



VuePoint™ Frame Suppliers Canadian Survey 2017



Collaboration between VuePoint IDS Inc.
and Jobson Medical Information LLC

October 10 2017,

Canadian Frame Suppliers Brand Perception Study Now Available

VuePoint IDS Inc. and Jobson Medical Information LLC., are pleased to announce the release of the first annual VuePoint™ Canadian FRAME Supplier brand perception study. The internet study of Canadian ECPs provides insights on over 30 Canadian frame suppliers on 20 different market attributes, including quality of product, customer service, back-order management, internet ordering, sales representative service and more.

Results will help companies with competitive positioning, identifying required adjustments in priorities and determining opportunities to better serve clients' needs.

The study also identifies ECPs assessment about companies' business outlooks in the over the next 12 months. A Net Promoter Score® (NPS®) for the leading suppliers in the Canadian market are also provided. The NPS is a robust measure of company or brand loyalty by customers familiar with the brand and is widely-accepted as a proxy measure of revenue growth.

Companies competing within the Canadian market and/or evaluating the market for entry will find considerable value in the results. The report is now available for purchase.

List of Canadian Frame Suppliers included in the Study:

Alternative Eyewear	I-Frame Inc	Maui Jim	Perfect/Superclip
Aspex	J.F. Rey Eyewear	Modo Eyewear	Prisme Optical
Audace	Lafont	Mood Eyewear	Prodesign Denmark
Bo-Optik Inc.	Lanctot	Oakley	Ronor International Inc.
Canadian Optical Supply	Liberty Sport	Ogi Eyewear	Safilo
Centennial Optical	Luxottica	Opti Caset Inc.	Shilling Optical
Etnia Barcelona	Marca Eyewear	Optika Eyewear	Tura
Fame Optique Inc	Marchon	Optiman Inc	WestGroupe
Georges et Phina	Match Eyewear	Optique Cerem Inc.	Zig Eyewear

For more information of the study methodology, report format and pricing, please contact David Pietrobon (dpietrobon@vuepoint.ca) Phone: 226.780.6871 x 5111

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About VuePoint IDS Inc.

VuePoint IDS is a private 100% Canadian-owned media and marketing services company focused on serving the information needs of the eyewear and eye care industry's professional service providers including optometrists, opticians and ophthalmologists and affiliated personnel. VuePoint publishes print and digital titles for eye care professionals under the Optik, InfoClip, Canadian Eye Care Business Review and EyeCareUpdate.com brands, and Tmag Optical Trends for eyewear consumers. In addition to its publications, VuePoint IDS offers an array of marketing and business development services to the industry, including targeted and customized communications, marketing research and accredited continuing education program development and delivery. VuePoint has offices in the Greater Toronto Area (GTA) and Montréal. More information is available at: www.vuepointids.com

About Jobson Medical Information LLC

Jobson Healthcare Information (JHI) is a premier healthcare information and marketing services provider, with leading positions in a variety of growing healthcare markets such as pharmacy, eye care, clinician (physicians, nurse practitioners and physician assistants) and the managed markets (managed care, hospitals and **government**). Through its diversified, multi-media portfolio of marketing services, information databases, publications, medical education programs, events, websites and other digital and traditional media services, JHI is uniquely positioned to inform and educate a highly targeted network of approximately one million healthcare professionals across multiple specialties.

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