

**Optical Laboratories Association Announces
2010 Award of Excellence Nominees**

Fairfax, VA — “I am pleased to announce the Nominees for the 2010 *Award of Excellence*,” said Kevin Bargman, 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,” Bargman continued.

An OLA *Award of Excellence* is the premier product recognition the laboratory industry offers. “The nomination alone is high praise for each of these products,” said Jonathan Jacobs, OLA President Elect, “and recipients tell us that winning the *Award* adds credibility to their products and increases their sales.”

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 September. Ultimately, OLA members determine the *Award* winners. Every OLA lab member will be sent a ballot in early September, and each company has one vote to cast for their choice. Final winners will be announced during the OLA Annual Meeting Reception on Friday, October 8, in the OLA Attendee Lounge in the Vision Expo West exhibit hall.

Optical Laboratories Association (OLA) is an international business association founded in 1894 to serve the needs of the optical laboratory industry. OLA’s current members include 200 companies, representing 484 Rx manufacturing optical laboratories, and industry suppliers, in the U.S., Canada, and 8 other countries. OLA produces a variety of education and training materials for optical laboratories including technical, legal, and regulatory

“Since 1894 ... bringing the best possible eyewear to consumers.”

bulletins and manuals; and for eye care professionals, including the *Lens Menu*, the *Progressive Identifier*, the *Lens Center*, and the *Indispensable Dispensing GUIDE*. OLA sponsors an international conference and exposition - "THE OLA" - the premier annual event, exclusively for optical laboratories. For more information contact OLA at 1-800-477-5652 or +1-703-359-2830, fax +1-703-359-2834, email: ola@ola-labs.org, or visit the OLA website: www.ola-labs.org.

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For more information about Optical Laboratories Association:

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



2010 OLA Awards of Excellence



Final Nominees

BEST IN DRESS FRAMES

Rbt-Acetate
Jill Stuart 232
Phoebe Couture 219
Orvis - Rapiden
Sophia Loren Beau Rivage 46

Acuity Optical USA, Inc.
Eyewear Designs Ltd.
Nouveau Eyewear
The McGee Group
Zyloware Corporation

BEST IN SPECIALTY FRAMES

Elizabeth Arden MT 3
OnGuard 715FT
Kay Unger 609
Vera Bradley 3519
SW07

Eyewear Designs Ltd.
Hilco
Nouveau Eyewear
The McGee Group
Uvex by Sperian

BEST IN CHILDREN'S FRAMES

Hershey's 121
Nickelodeon iCarly Click
Vera Bradley Paige

Eyewear Designs Ltd.
Nouveau Eyewear
The McGee Group

BEST IN LENS MATERIALS

Thindex 1.70 High Index
NuPolar® Trilogy® - Visual Armor®

Vision-Ease Lens, Inc.
Younger Optics

BEST IN LENS TREATMENT

46305 Absolute Black Dye
PureCoat™
Crizal Sapphire™ with Scotchgard™ Protector
Super HiVision EX3
UVMP Hard Coat
Ioncote Carbon
XTRActive

BPI - Brain Power America
Carl Zeiss Vision
Essilor of America, Inc.
Hoya Vision Care
Quest Optical, Inc.
Satisloh North America, Inc.
Transitions Optical, Inc.

BEST IN LENS DESIGN

Varilux Physio Enhanced™
Summit ECP/CD iQ
atLast!
Autograph II™
Life Rx® Light Responsive Trifocal

Essilor of America, Inc.
Hoya Vision Care
PixelOptics, Inc
Shamir Insight Inc.
Vision-Ease Lens, Inc.

BEST IN MARKETING

PureCoat™ AR Demo
Papillion Butterfly Box
Jump Start Series
Kodak Sun Lens Kit
Basics and Beyond
NuPolar® Glare Wheel Demonstrator

Carl Zeiss Vision
I-Concepts Optical
Innereactive Media, LLC
Signet Armorlite, Inc.
Transitions Optical, Inc.
Younger Optics

BEST IN SOFTWARE TOOLS

Digital Surfacing/SWEEP Software Module
Matrix Display Web Ordering & Searching
Laboratory Management
ME 1000/Click Software

Digital Vision, Inc.
Opticom, Inc.
Optivision, Inc.
Santinelli International, Inc.

BEST IN SURFACING EQUIPMENT

E2G Blockers with Onyx Bond™
DuoFlex
HSC Smart XP

Gerber Coburn
Satisloh North America, Inc.
Schneider Optical Machines

BEST IN SURFACING MATERIALS AND TOOLS

Dual LensMapper
Ceriguard Lens Tape
Quattro Advanced Lens Polis
LensMark III
Advanced Reception Chucks for Cylinder Machines
Accelerated Cycle Time Process
Perma Pad Polish Tools

A & R Optical Machinery, Inc.
Cerium Optical Products
DAC Vision
LaserOp Ltd.
Practical Systems, Inc.
Satisloh North America, Inc.
Schneider Optical Machines

BEST IN TREATMENT EQUIPMENT

Crizal EXT/BSM
EZ Coat System

Essilor of America, Inc.
Quest Optical, Inc.

BEST IN FINISHING EQUIPMENT

MEI 641
Helix Lens Machining Center
Lex 1000 NT Lens Edger
ES-4
AV-4000 Auto Lens Verifier

MEISystem
National Optronics
Santinelli International, Inc.
Satisloh North America, Inc.
Visionix Ltd.

BEST IN FINISHING MATERIALS AND TOOLS

Snapit Frame Screws
Auto Finish Deblocker
TAK™ Anti-Slip Film
Universal Screw & Nut Grabber #5075

OptiSource
Precision Tool Technology
Salem Distributing Company
Western Optical Supply, Inc.

BEST IN ACCESSORIES

Chemistrie Magnetic Sunlenses
FogBuster™ Towelettes
Drivewear® Owner's Manual

Eyenovate, Inc.
Hilco
Younger Optics