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Transitions Optical Announces 2022 Innovation Award Finalists

MONTREAL, May 11, 2023 – Transitions Optical, Inc. has named the finalists for its annual Transitions Innovation Awards program, which recognizes both individuals and organizations who have shown the highest level of commitment to innovating their business over the past year.

"The Transitions Innovation Awards are a great opportunity for us to highlight industry professionals who are setting a new standard for innovation in eye care," said Drew Smith, senior director, North America channels, Transitions Optical. "This year's finalists are a diverse group of professionals, teams and organizations that exemplified Transitions' values of quality, education, service, and innovation. It is an honor for us to recognize their achievements and we look forward to celebrating each and every one of them at the upcoming Transitions Academy event."



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Transitions Healthy Sight Ambassador

The Transitions Healthy Sight Ambassador award celebrates an individual who best showcases their dedication to being an influential healthy sight advocate by embodying one or more of Transitions' values of quality, education, service, and innovation. The 2022 finalists include:

- Véronique Desrochers, optician and owner – [Optique Cloutier](#) (Châteauguay, Quebec)
- Michael Frayler, founder and CEO – [Austin Ryan Optika](#) (New Paltz and Pleasant Valley, NY)
- Camelia Hammiche, optician and district manager – [Lunetterie New Look Eyewear](#) (Montréal, Quebec)

U.S. Eyecare Practice of the Year

The U.S. Eyecare Practice of the Year title recognizes independent eyecare practices in the U.S. that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting Transitions' values.

The 2022 finalists include:

- [Pathway Eye](#) (Athens, Decatur, Huntsville, Madison, and Rogersville, Alabama, and Chattanooga, and Collegedale, Tennessee)
- Sterling Optical U.S. Virgin Islands ([St. Croix](#) and [St. Thomas](#), U.S. Virgin Islands)
- [Webb Eyecare](#) (Alliance, Bridgeport, and Scottsbluff, Nebraska)

Canada Eyecare Practice of the Year

The Canada Eyecare Practice of the Year title recognizes independent eyecare practices in Canada that are actively promoting healthy sight to their patients and within their local communities, and who have demonstrated excellence in supporting Transitions' values. The 2022 finalists include:

- [LOPTICIEN.CA](#) (Laval, Quebec)
- [Optique Cloutier](#) (Châteauguay, Quebec)
- [Sun City Optics](#) (Kamloops, British Columbia)

U.S. Retailer of the Year

The U.S. Retailer of the Year title is awarded to a retailer in the United States for actively supporting Transitions' values and demonstrating a commitment to enhancing the vision of their customers and communities. The 2022 finalists include:

- [Henry Ford OptimEyes](#)
- [National Vision, Inc.](#)
- [Target Optical](#)

Canada Retailer of the Year

The Canada Retailer of the Year title is awarded to a retailer in Canada for actively supporting Transitions' values and demonstrating a commitment to enhancing the vision of their customers and communities. The 2022 finalists include:

- [Costco Optical](#)
- [Lunetterie New Look Eyewear](#)
- [Vogue Optical](#)

Channel Partner of the Year

Channel Partner of the Year is awarded to an optical laboratory, Managed Vision Care company, lens manufacturer or buying group that are actively promoting healthy sight to their customers and within their local communities; and have demonstrated excellence in supporting Transitions' values. The 2022 finalists include:

- [Cherry Optical Lab](#)
- The Optical Retail Group

Best in Training

The Best in Training award celebrates an individual, company or educator that has shown creativity in developing or offering training and education opportunities that include dispensing photochromics. The 2022 finalists include:

- [Harvey & Lewis Opticians](#)
- [Pathway Eye](#)

The winners of the 2022 Innovation Awards will be announced on May 23 at Transitions Academy 2023 in Orlando, FL.

About the *Transitions*® Brand

Transitions® *Light Intelligent Lenses*™ and shields set 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 *Transitions Light Intelligent Lenses*, visit Transitions.com or Transitions.com/en-canadapro/.

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NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.Battisti@redhavas.com.