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Transitions Optical Launches New Online Training and Marketing Site

Transitions Optical, the leading global provider of variable tint ophthalmic lenses has launched a new and dynamic website for optical professionals in the UK, enabling them to access support literature and marketing material for Transitions lenses as well as a selection of training modules at the click of a mouse.

To benefit from this valuable new resource, optical professionals must register online at www.transitionsnet.co.uk, and will be prompted to register their practice on the store locator.

Once logged in, there are three different sections:

1. 'Training Room', with quick and easy online learning modules including 'Healthy Sight Counselling', 'Transitions VI' and tips on selling Transitions lenses.
2. 'Support Literature', featuring downloadable clinical and product information to enhance knowledge of Transitions lenses.
3. 'Marketing Material', with a range of promotional material available for order including Transitions POS material and demonstration tools as well as promotional material for Vision Aid Overseas.

Roland Allen, Business Director - Northern Europe, Transitions Optical said: "We know that optical professionals are busy, so we are delighted to offer them this convenient, self-service tool. The website conveniently provides access to training and promotional material online which we hope that UK practices will be able to use to boost sales within their business".

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