The Optical Group has been supporting Independent Eye Care Professionals across Canada for over thirty years. Our members benefit from industry leading customer service, a large vendor network, a variety of services, private labels and more. We are continually seeking out new programs, services, and opportunities to support both our members and vendor partners.

Therefore, we are pleased to announce that the optical Group has entered into a partnership with New Look Vision Group to broaden its product, services and financial base. The dedicated and talented team supporting our members, vendors and partners remains in Whitby (ON). We will now have a greater access to resources, technologies, and products to continue driving value and promote development.

We want to take this opportunity to thank our valued Members and Partners for putting their trust in us, we come to work for you every day, and we are excited to continue our tradition of success.
Our commitment to supporting Independent Eye Care across Canada continues.

Ruth Priebe
Director of Operations,
and the entire Optical Group Team.