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## **Strak Eyewear by Teka sweeps Vision Expo East with double win: Favorite Product Award and People's Choice Award**

Strak Amsterdam has reason to celebrate after winning two prestigious awards at Vision Expo East. The company was awarded the Favorite Product Award and the People's Choice Award, which are a testament to the exceptional quality and design of their eyewear products. The awards were presented at the highly anticipated industry event that took place over the weekend, drawing in a large crowd of eyewear enthusiasts, professionals, and retailers. The recognition is a significant achievement for Strak Amsterdam and speaks to their commitment to creating exceptional eyewear products that meet the needs and preferences of consumers.

Strak Amsterdam is the latest addition to the portfolio of Teka Eyewear, created by designer Tom Kramer. The Strak collection is a testament to the company's commitment to innovation and design, with a departure from traditional eyewear construction methods. The frames are crafted from a single plate of Japanese titanium and a single rod of Beta-titanium, resulting in a lightweight, sturdy, and comfortable design. Strak Amsterdam is a new milestone for Teka Eyewear, and we can't wait to see what they will create next.

Strak Amsterdam was a part of the nominees for the NOW Awards which were created this year, one year after the NOW Pavilion, established in 2022. This pavilion was created to showcase the latest trends and direction of the entire eyewear industry. The first edition of the NOW Awards were presented on Saturday March 18, 2023, by Nico Roseillier, creative director of Europa / State Optical Co. / American Optical, and the NOW Advisory Committee.

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