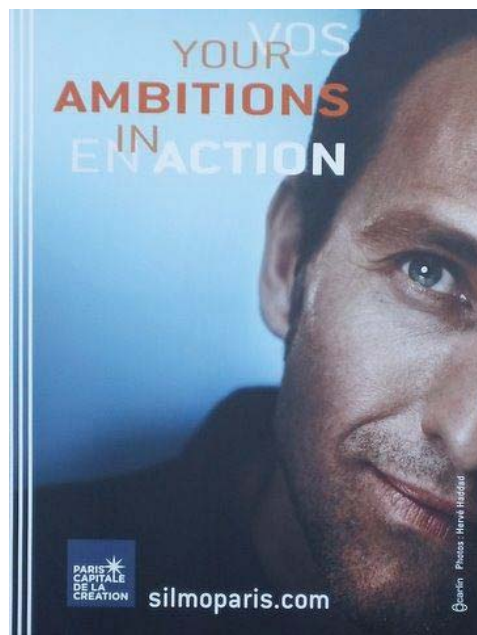


SILMO 2011



International Optics and Eyewear Exhibition

Paris Nord, Villepinte
29th September – 2nd October 2011

SWV STRATEGY WITH VISION
Consultants to Eyecare & Eyewear

INTRODUCTION

Now celebrating 10 years in the optical industry, Strategy with Vision is delighted to welcome you to the latest Trade Show Report, Silmo 2011.

The report is divided into sections. Each section has a summary giving a rapid overview of the new and significant developments in each category. For ease of reading, the summaries are grouped together at the front of this document.

Detailed reports of the individual companies for ophthalmic frames and lenses, sunglasses and sunglass lenses, machinery, and shopfitting and other equipment are available in a corresponding Appendix. In addition, in this report there is a quick review of the Low Vision nominations for the “Basse Vision” Category of the Silmo d’Or.

Pictures have been included for information – but have been compressed to keep the size of the document manageable. If you would like more details or to see the original file please contact SWV. Websites are included in the appendices where available.

The team from Strategy with Vision spent considerable time at the show talking with exhibitors to discover new products and innovations. The team attempted to visit all stands during the 4-day period. If however, SWV has missed a significant innovation from your company, we would like to apologize. Please contact us on ingeborg@swv4u.com and we will visit you next time. The next exhibition report from SWV will be the MIDO 2012 trade fair, in Milan.

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SILMO REPORT DISCLAIMER 2011

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