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Transitions Optical Continues Transitions Innovation Awards Program, Nominations Due October 31

Successful Awards Program Continues to Recognize Partnerships, Build Relationships

LAS VEGAS, September 26, 2016 – Industry professionals can begin submitting nominations for the 2016 Transitions Innovation Awards Program on October 1. Through the program, Transitions Optical, Inc. recognizes loyal partners and individual optical industry professionals from the U.S. and Canada for their commitment to growing their businesses by supporting the Transitions® brand over the past year.

Open to independent eyecare professionals and practices; optical industry professionals and educators; national and regional retailers; and optical laboratories, the five Transitions

Innovation Awards categories include:

- 2016 Transitions Brand Ambassador (Individual-only award)
- Best in Growth Achievement
- Best in Training
- Best in Marketing
- Best in Patient Experience

“Our goal with the Innovation Awards program is to acknowledge partners whose enthusiasm and originality have been instrumental to our joint success,” said Jose Alves, general manager, Americas, Transitions Optical. “The Transitions team is eager to hear what our partners are

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most proud of accomplishing this year and is looking forward to showcasing their work at the annual Transitions Academy event.”

Nominations for all Transitions Innovation Awards will be accepted online (at TransitionsCanadaPRO.ca/Awards) from **October 1 - 31, 2016**. To enter, candidates must complete a nomination form and detail their 2016 efforts in the following evaluation areas: commitment and inspiration, goals, plan and creativity, and impact and results. Nominees are welcome to enter more than one category and can self-enter, or can be nominated by a lab, lens manufacturer, industry colleague or other industry organization representative.

All finalists in each category will receive a trip for two to the 2017 Transitions Academy, January 29 – February 1, 2017 in Orlando, Fla., where the winners will be announced. Award finalists will be notified no later than December 5, 2016 to secure travel plans.

For additional information, industry professionals should visit TransitionsCanadaPRO.ca/Awards.

About Transitions Optical, Inc.

Transitions Optical is the leading provider of plastic photochromic (adaptive) lenses to optical manufacturers worldwide. Having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990, and as a result of its relentless investment in research and development and technology, Transitions Optical offers a wide variety of products, setting new standards of advanced performance to provide ever increasing visual comfort and UV protection.

Product leadership, consumer focus, and operational excellence have made the Transitions® brand one of the most recognized consumer brands in optics.

For more information about the company and *Transitions* lenses, visit Transitions.com or TransitionsPRO.com.

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Transitions®
Innovation Awards

NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.Battisti@havas.com