometrists, Opticians and Ophthalmologists), optical laboratories and optical retailers. With corporate headquarters and central distribution located in Toronto, Centennial also has local distribution offices in Montreal, Edmonton and Vancouver.

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