



CHERRY OPTICAL LAB

See the difference.

FOR IMMEDIATE RELEASE

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SHAW LENS INC. ANNOUNCES NEW STRATEGIC PARTNER; CHERRY OPTICAL LAB

TORONTO, ONTARIO - Shaw Lens Inc. selects Cherry Optical Lab as their strategic partner to produce Shaw Vision lenses in the USA.

We're in our 9th year of producing Shaw lenses in the USA, and we couldn't be more excited to announce our new ally Cherry Optical Lab, located in Green Bay, WI. As our go-to lab, we are very fortunate to have the support of an independent and family-owned manufacturing facility with such a strong reputation for quality work and service.

ABOUT SHAW LENS INC.

In addition to producing lenses in the United States, we currently have labs operating in Canada, Europe, Australia, and New Zealand. With Dr. Peter Shaw's vision, we created the Shaw lens process, which uses a patented method to model eye rotation accurately and predict distortions caused by eyeglasses. We then use that information to design a lens that reduces or eliminates the distortion other lenses can cause. The patented SHAW™ lens is a digital lens system that revolutionizes how optometrists think about eyeglasses. It is the only genuinely binocular spectacle lens system.

ABOUT CHERRY OPTICAL LAB

Founded by Joe and Lynn Cherry in 1999, COL continues to serve you independently under the ownership of its current president, Adam Cherry. Under his leadership, the team continues to expand operations, invest in the world's best technology, and find opportunities to give opticians more ways to say "yes" to their patients. COL is a leader in innovation, technology, high-quality finished products, tight standards, and skilled artisans. Cherry urges you to try their lab for yourself and "See the Difference." Their work is backed by an industry-first, no-fine print, truly unlimited warranty policy.

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