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FOR IMMEDIATE RELEASE

## **RAYMOND LANCTÔT LTÉE ACQUIRES THE PRISME OPTICAL GROUP**

**Montréal, November 16, 2022** – Raymond Lanctôt Ltée officially announced today that it has acquired the Prisme Optical Group. The aim of the acquisition is to broaden its portfolio of high-quality European eyewear and extend its market share throughout Canada.

In business for over 70 years, Raymond Lanctôt Ltd, a family-owned distribution company, has become the reference for quality European eyewear on the Canadian market with its optical division, Lanctôt Optique.

Prisme Optical, a leading distributor of exclusive European designer frames since 1994, represents an impressive line-up of European eyewear with a focus on unique and original pieces. The acquisition unites two key players in the optical business to ultimately offer opticians and optometrists across Canada the most complete line-up of exquisite European eyewear.

Diane Lanctôt, President of Raymond Lanctôt Ltd., is very excited about the addition of the Prisme collections, adding that “the Prisme portfolio is beautiful and will greatly enhance our current offering while also appealing to the needs of a wider market spectrum.”

The Prisme collections will be represented by the current Prisme Sales Team.

Raymond Lanctôt Ltée continually strives to exceed expectations and favours strong partnerships and respect. The company believes that dedication and perseverance are the key to success and is driven by the goal to offer the best-in-class services. The acquisition of Prisme is very much in-line with this goal.

Learn more about Lanctôt Group and Raymond Lanctôt Ltée at [www.rlanctot.com](http://www.rlanctot.com), about Prisme Optical [www.prismeoptical.com](http://www.prismeoptical.com)

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