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Transitions Optical Names Sheena Taff as the Winner of the 2018 Best in Marketing Award

ORLANDO, Fla., February 13, 2019 – Transitions Optical honored Sheena Taff, optician at Roberts & Brown Opticians, with the 2018 Best in Marketing title, a category of the Transitions Innovation Awards program, during a recognition ceremony on Tuesday, Feb. 5 at Transitions Academy 2019 in Orlando, Fla.

"Sheena has taken the marketing of *Transitions*® lenses at her practice to new levels with her creative social media campaigns. She has excelled at encouraging her staff to broaden their horizons to include all the new *Transitions*® *Signature*® lenses style colors when recommending," said Drew Smith, director, North America Channels, Transitions Optical. "As a Transitions Change Agent and leader with her digital marketing strategies, we congratulate Sheena on her well-earned achievements."

"I can see my enthusiasm for *Transitions* lenses both in the practice and in my personal life catching on with staff and peers, so I am incredibly excited to accept this award," said Taff. "Both my team and I have taken the time to educate patients on the style and health benefits of *Transitions* lenses, and we are proud to receive this honor."

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During Transitions Academy, Best in Marketing finalists **Value Optical** and **Vision Source** were also recognized for their commitment to strategic marketing of the *Transitions*® brand.

About the Best in Marketing Award

Launched in 2015, the Best in Marketing is awarded to an individual or company for their creative and strategic marketing tactics to effectively promote the *Transitions* brand or *Transitions* family of products among customers or within their communities.

About Transitions Optical

Transitions Optical is the leading provider of photochromic (smart adaptive) lenses worldwide, having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990. As a result of its relentless investment in research, development and technology, Transitions Optical offers a wide variety of eyeglass lens and shield products, setting new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays.

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*® *Light Intelligent Lenses*™, visit Transitions.com or TransitionsPRO.com.

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NOTE: For high resolution images, please contact Brian Ackermann at 412-477-4312 or Brian.Ackermann@havas.com.

Transitions
Innovation
Awards



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