

**FOR IMMEDIATE RELEASE**

## **WestGroupe Announces New Partnership with Spectill in South Africa**

WestGroupe, a leader in the Canadian eyewear industry, announced today that it has appointed Spectill (SA) (Pty) Ltd as its new distributor for their FYSH UK, KLiiK denmark and Superflex brands in South Africa. This partnership began in May 2017 and aims to facilitate the sale of WestGroupe's three collections in South Africa by combining WestGroupe's eyewear expertise with Spectill's knowledge of the South African market.

"Over the past 20 years, Spectill has established itself as the leading optical supply company in South Africa. Their focus on developing solid, mutually beneficial, long-term relationships and their understanding of the South African eyewear market lead us to believe that this new partnership will strengthen our position and business in South Africa", said WestGroupe President, Michael Suliteanu.

Craig Till, Managing Director for Spectill, commented: "We are excited to be partnering with a market leader such as WestGroupe and look forward to creating a strong proposition for their FYSH UK, KLiiK denmark and Superflex brands. The South African market is constantly looking for innovative, high quality frames and I think that these collections are the perfect fit."

**All FYSH UK, KLiiK denmark and Superflex collections are now available in South Africa through:**

### **Spectill (SA) (Pty) Ltd**

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Midrand, South Africa 1685

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### **ABOUT WESTGROUPE**

With over 50 years of industry insight, WestGroupe's mission has always been to provide unique and superior quality eyewear for the fashion-focused consumer. The company is driven by their customer commitment to excellent service and exceptional product. WestGroupe is dedicated to defining future standards in the optical business by developing, creating, and supporting innovative products and services that allow customers to succeed. WestGroupe offers a premium selection of international brands in over 40 countries, including KLiiK denmark, FYSH UK, EVATIK and Superflex.

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