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Transitions Optical Names Greiche & Scaff as the Winner of the 2017 Canadian Retailer of the Year Award

ORLANDO, Fla., February 23, 2018 – Transitions Optical honored Greiche & Scaff with the 2017 Canadian Retailer of the Year title, a category of the Transitions Innovation Awards program, during a recognition ceremony on Tuesday, Feb. 13 at Transitions Academy 2018 in Orlando, Fla.

“Early in the year, Greiche & Scaff identified that they had an opportunity to grow their Transitions business among single vision wearers and they took many steps to achieve this goal,” said Drew Smith, director, North America Channels, Transitions Optical. “From secret shopper programs to specialized training, Greiche & Scaff pushed themselves to think innovatively. The entire Transitions team wishes to thank them for being a top retailer of the Transitions® brand.”

Pierre Freiji, General Manager and Pierre Scaff, Senior Director of Marketing and Merchandising at Greiche & Scaff, accepted the award on behalf of the retailer at Transitions Academy.

“We work on our goals until we achieve them,” said Scaff. “One way we did this was to train our staff to look to the needs of the customers from different angles and this included thinking about which of our customers can benefit from wearing Transitions®

lenses. We are really proud of where we've started and where we are with our Transitions penetration today. We look forward to achieving more in 2018."

During Transitions Academy, Canadian Retailer of the Year finalists **Costco Optical** and **New Look Eyewear** were also recognized for their commitment to *Transitions* brand and improving customers' vision.

About the Canadian Retailer of the Year Award

Launched in 2018, the Canadian Retailer of the Year is awarded to a retailer in Canada that actively supported the *Transitions* brand and demonstrated a commitment to enhancing the vision of their customers and 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.

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



Greiche and Scaff was awarded the 2017 Canadian Retailer of the Year title during a recognition ceremony on Tuesday at the Transitions Academy event in Orlando, Fla.