



FOR IMMEDIATE RELEASE

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**Transitions Optical Names 20/20 Visions as the Winner of the 2017 Best in Training Award**

ORLANDO, Fla., February 20, 2018 – Transitions Optical honored 20/20 Visions with the 2017 Best in Training title, a category of the Transitions Innovation Awards program, during a recognition ceremony on Tuesday, Feb. 13 at Transitions Academy 2018 in Orlando, Fla.

“20/20 Visions approached the year by challenging their opticians to take ownership of their individual Transitions® lens sales, which motivated the entire team to learn as much as they could about the Transitions® family of products and offer them to every patient,” said Drew Smith, director, North America Channels, Transitions Optical. “This technique and their efforts to educate staff and patients about the need for UV and harmful blue light protection were most impressive.”

Sara Sconzert, Optical Sales Manager & Marketing Coordinator, 20/20 Visions, and Donna Baumann, optician and Optical Operations Manager, 20/20 Visions, accepted the award on behalf of the practice.

“Not only do we believe in training our staff on products and technology, we also believe in helping them grow their business skills by giving everyone a chance to learn about and track our business goals,” said Sconzert. “We always strive to give our patients the best and we see *Transitions* lenses as the best lens choice for any situation because they help protect our eyes from UV outside and harmful blue light indoors and

outdoors. We are grateful to be recognized and very excited that we achieved our goals together as a team."

During Transitions Academy, Best in Training finalist **Vision Source** was also recognized for their commitment to providing education in photochromic lenses and the Transitions® brand.

### **About the Best in Training Award**

Launched in 2015, the Best in Training is awarded to an individual, company or educator that has shown creativity in developing or offering training and education opportunities that include dispensing photochromic lenses, the *Transitions* brand or *Transitions* family of products.

### **About Transitions Optical**

Transitions Optical is the leading provider of plastic photochromic (adaptive) lenses to optical manufacturers worldwide. Having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990, and as a result of its relentless investment in research and development and technology, Transitions Optical offers a wide variety of products, setting new standards of advanced performance to provide ever increasing visual comfort and UV protection.

Product leadership, consumer focus, and operational excellence have made the *Transitions* brand one of the most recognized consumer brands in optics.

For more information about the company and *Transitions* lenses, visit [Transitions.com](http://Transitions.com) or [TransitionsPRO.com](http://TransitionsPRO.com).

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**NOTE: For high resolution images, please contact Sara Sconzert at 920-893-3937 or [sara@20-20visions.com](mailto:sara@20-20visions.com)**



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