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New Look Eyewear Named Winner of the 2016 Best in Training Award at 21st Annual Transitions Academy

ORLANDO, Fla., February 8, 2017 – Transitions Optical honored New Look Eyewear, Québec Canada, with the 2016 Best in Training title, a category of the Transitions Innovation Awards program, during a recognition ceremony on Tuesday at Transitions Academy in Orlando, Fla.

“In 2016 New Look Eyewear approached their staff training for Transitions® lenses in an entirely creative way; the team engaged its employees with interactive games rather than simply slides or facts to memorize,” said Drew Smith, director, North America Channels, Transitions Optical. “We thank New Look Eyewear for their partnership and congratulate them on their win.”

Marie-Josée Mercier, Vice President Sales and Operations at New Look Eyewear, accepted the award on behalf of the retailer at Transitions Academy.

“Adopting a new method of product training very much allowed for better retention of information for our employees,” said Mercier. “Learning about *Transitions* products in a fun way helped us maintain a high-level of employee participation and excitement. We are very happy to accept this award.”

During Transitions Academy, Best in Training finalists **Walman Optical** and **Jennifer Lenhart, Director of Training and Development at OnSight Optical** were also recognized for their commitment to *Transitions* training efforts.

About the Best in Training Award

Launched in 2015, the Best In Training award celebrates an individual or company for employing creative and strategic marketing tactics to effectively promote the Transitions® brand or family of products among customers or within their communities.

About Transitions Optical

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 TransitionsCanadaPRO.ca.

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



New Look Eyewear was awarded the 2016 Best in Training title during a recognition ceremony on Tuesday at the Transitions Academy event in Orlando.