



2008 OLA Awards of Excellence



Final Nominees

**For Immediate Release
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Optical Laboratories Association Announces 2008 Award of Excellence Nominees

Fairfax, VA. July 21, 2008 — “Today we are announcing the final nominees for the 2008 *Awards of Excellence*. These products and companies have been selected by OLA members to be considered for an *Award*. This alone is high praise for each of these products,” said Barney Dougher, OLA President. “OLA believes it is important to recognize the Ophthalmic Industry suppliers who have made an outstanding contribution to the laboratory community and allied professions. An OLA *Award of Excellence* is the most prestigious award our industry offers,” said Dougher.

The final *Award* nominees are attached. This begins the “campaign” phase of the program, where each Final Nominee company can “lobby” their customers for their votes. The *Award* process will enter the voting stage in the fall. Ultimately, OLA members determine the *Award* winners. In late September every OLA lab member will be sent a ballot, and each company has one vote to cast for their choice. Final winners will be announced at the President’s Banquet on November 8 at **THE OLA 2008** in Nashville, Tennessee.

The Optical Laboratories Association (OLA) is the only optical organization devoted exclusively to the needs of optical laboratories and has been serving the ophthalmic community since 1894. Members represent wholesale and retail optical laboratories. OLA



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provides a variety of education materials for their members, eyecare professionals and consumers. OLA publishes a member newsletter, *MemberNews*; education handbook, *The Indispensable Dispensing Guide*; the single information source on progressive addition lenses, the *Progressive Identifier Chart*; the consumer education brochure, *Lens Menu*; the consumer educational tool and lens demonstrator, the *OLA Lens Center*; and sponsors **THE OLA -- World's Largest Equipment and Materials Show Exclusively for Optical Laboratories.**

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For more information, press only:

Carmen Sevilla, 703-359-2830, Carmen@ola-labs.org

For more information about Optical Laboratories Association:

<http://www.ola-labs.org>



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DRESS FRAMES

Jill Stuart JS005 - New Colors
Vera Bradley - VB3011
Mount Eyewear SL-A
Randy Jackson 1003

Eyewear Designs
McGee Group
Tuscany Eyewear
Zyloware Corporation

SAFETY FRAMES

Orange County Chopper Rebel
A-2 Model 600 SpringGuard FlexTitanium
TR309S

AOSafety
OnGuard-Hilco
Uvex by Sperian

SPECIALTY FRAMES

Vera Bradley - VB3505S
Nickelodeon Dora the Explorer Cuidado
Via Spiga 410

McGee Group
Nouveau Eyewear
Zyloware Corporation

CHILDREN'S FRAMES

Vera Bradley - Emily
Nickelodeon SpongeBob Squarepants LOBSTER
Bocci 296

McGee Group
Nouveau Eyewear
Tuscany Eyewear

LENS DESIGN

Varilux Comfort 360
Hoyalux iD Lifestyle
Image Wrap™Decentered Design

Essilor of America
Hoya Vision Care
Younger Optics

LENS MATERIALS AND TREATMENTS

Crizal Avanc'e™ with Scotchguard™ Protector
Grip – Phased Hydrophobic Layer
Transitions® VI
Coppertone HEV Polarized Sunlenses
Polycarbonate Drivewear® Activated by Transitions™

Essilor of America
Satisloh North America
Transitions Optical
Vision-Ease Lens
Younger Optics

MARKETING

Transitions VI Marketing Campaign
Coppertone Polarized Lens-Retro Mktg. Collateral
Drivewear® Activated by Transitions™ Informational Videos

Transitions Optical
Vision-Ease Lens
Younger Optics



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SURFACING EQUIPMENT

OTB 80 CNC-A
VFT - Ultra
CCP Swift Polisher
AV4000 Auto Lens Verifier

OptoTech GmbH
Satisloh North America
Schneider Optical Machines
Visionix

SURFACING MATERIAL & TOOLS

HD-360™ Polish
Pink Supreme Pad
Pristine / LP2 Polish
Versi-Tray Lab Tray

DAC Vision
Gerber Coburn
Practical Systems / Baikowski International
Precision Tool Technologies

FINISHING EQUIPMENT

7E HLP Edging System
LZF II Edging Deblocker
LT-1000 Tracer

National Optronics
Precision Tool Technologies
Santinelli International/NIDEK

FINISHING MATERIAL & TOOLS

Job Bob
SecurEdge® Plus Blocking Pads
Precision Oval Edging Blocks

Digital Vision
Optisource and Practical Systems
Precision Tool Technologies

LENS TREATMENT EQUIPMENT

BPI RGB Spectrometer Color Analyzer
Syrus III A/R Unit
EZ Coater
Magna-Spin

BPI – Brain Power America
Leybold Optics USA
Quest Optical
Satisloh North America

ACCESSORY PRODUCTS

Shield Lens Protection System
Just Match-it Expandable Clip-ons
Bocci Reader #2

Hilco
I-Concepts Optical
Tuscany Eyewear