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FOUR EYE CARE PRODUCT AWARDS FOR ESSILOR IN MIDDLE EAST

Eye care professionals voted key Essilor innovations as best eye care products in four categories at Vision X optical industry event in Middle East.

Essilor was recognized for its eye care innovations at the Vision X optical industry event held in Dubai from 25-27 November. Eye care professionals from across the Middle East and North Africa were invited to vote on the best eyewear and eye care products. Essilor's Varilux S Series progressive lenses and Transitions Signature VII adaptive lenses were singled out, along with Crizal Forte UV (advanced ultra transparent anti-reflective, anti-UV lens coating) and Mr Blue lens-edger.



The Middle East, with a population upwards of 265 million people, continues to be a dynamic region for the optics industry. In March 2014, Essilor created a Lens Technology Centre in Dubai – a new prescription lab fitted with the latest in digital surfacing technology to realise complex lens designs and added value treatments. It expects to produce up to 2000 lenses a day in 2015 to serve the optics needs in this fast growing market.

Essilor has been expanding its presence in the Middle East over the past 5 years through partnerships with well-established medical equipment distributors and prescription laboratories in the region. The result is a strategic network of sales offices, labs and distribution centres in Dubai, Abu Dhabi, Qatar, Kuwait and Saudi Arabia that enables the Group to cover the optics needs of consumers across the Gulf and Middle East countries.