



Optical Supplier of the Year

Spectrum Théa has come a long way in a short time; the company was established in 2008 and just four years later won the Optician Award for Optical Supplier of the Year. So how did this achievement come about?

'I believe Spectrum Théa won the Optical Supplier of the Year award due to a fantastic team effort, hard work and the relationships we have built up with our customers,' comments Helen Owens, national sales manager. 'We are an innovative company committed to developing high-quality products which provide people with the ophthalmic care they deserve and our customers have recognised this fact and that we will work with them to help them succeed in treating dry eye, blepharitis and age-related macular degeneration.'

Owens explains that Spectrum Théa was prompted to enter the awards by several of its customers and said: 'We are a company that strives to be different and has brought a lot to the industry in a short space of time.'

The winning entry was compiled by Owens and marketing manager Matthew Olsen to reflect what the company brings to the industry and utilised testimonials from several customers.

When it came to the awards night itself, Owens attended the event at the London Hilton along with Olsen, managing director Philip Lewis Williams and area sales manager Mary Jenvey.

'The night was absolutely amazing,' comments Owens. 'We had an extra special night as not only did we win the Optical Supplier Award but we also won the Education Award for The Dry Eye Project – so we had a double

Optician finds out how Spectrum Théa triumphed in the Optical Supplier of the Year category at the 2012 Optician Awards



Philip Lewis Williams (managing director) and Helen Owens (national sales manager)

celebration. There was a fantastic atmosphere throughout the evening and we felt like we were collecting a BAFTA. It was a truly unforgettable and magical evening.

'We were very, very surprised to win,' she continues. 'I'm very proud of our whole team as every single

member works extremely hard and is so passionate about what we do. This win really is down to their hard work and dedication. We've also been extremely lucky to work with some of the best people within the industry who have brought their knowledge and expertise to help us develop as a company.'

Since winning, the company has used the award logo prominently on all its marketing materials, adverts and website. Owens also notes that the team couldn't have been more excited in the weeks and months following the awards as they proudly told customers what the company had achieved.

'I also think that this recognition has helped build our name and gave us credibility within the industry as a company dedicated to working with the profession to help improve the management of dry eye, blepharitis and AMD,' says Owens. 'Our products have been brought to the benefit of a wider audience and improving patient care at the end of the day is what Spectrum Théa is all about.'

Looking ahead to the 2013 edition of the Optician Awards, Owens is pleased Spectrum Théa will be involved once more – this time as a sponsor of the new Dry Eye Award category.

'We feel it is really important that the dry eye area is recognised for being the huge problem that it is and it will be fantastic to reward a practice that has taken on the diagnosis and management of dry eye and made it a positive for its patients and the practice.' ●

● Optical Supplier of the Year

Winner Spectrum Théa Pharmaceuticals

Shortlisted

Bondeye Optical
Essilor
Kentoptic
No7 Contact Lenses

Optifair
Stand No: E+F20

Think iFusion... Think Grafton OCT



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Grafton Optical