



Optical Products of the Year

Most optical visits conclude with the dispensing of an optical product. The array of lenses, frames and contact lenses is wider than ever before. Next year will see four trophies up for grabs in the *Optician Awards*. Alongside the established categories for lenses, contact lenses and frames will be a new section for sunwear

● Frame of the Year

Entries in this category are open to frames, frame technologies and accessories that have made an impact during the last 12 months. On our shortlist will be frame products that our judges feel have given patients and practitioners added value. Other factors taken into consideration will be the product's significance to practice or patients and those products that deliver the wow factor. Emphasis will also be placed on the level of innovation the product employs and the way in which it has been presented to the market. The judges will be looking for comparisons with competing or earlier generations of product and testimonials from customers and wearers.



2011 winners: Tom Davies Buffalo horn frames and Clariti 1-Day by Sauflon



● Sunglass of the Year

What will be remembered as the sunglass of 2011? Entries in this brand new category are open to a sunglass model or range that has made an impact during the last 12 months. This may be through its styling, its technical performance, customer attraction or marketing and profile. Factors taken into consideration will be the product's significance to practice and those products that deliver the wow factor. Emphasis will be placed on the styling, level of innovation, the personality and the profile of the product and the way in which it has been presented to the market. This is a new category so include any information you think may be relevant. This might include technical comparisons with earlier products, its ability to find new customers, media coverage or its impact on practice profits.

● Contact Lens Product of the Year

Entries in this category are open to contact lenses, solutions, lens therapies and accessories that have made an impact during the last 12 months. On our shortlist will be lens products that our judges feel have given patients and practitioners added value. Other factors taken into consideration will be the product's significance to practice or patients and those products that deliver the wow factor. Emphasis will also be placed on the level of innovation the product employs and the way in which it has been presented to the market. The judges will be looking for comparisons with competing or earlier generations of product and testimonials from customers and wearers.

● Lens Product of the Year

Entries in this category are open to lenses, coatings, tints and treatments that have made an impact during the last 12 months. On our shortlist will be lens products that our judges feel have given patients and practitioners added value. Other factors taken into consideration will be the product's significance to practice and patients and those products that deliver the wow factor. Emphasis will also be placed on the level of innovation the product employs and the way in which it has been presented to the market. The judges will be looking for comparisons with competing or earlier generations of product and testimonials from customers and wearers.



Julian Wiles of Younger Optics Europe holds his award for Drivewear, the Lens Product of the Year for 2011

