

AWARDS OF EXCELLENCE 2011

**MEDIA RELEASE
5th August 2011**

ODMA Awards of Excellence WINNERS ANNOUNCED

All companies exhibiting in ODMA2011, Australasia's premier trade event for the optical industry, were invited to submit products and services over a range of 12 categories with over 100 entries being received, all of extremely high quality.

These submissions were reviewed by an independent judging panel, chaired by ODMA Executive Director Finola Carey. The panel members were: Fiona Stapleton, Professor and Head of School at UNSW School of Optometry and Vision Science; David Wilson, former OTEN dispensing head teacher, and now Education Consultant at ICEE and Adjunct Senior Lecturer Vision CRC; Independent practice owner and dispenser Darren Chun; and publisher of Eyetalk Margaret McCann.

From three finalists in each category we now have the pleasure in announcing category winners in the inaugural ODMA Awards of Excellence as follows:

- **OPTICAL FRAME Category**

OWP Metropolitan (Models 8005/8007) – Europtica Pty Ltd
OGA (Model 67480 NM 000) – Eyes Right Optical
Otto Kern (Model BETA Titanium Rimless) – Refractive Eyewear

WINNER: OGA (Model 67480 NM 000) – Eyes Right Optical

- **SUNGLASSES Category**

Fritz (Model Churada) – Fritz Frames
Lacoste (Model Lacoste L113S) – General Optical
Renoma (Model RYAN 9530) – My Optics

WINNER: Fritz (Model Churada) – Fritz Frames

- **CHILDREN'S FRAME Category**
Adidas (Model Ambition Youth SPX 297™) – Mimo Pty Ltd
JFrey Kid Collection (Model HONORINE 7580) – My Optics
Leo & Lea – Refractive Eyewear

WINNER: Leo & Lea – Refractive Eyewear

- **SPORT'S EYEWEAR Category**
Progear Eyeguard – Aviva Optical
Julbo (Model Pipeline) – Mont Adventure Equipment
Bollé Sunglasses (Model Bollé Marine Collection) – Bollé

WINNER: Bollé Sunglasses (Model Bollé Marine Collection) – Bollé

- **LENS DESIGN Category**
Impression Eyelt – Rodenstock
Individual FrameFit – Carl Zeiss
Varilux Physio 360 New Edition – Essilor

WINNER: Varilux Physio 360 New Edition – Essilor

- **LENS COATING Category**
Solitaire Protect Plus – Rodenstock
Shamir Glacier Plus – Shamir Australia
PhotoFusion – Carl Zeiss

WINNER: Shamir Glacier Plus – Shamir Australia

- **CONTACT LENSES Category**
Blink Intensive Tears – Abbot Medical Optics
Biofinity Toric – CooperVision
1 Day Acuvue Tru Eye – Johnson & Johnson Vision Care

WINNER: Biofinity Toric – CooperVision

- **OPTICAL INSTRUMENTS Category**
Nidek OPD III – Designs For Vision
Optos 200DxRetinal Imager – Optos Australia
Apollo Eyecheck – Designs For Vision

WINNER: Apollo Eyecheck – Designs For Vision

- **ACCESSORIES Category**
Zeiss Lens Cleaning Wipes – Carl Zeiss
Face à Face ID Acetate Necklace – Eyes Right Optical
iMags – Optica Life Accessories

WINNER: iMags – Optica Life Accessories

- **WORKSHOP TOOLS & EQUIPMENT Category:**
Snap-off Screw – Aviva Optical

WINNER: Snap-off Screw – Aviva Optical

- **PRODUCT ENVIRONMENT (POS/RETAIL) Category**
JFrey Kids and Teens POS Kit – My Optics
ProDesign Shop In Shop Unit – Eyes Right Optical
Forum Archive & Web Viewer – Carl Zeiss

WINNER: ProDesign Shop In Shop Unit – Eyes Right Optical

- **GREEN ENVIRONMENT AWARD:**
Queens Eyewear – NARCS
BIOPTIXX WOW612 – Eyres Optics
EV3™ Lens Clean Solution – Optica Life Accessories

WINNER: Queens/NARCS – Holloway Eyewear

Awards Finalists' details will be posted on the website www.odma.com.au

For further information on the Awards or any other aspect of ODMA 2011 activities please contact the ODMA secretariat.

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Further information?

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