

OPTRAFAIR

SHOW GUIDE

THE UK'S LEADING OPTICAL EXHIBITION

9 - 11 APRIL 2016 | BIRMINGHAM NEC

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Optrafair is free to attend



SHOW OPENING TIMES

Hall 20, Birmingham NEC

Saturday 9 April: 10:00 - 18:00

Sunday 10 April: 9:00 - 18:00

Monday 11 April: 9:00 - 17:00



 @Optrafair #Optrafair

Brought to you by



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Welcome to Optrafair

It is a great pleasure to welcome all of our visitors to Optrafair 2016.

Optrafair has been the UK's leading optical exhibition since 1978 and offers every visitor, whether they be manufacturer, supplier, distributor or practitioner, the opportunity to see the very latest in technological advancements in the industry.

Optrafair 2016 also offers an unrivalled networking opportunity, high quality inputs from entertaining and informative speakers, including Question Time chaired by BBC Radio 4's Peter White, and the chance for registered practitioners to earn CET points across a range of competencies.

This year Optrafair is better than ever, with a Kids Zone for the first time, as well as the fashion quarter and a high quality education programme. Optrafair offers something for everyone in the sector, and FMO is hugely grateful to the sponsors who

make it possible to offer all of this at a great price to exhibitors.

I would also like to acknowledge the support of our partners – ABDO, the College of Optometrists, the BCLA, the GOC and TOPCON University - who are all contributing to the success of this unique event, as well as Optician magazine which is holding its annual awards ceremony on Saturday evening.

Optrafair is the only optical show that puts profits back into the industry for the benefit of everyone in the sector. I welcome you to an action packed three days!

Mark Truss, *chairman,*
Federation of
Manufacturing Opticians



I take great pleasure in welcoming you and thousands of your peers to Optrafair 2016!

For Mark Allen Exhibitions this is our first time attending and organising the event, for many of you this has been a must attend date in the calendar and a trusted relationship that stretches back many years.

Optrafair has been and remains the UK's largest, broadest and longest running optical event, covering all aspects of equipment, fashion, lenses and much more, all with a fantastic CET education programme and located in the heart of the country.

Next year sees the 100th anniversary of the FMO, the owners of Optrafair and the founders of this feast of quality content and market leading exhibitors. There are many exciting initiatives to celebrate at next year's centenary and one thing's for certain there are many years to come.

I hope you have a great day and I look forward to welcoming you back to the NEC in 2017.

Ed Tranter, *managing*
director, Mark Allen
Exhibitions







CET seminar programme







See full information on the Education Hub at K55

Main Theatre


Saturday 9th April

10:30-11:30	The Impact of Technology in Optometric Practice Professor John Lawrenson Msc (Oxon) PhD FCOptom	 THE COLLEGE OF OPTOMETRISTS
11:50-12:50	Considering an OCT - What do I need to Know? Craig McArthur BSc (Hons) Optometry, MCOptom, Peter G. Ivins, Optometrist, BSc MCOptom DipTp (IP)	
13:10-14:10	ROP to Alzheimer's Disease Dr Tunde Peto MD, Mhealth Ed and Dr CK Patel, BSc, MBBS, FRCOphth	
14:30-14:50	The Future of Optics Doug Perkins	
15:10-16:10	Putting Multimodality Imaging into Practice and Improving Patient Care Paul Adler, Peter Waite, Mark Holloway	
16:30-17:30	Question Time - The Future of Technology in Practice Chair: Peter White, Panel: Joshua Silver, Inventor of fluid adaptive spectacles; Andrew Bastawrous, Ophthalmologist and iPhone Eye test; Julia Manning, 2020 Vision Think Tank; Paul Morris, Specsavers Director of Optometry Advancement; Gillian Bruce, Independent Optometrist	


Sunday 10th April


09:30-10:30	THE NICER STUDY: Childhood Refractive Error in the 21st Century Professor Kathryn Saunders Professor Saunders will discuss the major study Northern Ireland Childhood Errors of Refraction (NICER), which has found myopia to be twice as prevalent among UK children as it was in the 1960s.	 THE COLLEGE OF OPTOMETRISTS
11:00-12:00	Putting Multimodality Imaging into Practice and Improving Patient Care John Rose, Jason Rickaby	
12:30-13:30	The Differential Diagnosis of Retinal Pathology with OCT Professor Heinrich Heimann, Professor Paulo Stanga, Dr Zachariah Koshy	
13:50-14:10	The Commercial & Clinical Benefits of Recommending Supplementation in Practice Nick Dash	
14:30-15:30	New Media and its Place in the Modern Practice Andrew Sanders FBDO	
16:00-17:00	Glaucoma and how to use OCT in Modern Progressive Optometric Practice Kirit Patel	

Monday 11th April

09:30-10:30	Femto-laser Assisted Cataract Surgery Parwez Hossain	
10:45-11:45	Sex, Drugs and Rock 'n' Roll: An Optometrist's Guide to Ocular Toxicology Dr Cindy Tromans Dr Tromans presents the possible ocular symptoms patients may encounter from commonly prescribed drugs and over the counter medications.	 THE COLLEGE OF OPTOMETRISTS
12:00-13:00	True Colour & Infrared Confocal Wide-field Imaging Marco U. Morales	
13:15-14:15	Putting Multimodality Imaging into Practice and Improving Patient Care Romana Hashim, Niall O'Kane	
14:30-15:30	Maximising Your Practice Potential Indie Grewal	

	Saturday 9th April	Sunday 10th April	Monday 11th April
ABDO Theatre			abdo CET
09:30-10:30			Paediatric frame fitting C-50366. Fitting first hand - skills workshop ABDO facilitators: Joanne Abbott, Fiona Anderson & Barry Duncan
10:30-11:30	Paediatric lecture - Kid stuff Kim Devlin	Low vision lecture - Bigger, brighter, bolder Dr David Adams	
12:00-13:00	Paediatric workshop - Children can be sticky Kim Devlin, Paula Stevens	Low vision workshop Nick Black, Paula Stevens	Paediatric frame fitting C-50366. Fitting first hand - skills workshop ABDO facilitators: Joanne Abbott, Fiona Anderson & Barry Duncan
14:00-15:00	Low vision lecture - Bigger, brighter, bolder Dr David Adams	Paediatric lecture - Kid stuff Kim Devlin	
15:30-16:30	Low vision workshop Nick Black, Paula Stevens	Paediatric workshop - Children can be sticky Kim Devlin, Paula Stevens	

BCLA Programme			
10:00-11:00			Dry Eye, its diagnosis & management with punctal occlusion Nick Atkins
11:00-12:00		Laser Cataract Surgery – is the future here now? Professor Sunil Shah	
12:15-13:15		Are your prescribing habits ready to meet today's patient needs? Shail Patel MCOptom & Lynne Fernandes MCOptom <i>Sponsored by CooperVision</i>	
12:30-13:30	RGP Lenses – Why, how and wow! Pauline Bradford FBDO CL		
13:30-14:30		Routine Aftercare. Aftercare Routine. Is it ever routine? Jonathon Bench <i>Sponsored by Alcon</i>	
14:00-15:00	Emerging treatment options for lid disease Mr Teifi James		
15:30-16:30	Cross-linking for keratoconus. When to refer and a review of the benefits Prof Sunil Shah	Upgrading Soft Lens Fitting Eef van der Worp	

	Saturday 9th April	Sunday 10th April
Workshop Programme		
		
11:15-12:15	How to see consumer complaints coming... prevention is better than cure Richard Edwards and Jennie Jones OCCS	How to see consumer complaints coming... prevention is better than cure Jennie Jones and Sue Clarke OCCS
12:45-13:45	How to see consumer complaints coming... prevention is better than cure Richard Edwards and Jennie Jones OCCS	How to see consumer complaints coming... prevention is better than cure Jennie Jones and Sue Clarke OCCS
14:00-14:20	Facing our fears - initial outcomes of the Foresight Project Julia Manning on behalf of The Worshipful Company of Spectacle Makers	
14:30-15:30		GOC Standards of Practice Scott Mackie and Helen Tilley
16:15-17:15		GOC Standards of Practice Scott Mackie and Helen Tilley

	Saturday 9th April	Sunday 10th April	Monday 11th April
On-stand CET			
09:30-10:30		Perfecting slit lamp photography Skills workshop Topcon (Stand P90/Q90/R90)	Glaucoma - structure and function in the eye exam Peer discussion Topcon (Stand P90/Q90/R90)
10:30-11:30	What's that in my vitreous? Discussion workshop Topcon (Stand P90/Q90/R90)		
10.45-11.45		OCT Cases in primary eyecare Peer discussion Topcon (Stand P90/Q90/R90)	Advanced macular OCT analysis Discussion workshop Topcon (Stand P90/Q90/R90)
11.45-12.45	LIVE: OCT scanning and diagnosis Skills workshop Topcon (Stand P90/Q90/R90)		
12.00-12.30		OCT is a robust practice investment Business seminar Topcon (Stand P90/Q90/R90)	New frontiers with OCT Angiography Skills workshop (12.00-13.00) Topcon (Stand P90/Q90/R90)
12.45-13.45		Understanding OCT findings at the macula Discussion workshop Topcon (Stand P90/Q90/R90)	
13.00-13.30	Reaping the rewards of a paperless practice Business seminar Topcon (Stand P90/Q90/R90)		
13.15-14.15			Diagnosis and management of disorders of the vitreoretinal interface Discussion workshop Topcon (Stand P90/Q90/R90)
13.45-14.45	How to make the most of my OCT for glaucoma detection Skills workshop Topcon (Stand P90/Q90/R90)		
14:00-15:00	Omega 3 - Managing Ocular Surface Disease from within Scope (Stand F52)	From the front to the back with OCT Skills workshop Topcon (Stand P90/Q90/R90)	
		Beyond the basics - enhancing your dry eye assessment Discussion workshop Scope (Stand F52)	
15.00-1600	Examining size and shape Peer discussion Topcon (Stand P90/Q90/R90)		
15:15-16:15		Understanding Myopia control Discussion workshop Topcon (Stand P90/Q90/R90)	

Further On-stand CET with Specsavers at stand number J50. See timetable on page 45 for more information.

Digital CET Trail

The education at Optrafair isn't confined to the education theatres. It extends onto the show floor via a video poster trail that will test your ability to diagnose and manage a range of common ocular conditions from macular degeneration to blepharitis. Six clinical case histories are presented on video screens throughout the exhibition. Each case contains a video, captured using diagnostic equipment available from Topcon, a patient history and questions for optometrists and dispensing opticians. The positions of the six cases are shown on the floor plan in your show guide. You can use the answer sheet in your delegate bag to record your answers and hand in completed forms at the Education Hub or Conference Theatre.



Planning your visit



It's show time once again

An array of exhibitors at Birmingham NEC this weekend are showcasing the finest frames, lenses, contact lenses, instruments, equipment and services available in today's marketplace.

Among these are UK frame brands making a splash overseas and returning to Optrafair with fresh design perspective for your practices. There is also a continental element to the optical and sunglass frames area, with optical brands from across Europe, the US and Asia all enjoying a presence at this year's show.

Meanwhile, for the first time Optrafair homes in on the children's eyewear category, which is of particular interest given rising levels of myopia and calls for better screening. So visit this area, which was voted most in demand after last year's show, to discover how best to deliver exciting vision solutions for your youngest patients.

A dedicated contact lens area, meanwhile, will be playing a major part in the exhibition and delivering a one-stop-

shop for those interested in latest products and materials.

Looking to offer your patients the latest UV, blue light protective or anti-scratch lenses? There are a multitude of specialist optical and sunglass lens outlets demonstrating new lens and coating technology designed to impress practitioners and patients alike.

Beyond all this, no eye care professional can fully prosper in today's profession without offering the latest in sight test technology. This is why Optrafair has dedicated vast space at this year's show to the top suppliers of pre-screening, consulting room and lab equipment. So why not try out some of the kit today in the hassle-free open environment of the UK's leading optical exhibition?

Before heading home, be sure to network with potential recruiters, partners and optical bodies setting out to help your career advance smoothly and provide all the resources you need for success.

Education and debates

To take part in this year's programme of talks, debates and presentations simply head to the Main Theatre and other workshop areas.

These sessions will feature leading educators, business minds and researchers in three days packed with discussion and debate.

Day one talks on technology in practice, using an OCT and multimodality imaging begin Optrafair by gazing into the future for the profession. The opening day culminates with a presentation by a well-known entrepreneur on how the UK's largest optical retailer will evolve its services over the coming years.

Delegates are set to arrive on day two of Optrafair abuzz with the excitement of Saturday night's Optician Awards, and Sunday provides the opportunity to tally up further CET points and clinical excellence. OCT again forms the basis for learning, with a once-only presentation on using the technology for glaucoma going ahead in the Main Theatre.

On day three, a contact lens expert will be advising delegate practitioners how to maximise their potential, while the final day programme also incorporates latest technology options for cataract surgery.

Also worth a visit is the ABDO Theatre, meanwhile, where paediatric eye care and low vision will be taking centre stage among other expert presentations.

Make the most of your visit by studying the full conference programme.



A-Z exhibitors **guide**

ABDO

N78

www.abdo.org.uk

ABDO will be present at the Association Lounge where board members and staff will be on hand throughout the show to discuss ABDO's strategies.

ABDO will be delivering CET approved lectures and workshops at the ABDO CET Theatre (T70). Up to 11 CET points are available and sessions are approved for dispensing opticians and optometrists.

The ABDO annual meeting for members (an informal meeting with a presidential review of the year along with a chance for members to ask questions of the board) will take place at the ABDO CET Theatre at 5.00pm on Sunday 10 April.

ABDO College

Q68

www.abdocollege.org.uk

ABDO College and ABDO College Bookshop will be exhibiting at stand Q68.

Visit the ABDO College stand to find out more about the extensive range of ABDO College courses – which include WCSM (Worshipful Company of Spectacle Makers) courses and degree programmes run in conjunction with Canterbury Christ Church University.

The ABDO College Bookshop offers a wide selection best-selling optical publications, which includes the new 2016 edition of Mo Jalie's 'The Principles of Ophthalmic Lenses'.

The ABDO College team look forward to welcoming you and discussing the latest developments in optical education.

AIO

C61

www.aiovision.org

AIO is the not-for-profit professional body that represents independent optometrists and dispensing opticians. It is dedicated to ensuring that the independent sector has a vibrant and sustainable future, offering patients the professionalism and care that our sector delivers.

Discover how the new AIO Independents' Code can benefit the general public in their understanding of the different levels of optical care available on the high street as between the commercial multiples and the Independents

We are a very friendly group - do come and visit us on our stand. Why not join us and be part of shaping the future of Independents?

Altacor

J20

www.altacoreyeproducts.com

Altacor, the specialty ophthalmic company based in Cambridge, are once again looking forward to exhibiting at Optrafair in April, giving us plenty of opportunities to meet with existing customers, source new business and raise awareness of our products outstanding features and benefits to the optical profession.

In addition to showcasing our BlephaKit and newly relaunched EyeBar at the show, we shall be focusing on the ever popular Clinitas Soothe, Clinitas Soothe Multi and Clinitas Hydrate dry eye products with new show offers and marketing support, including a point of sale unit to help practices get the most out of the Clinitas range.

Looking forward to seeing you in Birmingham

Anglia Ruskin University H20
www.anglia.ac.uk

Our department is one of the founder members of the European Academy of Optometry and Optics, and here, you'll develop the skills to meet the needs of today's employers, and start on the path to professional registration.

More than 600 students are studying with us at both undergraduate and postgraduate level, full-time, part-time, in Cambridge and via distance learning and work-based learning.

Our BOptom (Hons) Optometry and BSc (Hons) Ophthalmic Dispensing are fully accredited by the General Optical Council. We're also one of only a handful of universities that offer a fully registrable Foundation Degree in Hearing Aid Audiology, accredited by the Hearing Aid Council.

Association of Optometrists G50
www.aop.org.uk

The AOP is the leading UK membership organisation for optometrists. We protect, support and represent our members with a range of valued services and benefits.

We are providing members with expert one-to-one legal and financial advice at this year's Optrafair. A member of the AOP's in-house legal team will be available on Saturday 10 and Sunday 11 April at stand G50 to answer questions, providing one-to-one advice for AOP members on a drop in basis.

On Saturday 10 April a representative from financial specialists and AOP affinity partner, Lloyd a Whyte, will also join the AOP team offering free, no obligation advice to members.

Non-members can visit the AOP stand to find out about money saving offers, exclusive to Optrafair. Members will also have the chance to enter a prize draw.

ASDA F30
www.opticians.asda.com

Join us and you'll be part of one of the UK's most successful businesses. In fact, we're one of the biggest supermarkets in the country, but we've never lost sight of what our success is built on. Every one of our 165,000 colleagues is committed to one goal: providing the very best service for our customers.

If our optical departments are going to provide the best service, we need to help them to be the best. So, whether you're an optical manager or one of our optometrists, we'll support your professional development through Continuing Education and Training. As an optical manager, you'll also get extra training through our academies on skills such as team-leading and growing your department.

Barnes Design N82
www.barnesdesignltd.com

Barnes Design is a family run company which specialises in shop fitting for opticians.

We have over 40 years of experience in the shop fitting industry, with a strong track record for providing high quality fittings.

We take great pride in our ability to specifically tailor our services to the individual needs of our clients.

All of our furniture is manufactured in-house at our own factory in Blackpool, with a strong focus on both quality and service.

We can handle every aspect of your practice refurbishment, from planning applications to structural work, floors to ceiling, shops fronts and signage.

Bausch & Lomb M60

BAUSCH + LOMB

See better. Live better.



www.bausch.co.uk

Bausch + Lomb, ocular specialists in eyecare for over 160 years, invite you to their stand (M60), for an exciting preview and trial fitting of UltraTM contact lenses with MoistureSealTM technology, which will be launched in the UK later this year.

Discover exciting developments within our OTC range with the new Dry Eye Kit and find out about our Speciality Vision Products. Additionally we are keen to discuss ways in which we can work with you to help your practice growth through tailored clinical training, sales support and a diverse range of business and marketing tools. We look forward to meeting with you at Optrafair.

British Contact Lens Association N70

www.bcla.org.uk

Special offer for Optrafair visitors!

The BCLA provides a wide range of benefits to members at all stages of their educational and professional career in the field of contact lens and anterior eye. If you're not already a member, we are offering two months free membership if you join today!

Visit the BCLA Café at N70 and speak to a member of the team and also ask them about our exciting new conference BCLA UK (12-13 June 2016), aimed at those who wish to increase their confidence with contact lenses and learn how to retain and promote loyalty amongst their contact lens patients.

Beauty Gate P10

During Optrafair we're offering free massage sessions, please feel free to try.

12 | optrafair.co.uk

We're also offering a massive 35% discount of our best-selling Invitalys products Vitalymed - Flexi & VMulti with top German quality.

We can supply any quantity with best comparative price and all our products come with a one year guarantee.

BIB D66 and E66

www.bibonline.co.uk

New product launches at Optrafair include the EyeNetra smart phone based technology devices, OCT and combined SLO, Intelligent Combi unit with self-levelling eye line and wall mounted motorised tables.

In addition, find automated refraction solutions and slit lamps: Zeiss, Potec, Righton and Rodenstock. Auto Phoroptors, LCD Test Chart, Lensmeters, Auto Ref/ Keratometers, Clinical and digital slit lamps from Mitron, Righton, and Keeler.

Visual field solutions from the full field Medmont M700 to the smaller screeners of Zeiss FDT and Henson 7000 will also be on show, as will the Volk Pictor Plus hand held fundus Camera with new and improved colour rendition.

Full range of practice essentials available for purchase on the day.

Birmingham Optical G80 and H70



BIRMINGHAM
OPTICAL
THE OPTICAL COMPANY

www.birminghamoptical.co.uk

Celebrating over 50 years since its launch in 1957, Birmingham Optical is considered a principal supplier to the ophthalmic profession. A reputation built on the reliable

BAUSCH+LOMB

THE EXPERTS IN EYECARE

Ocular specialists & trusted innovators for over 160 years

Bausch + Lomb introduced the first soft contact lenses in 1971 and is still a trusted global provider of eye care products.

Although products and times have changed, Bausch + Lomb still adheres to the legacy of dedication to innovation, quality and craftsmanship established by John Jacob Bausch and Henry Lomb.

Come visit us at
Stand M60 at Optrafair

Try out Bausch +
Lomb new **ULTRA™**
contact lenses.



ULTRA™
for the digital age

www.bausch.co.uk

VALEANT
Pharmaceuticals International, Inc.
BAUSCH+LOMB

supply of an extensive range of high quality instruments and machines.

As proud and sole distributors of the NIDEK range of products in the UK we are fully equipped to guide and supply all instrumentation from starting up a new practice, industrial lab or simply upgrading existing equipment.

We are also the proud distributors of Oculus & Keeler products enabling us to fulfil any requirements throughout the industry.

Blind Veterans UK C67

www.blindveterans.org.uk

At Blind Veterans UK, we believe that no one who has served our country should battle blindness alone.

We provide vision-impaired Armed Forces and National Service veterans with free lifelong practical and emotional support, regardless of when they served or what caused their sight loss.

We help ex-Service men and women recover their independence and discover life beyond sight loss. Our work ranges from helping veterans relearn vital life skills and providing them with the tools they need to be independent in their own homes, to offering new learning, training and recreation opportunities and providing long-term nursing, residential and respite care.

Bondeye N50



www.bondeyeoptical.co.uk

Bondeye is excited to be exhibiting at Optrafair 16 after a very successful event in 2015 where we had our biggest and most interactive stand yet.

As a company we have some exciting changes having recently extended our

eyewear to include our new mini shades sunglasses for kids and also additional lines to our ever growing eye health range. There will be a variety of fantastic special offers on many of our key products such as Keeler, Lab equipment, merchandising and our famous scented lens cleaners. Our helpful team will be on hand to discuss any requirements you have and hopefully show you something new. Please call us on 0121 7723888 to get your free 2016 catalogue.

Braemar Finance C76



www.braemarfinance.co.uk/optical

We can help your business succeed.

Braemar Finance understands the needs of your profession. We offer financial expertise and bespoke solutions to provide your business with the help and funding it needs to succeed.

Visit us at Optrafair on stand C76, and alternatively you can contact us on 01563 852100

Brulimar Optical Ltd Q60

www.brulimar.co.uk

Brulimar will be showcasing a range of new collections this year at Optrafair including their newest sportswear line produced in collaboration with snooker legend Dennis Taylor.

On opening day, the 1985 World Champion himself will be manning the Brulimar stand, located at Q60, to meet with those in attendance and elaborate on the inspiration behind the new spectacles.

After recently securing the distribution rights to celebrity styles, Oscar de la Renta, Marilyn Monroe and James Dean frames,

Innovations not to miss!



EYENETRA

**SMARTPHONE-POWERED
REFRACTION**



MOPTIM

Mscean3000 plus

Redefining OCT Entry Level Quality!
Redefining OCT Entry Level Value!



OPHTHALMIC INSTRUMENTS

Visit us at stand
E66 & D66

sales@bibonline.co.uk | www.bibonline.co.uk

Brulimar will also be displaying these high profile frames & sunglasses collections with cutting-edge product samples available to demo.

Bushnell Performance Optics M80
www.bolle-europe.co.uk,
www.serengeti-eyewear.com

Bollé, Bollé Sport Protective, Serengeti & Cébé are available in RX +6.00 to -8.00 via our easy to use online shop.

Bollé Safety, Bollé Performance sports sunglasses are worn by some of the world's greatest athletes in cycling, sailing, skiing & golf, and Bollé Sport Protective offers superior sport protection for children.

For Serengeti, our collaboration with 24h of Le Mans to become an official licensee sees the creation of a limited edition collection. Meanwhile, ultra trail running, mountain biking & mountaineering fuel our adrenaline passion, as reflected by the Cébé range.

Caledonian Optical F62
www.caledonianoptical.com

Using industry leading digital lens technology and expertise, Caledonian Optical specialises in the manufacture and supply of high quality digital freeform lenses.

With over 40 years of manufacturing experience, visit our stand to learn more about our range of surfacing, glazing and coating services, including our range of safety eyewear. Information about how SHAW lens can solve aniseikonia will also be available.

Carina Eyewear L68
www.ogieyewear.com

Carina Eyewear is the proud distributor of OGI Eyewear Collections in the UK and Ireland. With over 20 years of optical experience the founder, Carmela Ariano, is happy to invite you to come and celebrate

our 2nd year anniversary and view the exclusive luxury American brands ranging from colourful, modern chic in OGI to timeless classic designs with a vintage twist in SERAPHIN.

These are high quality frames exclusive to independents.

View also our latest launch, first preview here at Optrafair of BON VIVANT, a French-Italian inspired collection, made with the finest quality and styling.

Carl Zeiss F90
www.zeiss.co.uk

ZEISS offer diagnostic solutions for all the major disease clusters of glaucoma, retina, refractive and cataract. With years of experience in producing cutting-edge diagnostic technology, ZEISS are the ideal partner for the Optometric practitioner looking to differentiate and provide the highest level of patient care.

Our continued aim is to demonstrate how our portfolio can cater for any size of business; whether it be a small practice just starting out, or an established provider hoping to expand and differentiate through the latest technology. Our goal at ZEISS is to be the partner of choice for every practice who wishes to deliver the highest quality of patient care: You + ZEISS equals transforming patient care.

Carleton E62

 **Carleton Optical**
Making light work

www.carletonltd.com

Carleton will be launching a brand new Spectral Domain OCT from OPTOPOL which delivers value for money without compromise. The REVO meets all the demands of a modern practice, fully automatic, lightweight



NIDEK OCT
*& Colour Fundus Camera
Combined*

OCT...
Or the NIDEK OCT?

Fundus auto fluorescence

Anterior module

Colour fundus imaging

Guaranteed finance approval

Very easy operation

High definition

12 x 9mm wide scan area

£99+VAT for 1st six months

Clinical training

Marketing support

8 OCT scan patterns

Associate training

Latest technology



Stand H70
sales@birminghamoptical.co.uk

0808 123 2020



and a small footprint being easily accommodated on an instrument stand.

The new CANON CR-2AF Non Mydiatic Camera, which brings image quality to a new level and the recently launched innovative 700GL LED Slit lamp from Takagi, will also be highlighted on the Carleton booth.

Carleton will also introduce a revolutionary new line of bi-aspheric indirect lenses from Sensor Medical Technologies. The lenses offer a patent-pending optical design which minimises distortion, optimising imaging through small pupils.

Cecop J80

www.cecopgroup.com/uk/

Your Success Is Our Priority; this mission statement at the heart of CECOP as our purpose is to support independent opticians in developing and achieving their goals.

We strongly believe that providing our members with dedicated services, alongside a comprehensive product portfolio, is essential in leading independent opticians to success.

It is also fundamental for us to be able to quickly respond to our customers' needs and interpret the concerns of our members within the industry. Our ability to establish what our members require is a skill that has allowed us to develop and plan appropriate activities to meet their needs.

Centro Style Q62

www.centrostyle.com

Centro Style, stand Q62, is once again exhibiting at the Optical exhibition in the UK, Optrafair.

We will be presenting our unique range of baby and children's frames which are designed and manufactured according to physiological needs and wearer demands. The Active Spring range incorporates patented wrap-around temples which ensure

comfort stability. We have just launched a brand new silicone retainer band perfect for children's frames.

In addition we will be showing a range of tools, accessories, readers and launching glazeable children's and adult's sunglasses.

Centro Style is the leading European supplier of optical frame parts and retail accessories, offering high-quality solutions in the optical sector.

Cerium Group E64

www.ceriumoptical.com

The Cerium Group stand covers Cerium Optical Products and Cerium Visual Technologies.

Cerium Optical Products are world leaders in lab consumables, for both digital and traditional surfacing systems. Independent, and with a reputation for innovation and quality, the company has developed a range of industry leading products for surfacing and finishing all types of lenses.

Cerium Visual Technologies exclusively manufacture the Intuitive Colorimeter, the instrument to prescribe precision tinted lenses. Supported by rigorous research, the instrument offers a sequential means of exploring colour to find optimal precision tints for the relief of perceptual distortions in visual stress, dyslexia, migraine/brain injury.

CFH Docmail R74



www.docmail.co.uk

Welcome to CFH Docmail, and our environmental document delivery solutions which can save you time and money on your collection, printing, posting and electronic delivery of documents.

The advantages are clear as prices are from only 39p + vat and yes, that includes the 2nd class postage!

Talk to us today, to find out how we can help you, create a bespoke marketing campaign to drive up appointments and sales.

Sign up for our free newsletter Eyemail for market trend and business opportunity insights from the experts and learn from leading practitioners as they share top tips and case studies.

Clear Vision Eyewear N40
www.clearvisioneyewear.co.uk

Providing you with cost effective one stop solutions for all your optical needs

Shop fitting made easier! With our ready to go range of pre-built optical furniture.

We can cater for all your display needs with our bespoke acrylic or rod display systems, offering you quick and cost effective solutions.

Make your optician stand out with our bespoke packaging. We have in-house design and print facilities, offering you a wide range of cases, cloths and luxury bags.

Over the last few years we have introduced many comprehensive eyewear ranges including Smartline, Jumps, Dominance, Heat, Blak and Truce colours.

Coates Optical G20
www.coates-optical.co.uk

Coates Optical was started by engineer Graham Coates from his home base in 1979 servicing lens grinding machines.

Introducing the new PRIMUS 200.

The ideal first OCT for growing practices.

Build your practice with OCT:

- Identify pathologies earlier
- Manage more patients
- Elevate practice profile
- Increase practice efficiency.

Visit ZEISS at Optrafair stand F90 for a demonstration!



ZEISS

www.zeiss.com/primusoct customer care.uk@zeiss.com 01223 401450

The company has grown to become a well-established niche specialist supplier of quality optical supplies, instruments and equipment in the UK, Europe and worldwide.

Graham has now sold the company to long term manager James Boskett.

A deal was concluded in September that will see the Tewkesbury based operation capitalise on its respected position in the industry, with a concerted drive into new global markets, backed by roll-out plans for cutting-edge new products.

The College of Optometrists F60
www.college-optometrists.org

The College of Optometrists is the professional, scientific and examining body for optometry in the UK.

We raise standards of optometric education and practice by providing the necessary evidence-base, and by supporting members in their professional development so they deliver the highest quality eye care to the public.

Our 14,000+ members represent all areas of optometry, from undergraduates to established professionals in practice, academia or research. We work to raise the profile of their profession, their role in reducing preventable sight loss, and to encourage regular eye examinations. We also fund research projects which advance the science and practice of optometry.

Conant Optics Q65
www.conantoptical.com

Established in 1996, Shanghai Conant Optics has been devoted into the international market as the largest manufacturer in China, and now Conant Optics is one of the world's leading manufacturers of high-quality optical lenses.

Conant Optics LAB, a separate department of Conant Optics, equipped

with the latest state of the art equipment, staffed by highly trained technicians. With online order system and a professional service team, We supply you a wide line of prescription lenses, and many other services, such as edging and glazing.

Continental Eyewear M50



www.continental-eyewear.com

Here at Continental Eyewear we had one of the most exciting features of last year's show - THE WHEEL DEAL! And we're repeating it for Optrafair 2016 where I'm sure it'll create even more excitement this year.

Basically a customer places an order and that entitles them to a spin of a giant wheel. Literally everyone's a winner but the star prize is to have your order supplied free! However, all segments carry a prize whether it be a pair of Jaeger sunglasses, a box of chocolates or a Marks and Spencer gift card etc.

Costco Wholesaler R40
www.costco.co.uk

Costco has two types of membership, Trade and Individual, both membership types can be upgraded to our Executive membership programme - which allows you to earn a 2% reward on most purchases, along with other benefits.

Danyang Kangju Optical Glasses H10

We Danyang Kangju Optical Glasses are located in Danyang city, which is the optical lenses manufacturing hometown in China.

We possess International standard workshops and excellent technical staffs. We imported foreign advanced optical production equipment and inspection

LAZER JUNIOR



**VISIT US
ON STAND
M50**

 **continental
eyewear**

0151 426 3907
continental-eyewear.co.uk
 **Continental Eyewear**

MODEL WEARS LAZER JUNIOR 2144

apparatus to manufacture high quality lenses.

We adopt rigorous management strategy to guarantee the quality of the products is perfect and the delivery time is punctual. Our lenses are sold in more than 50 countries and regions including the UK.

Daybreak Medical M74
www.daybreakmedical.co.uk

Daybreak Medical is the exclusive distributor of Quantel Medical ophthalmology laser devices in the UK and Ireland.

The company is dedicated to delivering top-quality service as a distributor of ophthalmic products in the UK and Ireland. We specialise in the distribution of a wide variety of ophthalmic laser solutions and lenses, ranging from the Optimis Fusion YAG/SLT laser with an optional customised twin-column, wheelchair-accessible table to the new generation Supra Scan 577nm yellow laser featuring micropulse sub-threshold technology, alongside a full range of single use lenses, endoprobes and dry eye solutions.

With excellent customer service and a dedicated sales and administrative team, Daybreak Medical prides itself on its professionalism and competitive pricing policies.

Dibble Optical F76
www.dibbleoptical.co.uk

Dibble Optical opened for business in 2009 as the exclusive UK distributor for Breitfeld & Schliekert, which is more commonly known as B&S. This is a long-established German organisation, which was founded in 1927 in Rathenow. Dibble Optical are proud to have been awarded Supplier of the Year by the AOP in 2012.

The B&S range of products is presented in two catalogues and widely accepted to

be the most comprehensive of its type within the optical industry. There are many thousands of products represented in the blue workshop catalogue, covering almost every aspect of spectacle manufacture, repair and adjustment. The orange accessories catalogue contains a comprehensive range of practice accessories, including prescription swimming goggles, prescription sports eyewear, sports safety eyewear, reading glasses, sun wear, cords & chains and an extensive range of lens cleaning products.

Dunelm Optical Company Ltd K80
www.dunelmoptical.co.uk

Dunelm Optical, the full service supplier of fashion frames, prescription glazing and eyewear accessories to the independent sector, is entering its 48th year of business. Its high quality products and services are a key staple in over 4,500 UK independent practices and more than 50 countries worldwide.

Leading names in the Dunelm 15-strong collection include Janet Reger, Paul Costelloe and Celine Dion, plus own brands including the new Ascari and OMG! ranges, Julian Beaumont, Retro and WhizKidz. 136 new frames will be exclusively unveiled at Optrafair.

Uniquely in the market, all Dunelm's ranges can be glazed to prescription at its own in-house lens laboratory, offering a true one-stop solution.

DX C68
www.dxdelivery.com

DX is a leading independent mail, parcels and logistics end to end network operator in the UK and Ireland established in 1975, delivering approximately 200 million items per year.

Eastern Optical

L90

www.easternoptical.co.uk

Eastern Optical in partnership with Frost Optical Services will launch 2 new products at the show, the Horus Medimaging Hand Held Fundus Camera and the also the Vision Data Centration system.

The Hand Held Non Myd Fundus camera offers: 5M Pixels image quality – highest for handheld eye-fundus camera, 3.5" touch screen: intuitive for operation, Autofocus + manual focus flexibility, 45 degree field of view, 7 internal fixation points and 15 levels brightness adjustment.

Along with these two products we will have a range of used equipment to fit all budgets, along with our portfolio of new ophthalmic equipment.

Einar UK

R60

www.federazioneinar.com

Located in Harrogate, North Yorkshire, Einar UK are a well-established frames manufacturer, originally born in Budapest, Hungary.

We are proud of our roots and have been outfitting Europe with spectacles and shades since 1991. Our passion is working with our customers and distributors, inviting them to feed into the creative process to ensure that the products are tailor made to suit market wants and needs.

We do not just sell frames, we offer a package of quality product with great service.

Emporium Eyewear

H60

www.emporiumeyewear.com

Emporium Eyewear has it all. Mango is elegant and unique - offering fashion conscious women a charming selection of optical frames. Unostentatious femininity, charm and gracefulness epitomise



eyespace

eyespace-eyewear.co.uk



OPTICIAN
AWARDS

VISIT US ON **STAND L50**

2016 FINALIST
Frame of the Year

2015 WINNER
Optical Supplier of the Year

the brand's values. This range boasts distinctive patterns and rich, stylish colours.

It's up to Superman and Batman to set aside their differences along with Wonder Woman to stop Lex Luthor and Doomsday from destroying Metropolis.

Other licensed teen and children optical frame brands include No Fear, The FA, Angry Birds, Peppa Pig, and Ben 10. Sakuru, Brooklyn, Delancy, Carducci, Emporium Rimless, Kids Vision and Solo Collection cater for all tastes and ages, from all walks of life.

Please visit Emporium Eyewear at Optrafair 2016 on stand H60 to view all our optical frame collections.

Essilor Q50



essilor

www.essilorpro.co.uk

Join Essilor on stand Q50, where in addition to the range of practice, testing and workshop equipment, we will announce the launch of our new innovative lens, Eyezen.

We will also be available to discuss our Business Partner Programme support for independent opticians, including practice marketing, optical dispensing programmes and succession planning.

Members of the Essilor team will also be on hand to advise you regarding our extensive range of lenses and discuss any business growth opportunities.

We look forward to seeing you.

E.W. Morris G10

www.ewmorris.co.uk

E W Morris (Oxford) will be showcasing our huge range of small point of sale items and

labels for the practice, helping the optician to promote their products and special offers to the customer.

Our eye catching solar powered turntables, price labels, dummy lens offer labels, plastic label carriers, display noses, window banners, price cubes, as well as new frame displays will all be available at Optrafair 2016.

Eye Exam Opticabase J10

www.opticabase.co.uk

Opticabase is used by opticians in England, Scotland, Wales, Northern and Southern Ireland, France and North America.

One of the UK's major opticians' software suppliers, the company promises to improve your practice performance and make your life easier.

An Optician Awards finalist last year, Opticabase's practice management system has been developed over the past few years by a team of opticians to answer the needs of all types of practices.

Eyespace L50

www.eyespace-eyewear.co.uk

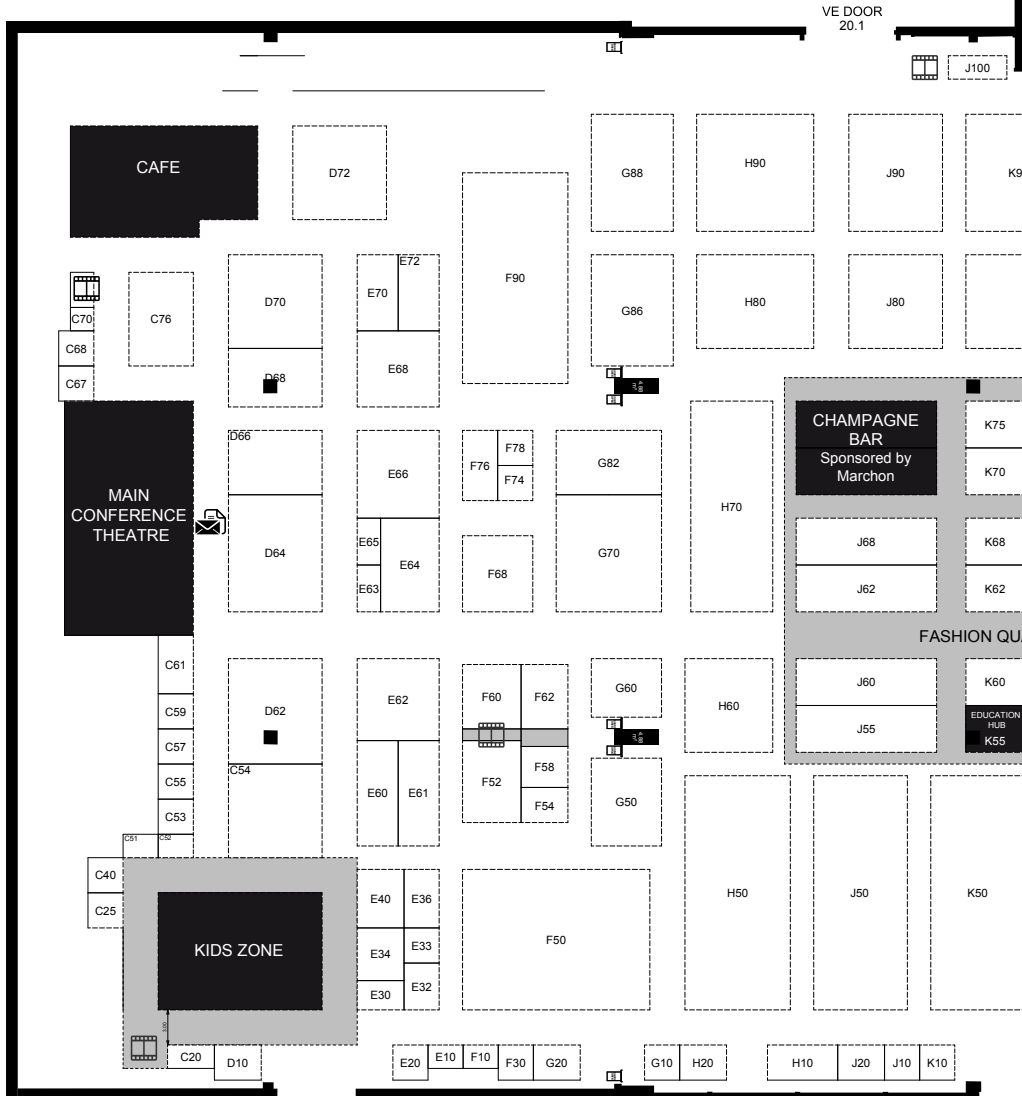
2015's Optical Supplier of the Year, frame manufacturer Eyespace, will be an unmissable destination for Optrafair visitors once again this year.

As the fastest-growing supplier in optics for many decades, Eyespace will be showcasing over 90 brand new models that highlight the best of British design, including the premiere prescription sunwear collections for their flagship Cocoa Mint and Jensen ranges. Embraced by a huge proportion of the UK's independent practices, existing and new customers will be able to take advantage of exclusive show offers and promotions on their portfolio of

Continues on page 28

Exhibitor stands

Exhibitor	Stand	Exhibitor	Stand	Exhibitor	Stand
ABDO	N78	Eyespace	L50	La Font	L70
ABDO College	Q68	Eyevolve	E10	Optelec	F54
AIO	C61	Fabris Lane	H80	OptiCommence	D68
Albert Waeschle	E65	Fan Frames	C25	Optical Service UK	K50
Altacor	J20	FLAIR	K68	Optician	P76
Anglia Ruskin	H20	Fleet Retail Packaging Ltd	E20	Optimed	P82
AOP	G50	FODO	E61	Optipets	C20
ASDA	F30	FUNK DESIGNS	K60	Optix	J90
Avant Garde	Q63	Galaxy Optical	J60	Optos	C54
Avizor	P72	Grafton Optical Company	D70 and E70	Orasis Practice Management Software	N84
Barnes Design	N82	Guide Dogs for the Blind	R76	Paris Optical	E40
Bausch & Lomb	M60	Haag Streit UK	D64	Performance Finance	G86 and S82
British Contact Lens Association	N70	Hanson Instruments	K90	Peter Allen Eyewear	N47
Beauty Gate	P10	Heidelberg Engineering Ltd	D62	Positive Impact	E63
BIB Ltd	D66 and E66	Hilco Europe	N80	Pro-Optic	K70
Birmingham Optical	G80 and H70	Hilton Eyewear	L75	Prospect Health	N30
Blind Veterans UK	C67	HOYA	E68	Purific	F10
Bondeye	N50	Infocus Opticians Insurance	E30	RAX Solutions	M76
Braemar Finance	C76	International Eyewear Association	H50	Ridgway Optical Supplies Ltd	R70
Brulimar Optical Ltd	Q60	International Glaucoma Association	F78	Rxlens Direct	Q20
Bushnell Performance Optics	M80	IPRO	E36	SALT	K62
Caledonian Optical	F62	Iris Vision Care	C59	Scope Ophthalmics	F52
Carina Eyewear	L68	Jimmy Crystal	N20	Scorpion Eyewear Tomasz Urban	E34
Carl Zeiss	F90	Keeler	F68	Seiko Optical	F50
Carleton	E62	Kestrel Ophthalmics	M20	Shamir	Q80
Cecop	J80	Kilo Eyewear	R72	Silhouette UK	P50
Centro Style	Q62	Lenstec	F50	Snowbird Finance	D72
Cerium Group	E64	Lynx IDG	F74	Specsavers	J50
CFH Docmail	R74	Mainline Instruments	M90	Spectacles Direct	N90
Childhood Eye Cancer Trust	C55	Mainline Optical Connections	L82	Sunproof	C51
Clear Vision Eyewear	N40	Marchon	J68	TGF Optics	R55
Coates Optical	G20	Mark'ennovy	N60	The Body Doctor	M10
College of Optometrists	F60	MAX Eyewear	L10	The Brain Tumour Charity	C40
Conant Optics	Q65	Mewscraft	E60	The Eyebag Company	Q72
Continental Eyewear	M50	Moorfields Pharmaceuticals	K10	The Eyewear Company	M62
Costco Wholesaler	R40	Murano Eyewear	M70	Thomson Software	E72
Danyang Kangju Optical Glasses	H10	MyBlinx	C52	Topcon	P90, Q90 and R90
Daybreak Medical	M74	Myers La Roche	E32	Vision Aid Overseas	C57
Dibble Optical	F76	National Eyecare Group	F50	Vision Express	F58
Dunelm Optical Company Ltd	K80	NETOPTIC	K75	Visionario Opticians	P20
DX	C68	No7 Contact Lenses	M75	Vision Care for Homeless People	C53
Eastern Optical	L90	Norville Group	G88	Waterside Laboratories	G60
Einar UK	R60	Norville Eyewear	J55	White Optics	D10
Emporium Eyewear	H60	Ocuco	D68	White Rhion Apps	N45
Essilor	Q50	OKO Eyewear Group	K62	William Morris London	G70
E.W. Morris	G10	Omneco	J100	Wolf Eyewear	J62
Eye Exam Opticabase	J10	One Optical & Bluebird Creative	P80	Zuma	L60 and L62



HALL 6

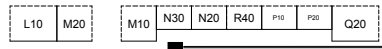
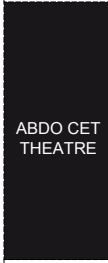
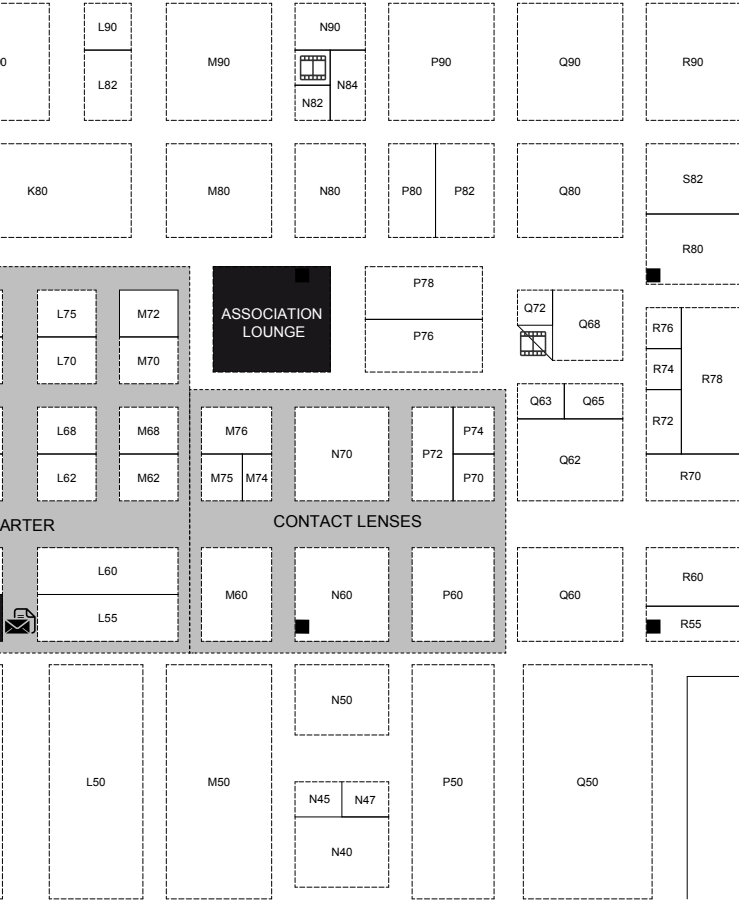
Workshop Sessions
(Concourse Suite 32)

BCLA Sessions
(Concourse Suite 33)



VE DOOR
20.2

VISITOR SEATING



Organisers
Office



HALL 20

over 600 products, while enjoying the full Eyespace experience.

Striving to meet all practice needs, Eyespace are highly passionate about extremely competitive pricing, designer led merchandising and product designs of a quality that will bring your customers back to you time and time again.

Eyevolve E10
www.eyevolvemask.co.uk

Eyevolve is a brand-new, innovative and microwaveable eye mask with a removable, washable cover.

Made in the UK, it is an ultra-comfortable relaxing eye mask that can be used as a hot or cold compress for natural relief to help many eye irritations including MGD, blepharitis, dry eye, chalazia and much more. Eyevolve is a 100% natural, flax-filled eye mask with an adjustable strap and a convenient, hygienic carry case.

To find out more about the benefits of Eyevolve, please visit us at stand E10.

Fabris Lane H80

FABRIS LANE LTD.

www.fabrislane.com

Fabris Lane will be exhibiting for the first time at Optrafair 2016 to showcase our 2016 optical offering.

Fabris Lane began as an Anglo Italian eyewear company specialising in quality sunglasses for the UK market. By the late eighties Fabris Lane had become Britain's largest sunglasses business.

Today Fabris Lane is situated in the UK and produces branded, private label, optical and sun collections. Optical brands include licenses such as Oliver Goldsmith Photograph Collection, Accessorize, Ben Sherman, American Freshman, animal, and

Hook LDN. Fabris Lane is an affiliate of FGX International.

Fan Frames C25
www.fanframes.co.uk

Fan Frames own the legal rights to design manufacture and distribute premiership football club branded eyewear. We are innovative, fast moving and have developed a product portfolio with over one billion fans worldwide.

Fan Frames have designed a collection of quality eyeglasses frames, sunglasses and glasses cases that engage this huge market of brand loyal customers with stylish, subtly designed products. The team have taken exceptional care to launch seven styles with bespoke authentic club branding for all our licensed teams and excited to launch FCBarcelona during 2016.

FLAIR K68
www.flair.de/en/

FLAIR Modellbrillen and bx. eyewear inspirations have been producing high-quality, unique branded designer glasses for almost 70 years with extraordinary design that has met with success in over 50 countries.

The company, based in Oelde in the west part of Germany, creates German-made masterpieces and sets standards for the optical industry by introducing innovative ideas and cutting-edge techniques.

The company is known above all as the premium supplier of exceptional rimless glasses frames and offers some 150 models from all product areas on an ongoing basis, so that it can propose exactly the right Flair frames to the customer at all times.

Fleet Retail Packaging Ltd E20www.fleetluxury.com

Fleet has worked for many years with the optical industry in the supply of high end branded carrier bags, boxes and bespoke packaging.

FODO E61www.fodo.com

The Federation of (Ophthalmic and Dispensing) Opticians (FODO) is an influential national association both in the UK and Republic of Ireland for community eye health providers, optometrists and opticians. Member benefits include bespoke advice and support in all areas of practice and business and first-class professional liability and legal defence insurance.

Our aims are to achieve better eye health for all, delivered through world-class services, provided by regulated community-based professionals operating in a competitive environment.

In the UK we are proud to be founder members and active supporters of the Optical Confederation and the LOC Central Support Unit.

FUNK DESIGNS K60www.funkdesigns.co.uk

Funk Designs are fast becoming a major supplier to the UK independent market.

Three brands sitting alongside one another very comfortably including DARIO MARTINI - The epitome of luxury eyewear, handmade in Italy and dripping with genuine Swarovski elements. MARC CAIN - Exclusive temple treatments achieving outstanding colour combinations guaranteed to brighten up your day (and your frame bars!). HEAD provides frames for the discerning gent. Sporty yet classy and available in larger eye sizes this collection is

designed in France and is perfect if you are looking for frames that are different whilst also being commercial and very sensibly priced.

Galaxy Optical J60www.galaxyoptical.com

Galaxy Optical has had a presence in the UK since 1998. In that time, we have brought to the optical market end-to-end solutions supporting one of the top three retail businesses in the world.

Galaxy designs, produces and distributes a range of high quality eyewear products, as well as providing complete optical practice management solutions.

Grafton Optical Company D70 and E70www.graftonoptical.com

Grafton's extensive range of technology caters for all budgets to equip any practice. Test drive the EasyScan Retinal Imaging device with SLO technology or the VX120 (seven in one diagnostic instrument) from Visionix, which will save time and space with its automatic functionality. See Shin Nippon's range of auto refractors and lensmeters.

We can also supply an interesting selection of newly designed combi units and chairs to brighten up your test room along with slit lamps, tonometers and the DGH Pachmate2 Pachymeter.

All your favourite practice essentials such as bulbs, disposable prisms and trial frames will be available to purchase from our Grafton Shop at special promotional prices.

Guide Dogs for the Blind R76www.guidedogs.org.uk

Guide Dogs 'Sponsor a Puppy' scheme helps train cute puppies into life-changing companions for blind and partially sighted people.

People of all ages choose to sponsor a puppy for themselves, but it also makes a wonderfully different gift.

You'll follow the puppy every step of the way as it gradually learns the many skills needed to be a guide dog. From basic commands such as 'sit' and 'stay', to avoiding obstacles and guiding someone confidently along busy streets. Sponsoring a puppy is rewarding, inspiring and heart-warming. It's also a unique experience you can share with friends and family.

Haag Streit UK **D64**



www.haagstreituk.com

Haag-Streit UK designs, manufactures and sells a complete line of orthoptic, optometry and ophthalmic equipment and has distributorships for some leading brands, such as; Haag-Streit Diagnostics, Clement Clarke Ophthalmic, CenterVue, Ellex, Haag-Streit Surgical and Optovue.

Haag-Streit UK promotes the prevention, early detection, careful monitoring and effective treatment of retinal disease, glaucoma, corneal disorders, ocular motility and visual defects.

The organisation is dedicated to providing tailored solutions through the integration of information technology, leading brand ophthalmic instruments and unparalleled customer care. All Haag-Streit UK products are backed by the highest level of service and support.

Hanson Instruments **K90**

www.hansoninstruments.co.uk

Fully 'Focussed on Eyecare' we look forward to meeting you at Stand K90 adjacent to the NEC bar.

Drop in for a chat to discuss improving the efficiency of your testing lanes. You can see our full range of new test room and pre-test equipment from Keeler, UNICOS and Hanson Medical.

If value-for-money is your thing then our reconditioned equipment can't be ignored. Anything we offer looks and works like new, it can be financed (subject to status) at the usual preferential rates and is offered with a no-quibble 1 year warranty.

Mark this entry in the guide as your must-see exhibitor.

Heidelberg Engineering Ltd **D62**
www.HeidelbergEngineering.co.uk

Heidelberg Engineering will promote the SPECTRALIS multimodality expandable imaging platform with the future proof design that grows with your practice and allows you to upgrade your system as new technology emerges.

As standard, the SPECTRALIS platform includes infrared confocal scanning laser fundus imaging and simultaneous OCT, glaucoma management, choroidal imaging, customisable scan patterns and our patented TruTrack active eye tracking.

The Connect Investment Programme provides you with the tools you need to integrate the SPECTRALIS eye health check into practice, including robust clinical education, training for front of house staff, a comprehensive practice marketing package, IT support and networking and expert business advice on a host of topics.

Hilco Europe **N80**
www.hilco.co.uk

Problem solver, growth driver, trusted supplier.

For six decades eye care professionals have come to rely on Hilco for innovative solutions to common

Visit stand
D64
& request
a demo



OCT & RETINAL IMAGING

See HS-UK's innovative OCT & retinal imaging products on stand D64

DRS fundus camera

The easy-to-use DRS retinal camera boasts a compact, ergonomic design with LED flash, integrated PC and touch-screen operation. Capture an automated high-quality image in less than 30 seconds. It offers Colour and Red-free imaging of both the Anterior and Posterior segment, as well as a 3D stereo imaging mode.

iScan OCT

The fully-automated iScan boasts a simple plug-and-play design with wireless connectivity, for quick-and-easy use. Its compact footprint makes it ideal for a range of clinical settings. The system includes a full suite of retina, optic nerve and anterior segment scans with a normative database comparison.

(01279) 883829 | info@haag-streit-uk.com | www.haagstreituk.com



dispensing problems. Our business-building ideas and products have contributed to the growth of tens of thousands of practices.

The leading Rx Sunglasses are the perfect solution for many Rx's, especially those with high powers. The new Circuit Flex now supplied with flex temples for added comfort and custom fit.

Hilton Eyewear L75
www.hilton-eyewear.com/

We are one of the UK's leading optical wholesalers, supplying to customers all around the world. From our headquarters in North West London, we have been trading since 1985 and with over 30 years' experience have established our products in over 50 countries worldwide and can boast in being one of the original players in the wholesale market.

The key to our success comes from the fact that we can provide quality products at competitive prices and are constantly working with our clients to provide them with tailor made services.

HOYA E68
www.hoya.co.uk

HOYA, a global manufacturer of spectacle lenses, has had a presence in the UK for over 35 years and in that time has become renowned for innovative products and services.

Utilising global knowledge, experience and insights into the field of optics to ensure we offer the latest lens designs, technologies and premium services.

Infocus Opticians Insurance E30
www.infocusopticiansinsurance.co.uk

We provide specialist opticians insurance. Over decades we have developed specialist knowledge of the eye care industry, so we

know what equipment and property you are likely to possess and what insurances you need and don't need.

'I can thoroughly recommend your service. You have always been efficient, knowledgeable, and competitive. I have no hesitation in suggesting your service to fellow Optometrists,' says James Underwood, Country Vision Opticians.

International Eyewear H50
www.internationaleyewear.co.uk

An optical industry market leader for over 27 years, discover what makes International Eyewear your preferred eyewear supplier.

With over 750 frames showcased for 2016 across our 10 in-house collections and 5 internationally recognised brands, we provide a comprehensive mix of emerging and established product to suit all ages, genres and budgets.

Make it your duty to preview our mighty Marvel boys range or dream big with our unique Disney Princess girls' collection. Plus, be the first to get your hands on our 30 new, must have Episode styles and catch a sneak peek at our dynamic Eyestuff collection prelaunch.

International Glaucoma Association F78
www.glaucoma-association.com

The International Glaucoma Association is the charity for people with glaucoma. We offer a comprehensive range of materials to support patients' education, available free of charge on request.

The IGA is a charity registered in England & Wales No. 274681 and in Scotland No. SC041550. Come and see us to stand F78 to find out about our free professional membership, and to see the wide range of free literature we provide to both hospitals and patients.

I PRO**E36****www.ipro.de/en**

I PRO is ...your friend. With this commitment we started off more than 35 years ago – and with the aim of developing the best software for opticians. And we believe that the best software for opticians and hearing aid dispensers on the market today is winI PRO.

The importance of IT for our customers has reached a point, where software is much more than just another tool, today it is at the very heart of the business. That is why we constantly strive to be ahead of the developments, and offer our customers the most reliable and secure system possible.

Jimmy Crystal**N20****www.jimmycrystalny.com**

Jimmy Crystal was founded in 1991 and has been dazzling the world ever since. We are a cutting edge design-driven manufacturer based in New York City with over 22 years' experience creating gorgeous, stunning, and unique Swarovski Crystal items.

Our one-of-a-kind designs are crystallized in the heart of NYC's Fashion District. The Jimmy Crystal brand offers a diverse range of radiant accessories including stunning eye-wear, fabulous jewellery, fashionable handbags, elegant watches, sparkling home decor and much more.

Jimmy Crystal sets a new standard for elegance - while dazzling the world!

Keeler**F68****www.keeler.co.uk**

Keeler is renowned for market-leading optics and has been dedicated to optical design and manufacture in Britain for nearly 100 years.

New for 2016 is the Symphony Z series lower illumination style Slit Lamp, our latest addition to the Symphony family which

includes the Q series digital and K series 40H, all available on stand F68.

Visit the eye shop for practice essentials, view our quality instruments, including D-KAT Digital Tonometers, the Pulsair IntelliPuff, our renowned range of Direct and Indirect Ophthalmoscopes and Volk Lenses.

Plus, you'll find our instruments all over Optrafair this year on our partners' stands.

Kestrel Ophthalmics**M20****www.kestrelophthalmics.com**

Kestrel Ophthalmics has been supplying the UK ophthalmic market for over 10 years. We were founded in March 2001 by our managing director Ian Ponsford. He was soon joined by his daughter Maria in June, where we started marketing the Oasis Medical range and Biolon to the UK Ophthalmic market.

Since 2001, Kestrel has grown in many ways, our product range has expanded, our knowledge of ophthalmology has developed and our team has grown.

Lenstec**F50****www.lenstec.co.uk**

Lenstec Optical Group continues to invest heavily in the latest skills, processes and technology for digital Lens surfacing and premium lens edging.

New Sports Wrap edging service using MEI 641, this new breed of 5 Axis milling machine is fantastic for all specialist frame mounts.

Optrafair also sees the launch of the Versport Protective Sports prescription range for children and adults in great colours and designs with Rx package.

New and expanded digital progressive and single vision lens ranges available across all lens materials as well as Nupolar and Drivewear sun and driving options in the latest progressive designs.

Lynx IDG F74
www.lynxidg.com

Our philosophy here at Lynx IDG is different to the others - different on every level, from the way we approach each and every individual we work with, through the entire creative process and on to the final build of the most innovative optical interior projects there are - we are different, always have been, always will be.

We have labelled this philosophy 100% custom - it embraces everything we do, who we are, how we operate and what we produce. Ultimately, we believe in developing pro-active relationships, engaging in a truly unique partnership process and delivering a design solution tailor made to suit each project we undertake without compromise, in short - 100% Custom.

Mainline Instruments M90
www.main-line.co.uk

As sole UK distributors of the icare tonometer, we will have the full range available for demonstration on stand M90. Needing no anaesthetic or specialised skills for its use, stand out from the crowd and give your patients a more pleasant experience without the need for the dreaded air puff! Using rebound technology, a small probe makes momentary contact with the cornea. The measurement is barely noticed by the patient and is perfect for use in domiciliary environments or with non-compliant patients.

Chosen by Keeler as a key distributor, we will be showing a full range of instruments, from practice essentials to indirect ophthalmoscopes. Take a look at the Symphony Q-Series digital slit lamp. With an integrated camera system and Kapture software, you can capture, store and transfer patient pathology and records with ease. As market leader of hand held instruments,

Keeler's range of ophthalmoscopes and retinoscopes will also be on show at a competitive price.

Now in many practices throughout the UK, our Huvitz and Tomey auto refractive equipment will be available for demonstration at Optrafair Birmingham. Take the opportunity to trial a range of instruments from NCTs to test charts and let us tailor a solution to fit with your practice and budget. With a manufacturer trained service team, we can install, repair and service all of your equipment either in store or at our Birmingham centre.

Mainline Optical Connections L82
www.ml-oc.com

Mainline provide innovative products that offer value for money with a strong emphasis on giving our customers the friendly and efficient service they deserve.

Thinking of buying or upgrading your Edging System? View our Huvitz Edging Systems in action on our stand L82, demonstrations are available over the weekend. Our bespoke Chemistrie magnetic lens layering system will also be on show and can be added to virtually any frame with 24 different colour lens options available.

Some of our hottest products include our MLM-9000 Auto lens meter, giving fast and accurate measurements. Samples of our Safe Clean Lens Cleaner safe on all frames including TR90 frames will be given at the show.

Mark'ennovy N60
www.markennovy.com/en

At mark'ennovy, we specialise in individually manufactured toric and multifocal contact lenses in a broad range of parameters and innovative materials, from our high water content Silicone Hydrogel to our biomimetic Gentle material.

We are a European-based company with direct presence in the UK, Spain, France, Germany, Italy, and Holland. However, our sales structure extends to customers in 37 different countries spanning both hemispheres. We sell our lenses exclusively through eye care professionals, and cater to industry-leading groups and chains and the best among independent eye care professionals.

MAX Eyewear L10

www.maxeyewear.com

MAX Eyewear was founded in 2006 and is located in London, United Kingdom; one of the most accessible cities in the world.

We are an optical wholesaler supplying to customers in more than 71 countries. Our product range consists of a wide variety of optical frames, reading glasses, sunglasses, clip on's, cases, prescription swimming goggles, cleaning cloths, lens spray and glasses cords.

Whether it is a budget range or an exquisite model, our frames are designed for all age ranges and follow the latest high street trends at affordable prices. We continually introduce new styles in order to provide high fashion, high performance eyewear. Our in-house brands include, Romeo & Juliet London, London Club, Max, Univo, Loox and Mewcraft

Mewcraft E60

www.mewcraft.com

Visit the market leader in optical design, display and shop fitting at Stand E60.

Mewcraft will be presenting the latest trends in optical display and practice design. Mewcraft have a unique stand featuring a variety of innovative displays and furniture from the Concepts product range. With up-to-date flooring, lighting and wall coverings this year's stand demonstrates everything

that Mewcraft can do to refresh your optical practice down to the finest detail.

Mewcraft's retail designers will be on hand to showcase their most recent designs and to discuss your requirements.

We look forward to seeing you.

Moorfields Pharmaceuticals K10



Moorfields Eye Hospital 
NHS Foundation Trust

www.moorfieldspharmaeuticals.co.uk

Moorfields Pharmaceuticals is part of the Moorfields Eye Hospital NHS Foundation Trust. Our ophthalmic portfolio has been built up on a simple premise; providing high quality, cost-effective eye-care solutions for both prescription and retail sale by pharmacists and optometrists, with our focus firmly on ocular health, we strive, where possible, to produce preservative-free products.

Any profits we make stay within the Moorfields Eye Hospital NHS Foundation Trust to support NHS eye care.

Murano Eyewear M70

www.muranoeyewear.co.uk

Murano Eyewear is a well-established Italian owned company bringing the height of fashion and elegance to the UK.

Over the years Murano Eyewear has become a highly respected Italian frame supplier for our un-paralleled customer service and our commitment to introducing exquisite new styles, to fit the English marketplace.

We are very excited to be launching many brand new models at this year's Optrafair, as well as having some exclusive show offers. We will also be presenting our new contemporary Italian made acetate

collection, Luxol Design. So come visit us at stand M70 and experience a taste of Italy.

MyBlinx C52
myblinx.co.uk

Following a successful debut show last year, Blinx are returning to Optrafair as part of the new children's feature area.

Now stocked worldwide, these colourful soft silicone charms present a fun and affordable way to encourage little ones to wear their glasses with pride! With an RRP of just £1.99, they offer a cost effective way to encourage children to your store, and their collectable nature encourages repeats visits between eye tests too. Trade packs from just £155.

Myers La Roche E32
www.myerslaroche.co.uk

Myers La Roche was established in 1985 and is a leading firm of management and marketing consultants working exclusively in the optical sector. Our mission is to increase the wealth of independent eye care practitioners.

We provide clients with a wide range of products and services that are proven to increase sales turnover and profits. We offer a unique promise, guarantying that sales will increase when clients implement our recommendations or we will refund our fee. This means that clients bear no risk when they instruct Myers La Roche.

We also act in the sale and acquisition of about 80-100 optical practices each year.

National Eyecare Group F50
www.nationaleyecare.co.uk

NEG is the UK's largest purchasing group, offering preferential terms, simplified administration and exclusive promotions and with no joining or subscriptions fees there is nothing to lose by joining us.

Optinet, offers one of the most flexible PMS options on the market today. Optinet FLEX works in all aspects of your practice and offers an affordable software regardless of your business size.

ECHO patient education software enables you to engage with your patients on a different level, in the consulting room, on the web or via social media.

So visit stand F50 and see how NEG can support your business.

NETOPTIC K75
www.netoptic.be

At Optrafair, NETOPTIC is introducing its dedicated independent quality eyewear for the first time in the UK. The family owned company combines its Belgian subtle design with an exclusive manufacturing expertise since 1974.

Our team is proud to showcase six fashion-focused and market-leading ranges including the iconic collections KINTO and MALT.

Visit us at stand K75 and discover our colourful universe.

No7 Contact Lenses M75
www.no7contactlenses.com

At No7 Contact Lenses we are committed to helping your business differentiate and thrive while giving your patients the sense of health and wellbeing they deserve.

Visit us on our stand to discover a world of specialist contact lenses, from ortho-k and myopia control to CET accredited educational events.

Ortho-k is currently recognised as the best myopia control option available for young patients. At No7 we lead the industry with orth-k. Find out how you can be part of the UK's biggest network of orth-k practices and ask how you can book on one of your Myopia Control, CET educational events.

Comfort 15 is the lens for ECP's looking for a simple to fit, low cost alternative to more complex designs. East for patients to handle and with fantastic initial comfort, Comfort 15 is fast becoming the go-to lens for practitioners across the UK. Ask one of the team about our Fitting Set special offer.

Norville Group **G88**
www.norville.co.uk

Norville will be split over two stands. G88 will display Rx lenses, practice & workshop equipment, as well as one of the most extensive Rx sport ranges for swimming, cycling, active and much more. For designer frames, visit us on stand J55 within the fashion quarter.

Norville Eyewear will be showcasing more than 50 new 2016 releases from its quality designer frame ranges; these include our great British Brands Barbour, Barbour International, Duck & Cover and Cecil Gee. Encompassing Swiss quality INVU, our ultimate polarisation sunspec range, offers quality UV400 glare-free vision and has proven desirable sell-through products. The Norville team welcomes old friends and new.

Back at stand G88 Norville Autoflow will be displaying the full range of Briot and Weco edging systems for laboratories and practice workshops. Particularly exciting will be the first public showing of the Silmo Gold award-winning Briot Attitude edger system.

For lenses, we will of course have on display our ReadEZ colour-specific contrast filters, Vista-Mesh reducing visual stress and our E-SCOOP lens, primarily for Macular Degeneration.

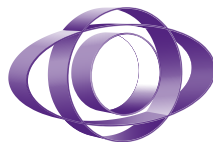
Norville Eyewear **J55**
www.norville.co.uk

Norville Eyewear (Stand J55) will be showcasing more than 50 new 2016 releases

from its quality frame ranges; these include our great British brands Barbour, Barbour International, Duck & Cover and Cecil Gee.

Also encompassing Swiss Quality INVU, our ultimate polarisation range, offering quality UV400 glare-free vision, which has proved very successful since its launch in December 2014. Our team of knowledgeable representatives will be available to introduce new frames and answer any queries you may have.

Ocuco **D68**



OCUCO

www.ocuco.co.uk

Ocuco provide leading practice management solutions, integrated with the practice online presence, to 1000s of users in the UK and Ireland. The patient's experience is enhanced as the software assists staff and educates patients at every touch point through their journey: from booking the appointment to pre-screening, clinical records, dispensing, order fulfilment and between-visits communication.

This journey now extends to the practice website, where new and existing patients can book appointments, renew contact lenses and purchase spectacles, providing a single view of the patient's transactions.

Ocuco give the high street optician the advantage, by capitalising on the relationship and the patients' information, which can extend to online WebDiary and WebStore, restoring patient loyalty to their own optometry practice online and instore. Our web solutions are provided in partnership with our web experts at OptiCommerce.

OKO Eyewear Group K62
www.oko-eyewear.com

In these times of optical discipline and requirements, brands have to succeed in seducing and conquering consumers through true values of differentiation and exception of designs, materials and colors – OKO by OKO Paris doesn't stop to surprise through its creations always more innovative, through its designs always more delirious and through its colour combinations always more crazy.

With OKO by OKO Paris, the eyewear is head over hills!

First, we look at a OKO by OKO Paris frame because we find it beautiful. Because we find it different. Feminine or male, equipped with a surgical steel face, a bronze face or even an acetate face, and with finely worked side-pieces, folded or numerically printed – its designer and innovator look seduces!

Omneco J100
www.omneco.co.uk

Omneco Limited is the exclusive distributor in the UK of hand-painted spectacle frames from Israeli artist and designer Ronit Furst.

Visit stand J100 to view the hand painted collection.

One Optical & Bluebird Creative P80
www.morrizofsweden.com

Morriz of Sweden's obsessional commitment to quality and its unique brand of Scandinavian design flair come at a price.

Well around half price in all truth thanks to the company's innovative distribution structure.

Jonas Karlsson the founder and chief designer will be on hand to explain how it all works to the benefit of all.

Complementing Morriz, Fitch San-Francisco introduces their latest spring 2016

collection. Both collections are ultra-light, weighing in at less than 10 grams + includes a 2 year guarantee.

La Font L70
www.lafont.com

Ninety years of experience, unparalleled expertise with an emphasis on elegance and strong family values – all backed by a name you can depend on: Lafont. Glasses made in France that have made Parisian chic accessible.

Optelec F54
www.uk.optelec.com

Interested in low vision? Ever considered offering a service to your visually impaired clients, including those with AMD?

Optelec are makers of life-changing solutions for low vision, and distribute the Schweizer-branded range of optical magnifiers, filters and task lighting.

Come along and see for yourself the ERGO-Lux Mobil range of LED hand magnifiers, including models which are designed for left-handed users.

Have you considered electronic magnifiers? Demonstrations will be available of the NEW Optelec Traveller reading tablet, and the recently-launched Compact+ HD digital hand magnifier – both designed with the latest high definition cameras on-board for superior on-screen images.

OptiCommerce D68



www.opticommerce.co.uk

OptiCommerce, the UK's leading provider of websites to the optical industry, will be

showcasing their latest solutions and innovations at Optrafair.

Cutting edge, lead generating websites, innovative add-ons such as 2D & 3D Virtual Try On technology and affordable e-commerce capability, coupled with a new all-encompassing digital marketing package, will deliver impressive results for practices wanting to stay ahead of the competition and grow their business by harnessing the power of the internet.

Integrating OptiCommerce websites with Ocuco Practice Management Software also enables customers to make real-time bookings into a live diary, purchase spectacles and replenish contact lenses.

Optical Service UK K50
opticalservice.co.uk

We are delighted to showcase all of our frame collections including an extensive prescription sunglass collection as well as our complete range of frame cases, all combined into one complete product portfolio.

Optician P76

www.opticianonline.net

Optician magazine is the leading independent, weekly, UK journal for eye care professionals. Since 1891 it has been publishing news, views and analysis on all aspects of the optical profession and business. Today Optician is a leading provider of Continuing Education and Training for eye care professionals. It is currently the only independent provider of distance learning interactive CET points.

Optician's website opticianonline.net shares the values of the print magazine but offers a host of additional features. These include an interactive CET delivery system

featuring video modules and a constantly changing array of new educational modules.

Editorial content on opticianonline.net is updated constantly with breaking news stories available to subscribers immediately.

Opticianonline.net also plays host to a range of new media feeds from the Optician writers, galleries, videos, poll and much, much more.

In addition to editorial content Optician, online and in print, have the widest range of jobs available in the optical market, classified advertising and product advertisements.

Optician and www.opticianonline.net are published by MA Healthcare.

Optimed P82
www.optimed.co.uk

With Optimed, you will be joining innovators dedicated to revolutionise the way you communicate with patients. Since 1998, we've been improving clinician-patient communication using 3D animation. Now, there are thousands of CAPTIV8 users worldwide.

Our unique platforms help clinicians achieve improved communication with patients. This leads to better health outcomes, loyal patients, and increased number of referrals.

Join us on Stand P82 to learn more about how you can differentiate your practice, save time on effective marketing and patient education.

Optipets C20
 Optipets manufactures a range of eye glass holders suitable for men women and children. These are great for shop display but also to retail.

Launching at Optrafair will be our new ranges of PigEyeBanks, a multifunctional line of eye glass holders which are also piggy banks – one range are sports and the other animal themed

Optix J90

www.optix.co.uk

Optix is the UK's leading practice management system.

If you're an existing user then please pop onto our stand and say hello. If you do not yet use Optix then visit us on stand J90 where we'd love to show you what you're missing!

Optos C54

www.optos.com

Optos' patented ultra-widefield digital scanning laser technology acquires images that support the detection, diagnosis, analysis, documentation and management of ocular pathology and systemic disease that may first present in the periphery.

Simultaneous, non-contact, central pole-to-periphery views of up to 82% or 200 degrees of the retina are displayed in one single capture, compared to 45 degrees achieved with conventional methods.

Optos offers desktop devices offering multiple wavelength imaging, including options for colour, red-free, and autofluorescence together with feature-rich image viewing software to view the images from Optos devices.

Orasis Practice Management Software N84

www.orasis.uk.com

Orasis urges independents to develop their patient communications. Practice management software company launches voice-over IP phone system.

Practice management software company Orasis is keen for independent practices to evolve in how they communicate with their patients and has launched a voice-over internet protocol phone system which 'can save practitioners money'.

Highlighting the addition, Orasis software developer, David Francis, says that practices can dial straight from a patient's record using the VOIP system.

Paris Optical E40

www.parisopticaleyewear.com

Paris Optical searches across the world for new designs in the optical industry to give you the most stylish specs on the market. With the renowned success of the EyeKon and IQ Occhiali range, we know that you will embrace our latest collection that you can only see at Optrafair.

We have welcomed the footwear phenomenon Crocs to our collection. Crocs are celebrated for their use of bright and vivid, this has infiltrated into their spectacle range. The adult and children's collection experiments with style, colour and design making a statement piece and perfect for those who want to stand out from the crowd.

Exclusively to Optrafair, we will be revealing our brand new collection: S2 Eyewear. Individualism at its best, S2 Eyewear invites you to make a personal statement with distinction in design and the strength of stainless steel.

All of our frame collections epitomises the Paris Optical's values: pioneering designs, superb craftsmanship and fashionable concepts, enabling your practice to be at the forefront of the fashion optical world. To see all of our collections, please visit our stand (E40) at Optrafair.

Performance Finance G86 and S82

www.performancefinance.co.uk

Performance Finance will once again be working in conjunction with the major suppliers to provide a myriad of special offers designed to making acquisition of the latest equipment, technology and re-fits as easy and pain free as possible.

Look out for our e-shot programme the week before the show detailing our special deals or visit our stand G86 to find out the latest.

We will have offers with all the leading equipment suppliers such as Topcon, Birmingham Optical, Carl Zeiss, Essilor, Heidelberg and Haag Streit.

We will also be running Lens Rebate Schemes with Essilor, Carl Zeiss, Nikon, Shamir and Rodentsock.

Pro-Optic

K70

www.pro-optic.com

Pro-Optic is an established, reputable family business that has been trading since 1998, based in Devon, supplying optical frames to Opticians throughout the United Kingdom. All stocked in the UK we have a comprehensive choice of optical frames to satisfy the ever changing demands of end-users i.e. for new fashions, styles, shapes, colours and materials that are allergy free.

We have recently added Oxibis to our portfolio which is based on smaller eye sizes for adults with exciting colour combinations and a 2 year warranty. This along with our exclusive range of quality eyewear includes Airlight, Convertibles, Bugatti, Air-Pro, Maggy Rouff, Serge Blanco and 41 Eyewear all of which are produced by quality optical manufacturers.

Please come and join us on Stand K70 for a glass of champagne and a chance to enter a raffle and win some great prizes.

Prospect Health

N30

www.prospect-health.com

Prospect Health is one of the UK's leading recruitment agencies, specialising in attracting and nurturing high calibre optical professionals for practices across the UK. We have just been shortlisted at the Optical Awards for Supplier of the Year due to our

fantastic client and candidate feedback and unique way of working across the optical sector.

We specialise in the following disciplines pre-reg optometrists, optometrists, dispensing managers, dispensing opticians, practice managers, contact lens opticians, and hearing aid dispensers

We have an extensive support team as well as an industry leading web presence, innovative candidate attraction strategy and marketing campaigns that set us apart from traditional agencies.

Purific

F10

www.purific-natural.co.uk

Purific is a new, natural sanitising water that kills 99.9% of bacteria in seconds Purific is alcohol-free, fragrance-free and preservative-free, making it as safe as water while being gentle on sensitive skin.

Purific provides a convenient and safe way for patients to cleanse their hands before inserting and removing contact lenses, minimising the risk of contact lens related infections. It is also ideal for cleaning contact lens cases. In the practice, it can be used to safely and effectively sanitise equipment, work surfaces and ophthalmic devices.

To find out more about the benefits of Purific, please view our website www.purific-natural.co.uk and visit us at stand F10.

RAX Solutions

M76

www.rax-solutions.com

RAX Solutions is a leading provider of robotic and automation solutions to a large range of industries including optics. RAX solutions provides industry leading technologies to ensure the highest quality systems are provided along with high quality technical services.

Ridgway Optical Supplies Ltd R70
www.ridgwayoptical.co.uk

Ridgway Optical has been in optics for over 40 years supplying independent opticians. We are proud to be presenting our newly expanded in-house collection Allegro, now consisting of four ranges, offering something for everyone at an affordable price with over 100 models.

We have retained the original Allegro with traditional, elegant styling and introduced Allegro elite, hypoallergenic Allegro titanium and more recently Allegro trend, inspired by cutting edge design and style. We are the UK distributor for Fysh UK, Kliik Denmark, Evatik and Superflex collections, from world renowned Canadian manufacturer Wescan Optical.

The ethos behind these collections is about complimentary eye shapes with exciting temples which utilise intricate patterns and bold colouring. We look forward to welcoming existing and potential customers to stand R70.

Rxlens Direct Q20
www.rxlensdirect.com

rx ethereal lenses from Rxlens Direct is born out of the desire to provide the perfect form for your patient and by definition; 'extremely delicate and light that seems too perfect for this world'.

Rxlens Direct concentrate their efforts on the design and manufacture of tailor made lenses, specifically freeform.

Continually striving for perfection and in recognition that patients not only want great optics but a fantastic appearance as well. With rx ethereal, each lens is optimised to produce the aesthetic beauty, today's discerning clients demand.

SALT. K62
www.saltoptics.com

Born on the coast of South California in 2006, SALT. is inspired by nature's effortless beauty. The sea, the air, the land and their timeless connections are the inspirational key components.

All of nature beautiful shapes, details and colours are infused in everything we do. Each piece unique with its own fingerprint, crafted from the best custom materials and hand finished by a third generation of Japanese artisans.

SALT. combines the best of custom materials and Japanese craftsmanship to create the finest in premium eyewear with a timeless language design that remain relevant as near term trends come and go.

Scope Ophthalmics F52



www.scopeophthalmics.com

Scope Ophthalmics will be exhibiting at Optrafair 2016 at Stand F52. Delivering innovative products that improve patient outcomes and aid patient compliance is core to Scope Ophthalmics philosophy.

Our range supports optometrists and patients throughout the ocular surface disease patient journey. Scope offer TearLab; the first quantitative diagnostic device for dry eye disease (DED), the Hycosan range; preservative free lubricants for all severities of DED, Ocusoft; for daily lid hygiene and Omega Eye; an OMEGA 3 nutritional supplement for improving tear film lipid quality. Scope's BlephEx is the unique

Silhouette®
AUTHENTIC EYEWEAR. SINCE 1964.

Titan Minimal Art Eyeg. Mod. 4531 | © Silhouette

TITAN MINIMAL ART

THE ICONIC RIMLESS
EYEWEAR DESIGN
HAS ALLOWED MILLIONS
OF PEOPLE TO SHINE
SINCE 1999.
EACH PAIR IS A UNIQUE
PIECE – INDIVIDUALLY
TAILORED TO
YOUR PERSONALITY.

Let your true self shine through.
BECAUSE YOU ARE **UNIQUE**

www.silhouette.com

clinician treatment for blepharitis helping Optometrists extend their in-clinic offering.

Scorpion Eyewear Tomasz Urban E34
www.phskorpion.pl

Scorpion Eyewear is a polish company specialising in the optical field since 2003. We own and produce the following brands of glasses: Tonny, Marvellens, SeeMe and Francis Gattel Our aim is to provide our clients with the wide range of different glasses.

The knowledge of the optical field and the creativity that we put in the preparation process enable us to meet our clients' expectations. The products offered by our company are of the highest quality. They are characterised by a wide range of colours, sophisticated design and made with pinpoint accuracy. The glasses of our collections are made from different materials and offered to men, women and kids. Our offer includes sunglasses as well.

Seiko Optical F50
www.specsnetwork.co.uk

Specialist Provider of Eye Care Solutions network is a cooperative of independent opticians, who promote their service to the public collectively. The network is supported by companies that contribute a combination of their resources, time and expertise.

A comprehensive marketing campaign that includes online, national newspapers, and social media activity drives consumers to the website of their nearest SPECS network optician to discover more about the products and the services that are offered locally.

The marketing content is focused on the quality of the service at a SPECS network optician without any reference to specific products or promotions.

Shamir Q80



SHAMIR

www.shamirlens.co.uk

Re-creating perfect vision through Shamir Lenses, Shamir UK is pleased to announce its presence at Optrafair 2016. 'This is a great opportunity for us to demonstrate our outstanding range of award winning products, unique technologies and superior value,' says Phil Bareham, general manager of Shamir UK.

2016 also sees the return of our famous Shamir-Transitions prize draw competitions. We will be running 3 competitions a day with prizes such as £250 Shamir voucher, Apple watches, Xbox ones and smart cameras where the winners will be drawn at random, remember you have to be in it to win it!

Silhouette UK P50

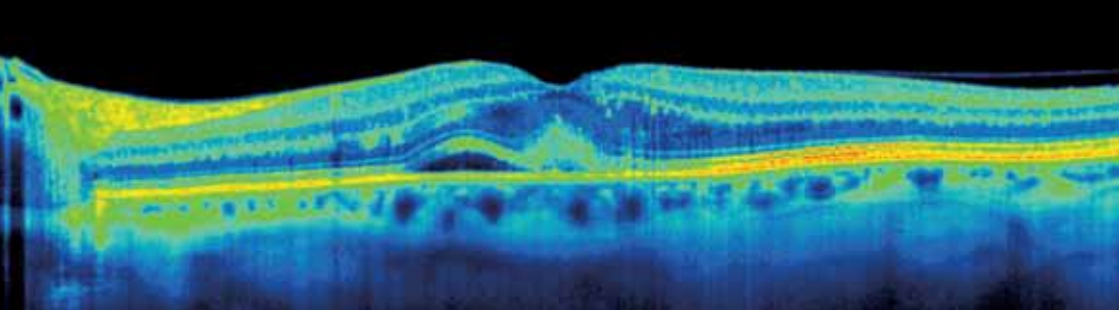
Silhouette®

AUTHENTIC EYEWEAR. SINCE 1964.

www.silhouette.com

Silhouette began with a vision – eyewear as an accessory – in 1964, and is now the leading brand in light eyewear worldwide. Under this brand, the lightest eyewear in the world is handcrafted in an individual design, employing the best materials and the latest technologies.

With the rimless, screwless, hingeless, and virtually weightless Titan Minimal Art, this Austrian family business has revolutionised the eyewear market. Silhouette eyewear has been on more than 30 NASA missions in outer space, tours around the world with the



VISIT US ON
STAND
J50

LEADING-EDGE PROFESSIONALISM IN EVERYTHING WE DO

COME AND FIND OUT HOW YOU CAN BE PART OF OUR
OPTICAL REVOLUTION

- Meet our recruitment team to discover more about our outstanding career opportunities
- Find out about our new deal for independent EOS specialists - private room available for confidential discussions
- Experience our 'PAC' professional development programme - CET points applied for

To book a session, visit www.specsaversatoptrafair.co.uk	Saturday	Sunday	Monday
ARMD schemes in community optometry*			
Using your OCT to triage, diagnose and manage patients with a range of macular conditions, in practice, within a scheme	13.20-14.20	10.10-11.10	11.15-12.15
Forgotten red eye *			
Less prevalent differential diagnoses of red eye and ocular discomfort and the obligations of the optometric practice and practitioners	12.15-13.15	11.15-12.15	10.10-11.10
Becoming a joint venture partner			
Joining the winning team and being at the forefront of change in optics	17.15-17.45	09.30-10.30	09.30-10.30
Partner support			
What to expect from partnership at Specsavers. The relationship, the support we provide, the challenges to expect and how we deal with them together	15.30-16.00	15.15-15.45	14.30-15.00
Professional excellence through development at Specsavers *			
How Specsavers can help optoms fulfil their personal career goals in line with GOC standards	16.15-17.00	14.15-15.00	13.30-14.15
Specsavers Healthcall			
The success story that is domiciliary optics and the opportunities available in this rapidly growing part of our industry	10.30-11.30	13.30-14.00	15.15-15.45
A new deal for EOS			
Find out about the opportunity for independent optometrists who have made their name in enhanced services to join Specsavers	11.15-12.00	12.30-13.15	12.30-13.15

* CET points applied for

Learn more about Specsavers' vision for the future of optics

- Doug Perkins, co-founder of Specsavers. The future of optics. Main theatre, **Saturday 9 April at 14.30**
- Paul Morris, director of optometry advancement. Question time - the future of technology in practice. Main theatre, **Saturday 9 April at 16.30**

To discuss opportunities with Specsavers, call 01566 771888 or email uk.recruitment@specsavers.com

For the new deal for independent EOS specialists, call John L. Scott on 07788 303078 or email john.scott@specsavers.com

jobs.specsavers.co.uk



Vienna Philharmonic Orchestra, and is the eyewear of choice for big names in entertainment, business, and politics.

Snowbird Finance D72
www.snowbirdfinance.co.uk

Snowbird Finance provide financial solutions to individuals and practices in the medical professions.

Whether you are acquiring new equipment, refurbishing your premises, or simply need a personal loan or practice loan, Snowbird Finance can help.

Through our unique working relationships with the UK's leading lenders, we can offer options tailored to your individual needs coupled with the most competitive rates. We also have an in-depth understanding of direct and indirect tax issues relevant to your profession and in particular, partial exemption rules to ensure you don't pay any more tax or VAT than is necessary.

Specsavers J50



www.specsavers.co.uk

Specsavers is a partnership of nearly 2,000 locally-run businesses, with each store is part-owned and managed by its own directors, who are shareholders of their own businesses but who are supported by key specialists in support offices, who provide a range of services, such as marketing, accounting, IT and wholesaling, among others.

This joint venture partnership ensures that the opticians and audiologists who run their stores can concentrate on delivering what they do best.

There are currently more than 1,700 partners in the UK and Republic of Ireland, of

whom 548 have been with the partnership for at least ten years.

Spectacles Direct N90
www.spectaclesdirect.net

Please come along to our stand where we will be showing our product range. With the latest new products, which include frame display cabinets and cases, tools and accessories, trial frames and lenses, equipment, and instruments.

Sunproof C51
www.sunproof.co.uk

Somerset-based protective sunglass provider for children. Visit stand C51 to find out more.

TGF Optics R55
www.tgfoptics.co.uk

For many years, TGF Optics has been known for their lens production and glazing. At TGF we want to transfer the know-how and the philosophy of freeform to our customers, so they are able to give their patients an affordable and optically advanced solution adapted to each individual needs. Our lens design enables customers to calculate different kinds of lens specialties considering the individual needs of the consumer.

We offer a wide range of individual lens designs. Different channel lengths combined with various designs maximize the customer value. Additionally, TGF Optics has designs for special needs such as blended tri-focal, mild add, office lenses, blended high minus (lenticular), or atoric optimisation and allows to build a complete product family on a very high level. All designs can be decentered up to 10 mm to guarantee the thinnest lenses possible.

The Body Doctor M10www.the-body-doctor.com

The Body Doctor produces a wide range of eye health products recommended and endorsed by Dr Hilary Jones. Your ideal partner for daily eyelid hygiene.

These include The Eye Doctor: RRP £19.95, The Ice Doctor: RRP £9.99, The Eye Mask: RRP £9.99 and The Eyelid Wipes: Available in packs of 10's RRP £3.49 and 30's RRP £9.99

Come along and meet The Body Doctor team on stand M10.

The Brain Tumour Charity C40www.headsmart.org.uk

HeadSmart is a national campaign, based on an NHS Evidence-accredited guideline, to raise awareness of childhood brain tumour signs and symptoms, amongst health professionals and the public, reducing diagnosis times and improving outcomes.

Ten children are diagnosed each week in the UK and brain tumours are the commonest cause of cancer-related deaths associated with acquired disability in 2/3 of survivors.

HeadSmart has a range of resources to empower parents to recognise symptoms so they visit doctors appropriately and support health professionals to feel confident in discriminating which children may have a tumour and appropriate subsequent management.

The Eyebag Company Q72www.eyebagcompany.com

The EyeBag continues to be the leading product for the treatment of dry eye, blepharitis and MGD. Clinical trials and independent studies have concluded that the EyeBag is the only flax filled warm compress proven to maintain optimum

temperature for over 8 minutes – the ideal time required to melt the Meibomian secretions.

We will be running practical sessions on the management of dry eye, conducted by consultant ophthalmologist Teifi James. Each session will last around 45 minutes and will cover the essential aspects of treating patients with this condition.

The Eyewear Company M62www.theeyewearcompany.com

Independent Thinking! The Eyewear Company is launching an exciting new eyewear collection from the iconic brand, Max Factor. From creating makeup itself, to fashioning Norma Jean into Marilyn Monroe, to transforming the entire cast of Star Wars in to all their incredible characters; Max Factor has provided glamour to generations for over 100 years!

With this glamour added to its formidable portfolio of Paul & Joe, Vanni, Plus, Dutz, Façonnable; And hot on the heels of the social media sensation that is Vinyl Factory; TEC is offering independent opticians an incredible point of difference to the high street chains.

Thomson Software E72www.thomson-software-solutions.com

Thomson Software Solutions is the leading supplier of software for vision testing and screening in the UK. Our portfolio of programs is at the cutting edge of vision assessment and is already in use in over 6000 consulting rooms, hospitals and schools.

At Optrafair 2016, Thomson Software Solutions will be showcasing the latest version of the UK's most popular computerised Test Chart – Test Chart 2016. The new version has a completely unrivalled range of tests and stimuli, an attractive new

look and feel and a number of new and innovative features which you have to see.

In addition to the Test Chart, other software on display will include ReadEZ, EMedInfo, PC Hess Screen, Binocular Vision Analyser, D-Chart (central visual fields on a PC), chair-side and waiting room animation systems and apps for the iPad and iPhone.

Topcon P90, Q90 and R90



www.topcon-medical.co.uk

Showcasing their vast range of equipment; furniture; and software solutions Topcon will enhance your Optrafair experience with a chance to sample some traditional Japanese tea.

Maintaining the only anterior and posterior Swept Source OCT owner status, Topcon will offer technology enthusiasts the chance to get their hands on this pioneering piece of machinery and see for themselves the changes that this introduces to the optical practitioner.

Fast becoming the business conscious optometrist's choice of practice management software - i-Clarity will be demonstrated, with its latest enhancements of online booking system and an international version.

Topcon University will have a dedicated education area with on-stand CET workshops run by the Clinical Affairs team and TU Associates.

Vision Aid Overseas C57

www.visionaidoverseas.org

Vision Aid Overseas is an international development charity dedicated to fighting poverty by transforming access to eye care services in developing countries. With 1 in 10 people around the world suffering from

vision impairment due to the lack of eye care services and spectacles, Vision Aid Overseas is committed to creating sustainable solutions that combat uncorrected refractive error by utilising the skills of UK professional volunteer optometrists, dispensing opticians and optical technicians in five African countries.

Visionario Opticians P20



A refined style with unparalleled Italian craftsmanship. With a distinctive culture and over 60-years of expertise in the eyewear manufacturing district of Cadore, Visionario Opticians was established in Milan 2015 as an independent eyewear brand offering an authentic Italian acetate product line.

Visionario Opticians founder Alessandro Da Cortà grew up surrounded by the eyewear business, and developed expertise and competence in manufacturing, licensing and product development.

Vision Care for Homeless People C53

www.visioncarecharity.org

Vision Care for Homeless People is a charity set-up to provide eye care services to homeless and other vulnerable people in an accessible and friendly environment in which they feel safe, welcome and comfortable.

We aim to preserve, protect and promote the ocular health of homeless and vulnerable people in the UK who are unwilling or unable to access mainstream services available through the NHS. We include screening of ocular health and the provision of spectacles that meet the immediate visual needs of our beneficiaries.

Waterside Laboratories G60www.waterside-labs.co.uk

Pride of place on the Waterside stand at Optrafair will be given to our recently extended Sunactive range of photochromic lenses, which now come in six colours including purple, pink, blue and green.

This fashion range is complemented by the new FashionRX tinted mirror collection, available in 5 colours - gold, silver, red, blue and green. Sunactive and FashionRX offer exciting new choices for the fashionista patient.

Both ranges are available in various lens designs including the Elysium lens series which is accompanied by an iPad based visual lifestyle analysis app which has been shortlisted for Lens Product of the Year at the Optician Awards being held during the show weekend.

William Morris London G70www.williammorris.co.uk

In 1996, Robert Morris created William Morris London – an independent company with a very ‘English’ brand. The aim was to offer designer glasses to every audience, providing original designs which continually evolve. From humble beginnings to what is today a successful global brand, William Morris London employ staff, agents and distributors all over the world, offering brands including William Morris, London, Young Wills, Black Label, Classic and Eternal.

White Optics D10www.whiteoptics.co.uk

White Optics are excited to announce the arrival of the Minions range of children’s ophthalmic frames.

This really is the hottest brand around, with the 2015 film grossing over £1bn in box

office receipts, making it the second biggest animated film release of all time.

The brand has over £3bn in retail sales and practices really can’t afford to miss out on this opportunity, so come along to see us on our fun packed stand and see our fantastic offers.

Wolf Eyewear J62www.wolfeyewear.com

Wolf Eyewear is a family run, independent company that was created by Ian and Margaret Wolfenden in 2009. We supply exclusively to independent opticians and have been growing ever since we launched. Ian and Margaret have 50 years optical experience between them, and with a passion for frame design and quality they decided they would like to start their own collection.

We have a great service driven team at our head office and a very well respected sales team on the road. We pride ourselves on being a great company to work with, we have fun with our staff, agents, suppliers and customers.

Zuma L60 and L62www.zumaeyewear.co.uk

Brentford-based supplier of eyewear brands including Lightec, Marius Morel, Nomad and OGA. Also offers its own Zuma London range of frames. Visit L60 and L62 to find out more about the company and its range of frames.

Useful information

LOCATION

Hall 20 at the Birmingham NEC.

EVENT OPENING TIMES

Saturday 9 April: 10:00 - 18:00

Sunday 10 April: 9:00 - 18:00

Monday 11 April: 9:00 - 17:00

WIFI

Visitors to the NEC can connect to a free public WIFI network across the venue.

TRAVEL

The NEC is right next to Birmingham International rail station, with direct trains to many UK locations. Connecting trains can also be caught from Birmingham New Street, which takes 10-15 minutes to reach. Buses to the NEC can be caught at Birmingham Moor Street and Solihull stations.

The exhibition hall is also just minutes away from Birmingham Airport, which has an Air-Rail Link to Birmingham International rail station.

For those driving to the show, there are a range of parking options for coaches, cars and motorcycles within walking distance of the halls. A shuttle bus service also runs from the car park area.

TAXIS

TOA black cabs are available at clearly marked ranks outside the NEC's main entrances.

CLOAKROOMS

There are cloakrooms adjacent to the hall during the event. Visitors can store bags, coats and luggage for £1 per item per day. Overnight storage is not possible at The NEC.

DISABLED FACILITIES

The NEC aims to be fully accessible and user-friendly for disabled visitors. Assistance

dogs are welcome and induction loop audio systems are fitted in various locations.

CASH MACHINES

Cash points are found inside and outside the Natwest Bank by Hall 4. There are also four other portable cash machines in the Atrium, but there is a charge for using these.

SHOP

Martin's Newsagents are located between Halls 4 and 5 in the Piazza. There are also outlets in the Atrium, by Halls 6 and 9. Opening hours vary depending on show activity.

MOBILE CHARGING

Charging stations are available for mobile phones and other small electrical devices on the Piazza, adjacent to the green Dwell Zone opposite Natwest Bank, and at Atrium opposite Suite 21.

POST BOXES

There is a post box in the Piazza opposite the Natwest Bank and in the Atrium adjacent to Entrance 2.

FIRST AID

If you require first aid assistance contact the Venue Operations Centre on 0121 767 2222. The nearest hospital to The NEC is Solihull General.

LOST PROPERTY

The main area is located in the security office on the Piazza by the top of the stairs by Hall 1. For property lost on the same day during the exhibition, visitors should go in person to the nearest security office.

PRAYER ROOM

The NEC has a multi-faith prayer room available for prayer, reflection or meditation, situated on the Piazza next to the chaplaincy office.



A new deal for independent EOS specialists

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High street optometry is changing and Specsavers, the most trusted of all optical brands*, is at the forefront of that change. We are committed to delivering enhanced optical services across the country for the benefit of patients and practitioners alike.

Now we are looking for independent optometrists and practice owners who are equally passionate about excellence in optometry to join us.

If you have already made a name for yourself in enhanced services, and if you believe in providing great value to customers, we would like to talk to you.

We will work with you to develop a tailor-made solution to suit your clinical and commercial aspirations. The most likely solution is our world-leading joint venture partnership but we can explore other options.

Either way, this is a unique opportunity.

Call John L. Scott now on 07788 303078

email john.scott@specsavers.com

Come and meet us on stand J50.

All discussions are treated in total confidence.

*Mintel. Optical goods retailing. February 2016



Before visiting Topcon at Optrafair this year

Look in the delegate bag!



Make sure you check out the delegate bag and visit Topcon for the chance of a prize you'll find hard to ignore...!



perfection

伝統

tradition

Stands
P90, Q90, R90

 **TOPCON**