



Press Release

For immediate release

Rodenstock lenses now distributed in Canada by Centennial Optical

Rodenstock GmbH and Centennial Optical Limited are pleased to announce a new distribution agreement for Rodenstock lenses in Canada, which takes effect in May 2021. Rodenstock digitally customized lenses will be available through Centennial Optical to Canadian eye care professionals and optical laboratories.

Founded in 1877, Rodenstock is Germany's leading manufacturer of ophthalmic lenses and frames. With a worldwide workforce of approximately 4,900, Rodenstock is represented in more than 85 countries and has production sites for lenses at fourteen different locations in thirteen countries.

Centennial Optical, founded in 1967, is the leading independently-owned Canadian distributor of ophthalmic lenses, frames, sunglasses, optical supplies and accessories. The company prides itself on providing quality products to meet the diverse requirements of its clients, which include independent optometrists, opticians and wholesale optical laboratories from coast-to-coast.

"This new partnership represents an opportunity for Canadian Eye Care Professionals to grow their practices with a premium brand and industry-leading lens technology", said Mike Jones, Vice President, Lens Sales for Centennial. "We're very excited to be able to offer this highly respected optical brand to our customers in Canada", said Allen Nightingale, President of Centennial Optical. Frieder Meidert, Director, International Distribution Partners for Rodenstock adds, "This new agreement with Centennial Optical allows us to share our advanced technologies with Canadian consumers and we're pleased to work with a company with 54 years of experience as a trusted partner within the Canadian optical marketplace."

For more information on Rodenstock lenses, please contact your Centennial Optical lens representative.

For more information, contact:

Rick Leroux
Director, Marketing & Communications (Lenses)
Centennial Optical Limited
Phone: 416-739-8539 / 1-800-561-0681, ext. 4203
email: rleroux@centennialoptical.com