



August 2009

Transitions Optical Promotes Eye Know Eye Care Campaign With Extensive Materials

Transitions Optical, the leading global provider of photochromic lenses, will be making available, from early September, two specific sets of POS materials to support and emphasise the Eye Know Eye Care Schools Programme. There will be heightened awareness among parents who will be looking to get their children's sight tested this autumn so it is the ideal time for ECPs to promote their practices with the attractive and recognisable POS materials from Transitions.

Transitions Optical is delighted with the uptake from ECPs to their campaign and has designed a special Eye Know Eye Care Pack for the 600+ ECP's who have registered to be part of the programme. This first pack of materials includes; a colourful door sticker for the practice to help parents recognise opticians who are supporting the programme, a written presentation and presentation tips, stickers to hand out to the children, and free eye exam vouchers. There's also a press release template included to help them get free PR in their local media.

The second set of materials, the Transitions Children's Store Packs, are however available to all, including those who have not registered, and can be downloaded from www.transitionsnet.co.uk from September. These POS packs include: Children's Elevator show cards and posters of children wearing Transitions lenses to display in practices, test room clinical show card, booklets about healthy sight for children, stickers, branded ('my glasses are cool') fluffy bugs, balloons and a discount leaflet from children's frame manufacturer Zoobug.

ECP's should remember to check their practice details are registered on the on-line Store Locator, as parents will be using this to find their nearest opticians.

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**For more information, please contact: Sosannah Every / Sana Van Dal at DSA
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