



May 2009

TRANSITIONS OPTICAL ADDS TO THE UK TEAM WITH FOUR NEW PRODUCT CONSULTANTS

Charlotte Magson, Harminder Matharu, Helen Taylor and Vinni Virdee join the UK Transitions team as Product Consultants and will be responsible for growing Transitions' business by delivering education, support and training to opticians. In addition, they will provide support for Transitions' lenscaster partners and will assist the UK team in educating retail chains, labs and lenscasters.

Charlotte will be responsible for the Midlands, Harminder for Greater London, Helen for Northern England and Vinni for West London and the South.

Charlotte joins Transitions from being Area Sales Manager at Rodenstock where she developed and enjoyed a consultative approach to selling, was responsible for business growth with lens and frame sales, and focused on new account acquisitions.

Harminder has a wealth of experience and optical knowledge stemming from his 12 years in the industry. Starting in 1997 as a Trainee Dispensing Optician at Boots Opticians, Harminder joined his latest role as Area Sales Manager for Rayner's Optical in 2007.

Helen's most recent role was New Contracts Manager for a waste disposal company where she was responsible for business to business sales and building and maintaining client relationships.

Vinni spent ten years as a Qualified Dispensing Optician from which she has gained a good knowledge and understanding of patients' needs, attitudes, and expectations. More recently Vinni has been a Qualified Distance Learning Institute Tutor for ABDO.

Roland Allen, Business Director - Northern Europe, Transitions Optical says, "We are delighted with the further additions to our team. Product consultants are a critical part of our strategy as we continue to equip stores with the tools they need to effectively explain the benefits of Transitions lenses to all patients.

Our research indicates that 77% of clear lens wearers did not hear about the benefits of photochromic lenses when buying spectacles even though about 8 out of 10 suffer daily, from issues like glare, eye fatigue and eye sensitivity.

So our new team is committed to helping optical retailers maximise customer satisfaction and build a profitable business."

- ends -

Issued on behalf of:
Issued by:
Contact:

Transitions Optical
DSA PR
Sosannah Every / Sana Van Dal
T: 020 7553 3700
E: sosannah@dsapr.co.uk or sana@dsapr.co.uk