



WestGroupe Expands Sales Team in US and Canada

Montreal, QC – 3rd June – WestGroupe, a leading optical company headquartered in Montreal, has announced the expansion of its North American sales force to accommodate the upcoming addition of **AllSaints**, **Nano**, and **BFlex** to its brand portfolio.

In Canada, the new division will work alongside the existing Western and Wescan divisions while a new two-division structure will be created for the US. The brands within this new structure will enjoy the same discount levels and sales programs as WestGroupe's existing brands.

"To be able to offer these well-regarded brands as part of the WestGroupe offering is very exciting for us, said Mike Debono, COO and VP of Global Sales. "The depth and breadth of these collections require a dedicated sales team to provide our customers with the exceptional service they deserve. Our goal is to support their business growth in the most efficient way possible."

"This is just the beginning", added Michael Suliteanu, President of WestGroupe. "We will continue our brand expansion throughout 2025, providing independent ECPs with unique brands and programs that help them remain competitive and profitable in this ever-changing marketplace."

For more information about WestGroupe and its brand portfolio, please visit www.westgroupe.com or contact sales@westgroupe.com.

About WestGroupe

Established in 1961, WestGroupe is family operated with over 60 years of industry insight. Our mission is to provide unique and superior quality eyewear for the fashion-focused consumer. We are driven by our commitment to excellent customer service and exceptional products.

WestGroupe is dedicated to defining future standards in the optical industry by developing, creating, and supporting innovative products and services that allow our customers to succeed. WestGroupe offers a premium selection of international brands in over 40 countries, including FYSH, KLiK denmark, EVATIK, Superflex® and OTP.