



MODERN OPTICAL
I N T E R N A T I O N A L

FOR IMMEDIATE RELEASE
October 19, 2017

Contact: Paula Weissman
pjweissman@modernoptical.com
800.323.2409 ext. 544

**MODERN OPTICAL INTERNATIONAL
2017 Eyewear Catalog Receives Prestigious Award**

Roselle, IL – Value eyewear and managed care leader Modern Optical International has been named a MarCom Gold Award Winner for its 2017 Frame Collection Catalog. MarCom Awards are judged by the Association of Marketing and Communication Professionals. According to MarCom Director, Ed Dalheim, “Judges consist of industry professionals looking for companies whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry. For the print catalog category, entries are evaluated on layout, design, readability, photography, copy and overall feel. In the specific case of eyewear, the judges also expect it to convey an element of fun and style.”

Modern titled its winning entry *Eyewear Catalog: A Superior User Experience*. “We are beyond thrilled that our 2017 catalog received this very prestigious recognition,” says Ken Weissman, President and CEO of Modern Optical International. “In an age where many competitors have stopped printing a catalog, our customers plead with us to continue producing ours. This award validates that feedback.” With 120 full-color pages featuring over 900 frame styles, Modern’s annual catalog is revered by customers for its ease of use and high-quality imagery.

Digital Version of Modern’s 2017 Award-Winning Catalog: <http://www.flipbooksbyadventure.com/modernopticalcatalog/>

MarCom Gold Award Seal: <https://www.dropbox.com/s/04z16hbxyanzqbq/Marcom%20Gold%20Winner.png?dl=0>

About Modern Optical International

Modern Optical International, based in suburban Chicago, is a family-owned and operated business founded in 1974. A provider of quality eyewear for adults, teens, and children, Modern is an industry leader in value eyewear and managed care. With 15 unique collections representing over 900 styles, Modern Optical frames are ideal for managed care, price specials, second pair sales, and frame and lens programs. Our Summit Optical Supply Division provides cases, parts, cleaning cloths and more. Please visit www.modernoptical.com or call 800.323.2409 for more information.

About MarCom Awards

MarCom Awards, based in Dallas, Texas, is one of the oldest, largest and most prestigious creative competitions in the world. It is sponsored and judged by the Association of Marketing and Communication Professionals (AMCP), a 23-year-old international organization consisting of several thousand creative professionals. Winners are selected from over 300 categories in Print, Web, Video and Strategic Communications.

###