

SHOPFITTERS PLAN MAJOR SHOWING AT OPTRAFAIR

If your practice is in need of a patient-enticing facelift put a note in the diary to visit Optrafair (April 4-6 2009).

The biennial showcase will bring together the leading names in optical shopfitting who find the event a major opportunity to inspire practice owners.

“It is a fantastic showcase that generates great leads for us and we enjoy the benefits of the show for up to a year later,” said Hal Cripwell, Managing Director of Mewscraft Ltd.

Exhibiting for the fourth time, Mewscraft will be promoting the “Concept.S” products along with new furniture, and wall displays for frames and accessories.

“We are also launching a new Mono lockable display stand for single frames, which we expect to be of interest,” added Hal.

Store Graphics Technical will be promoting its “one stop shop” which takes a practice from initial concept design through planning and building regulations, looking after the relevant approvals for all aspects of building work and managing it as a complete service, said John Wrench whose father started the company sixty years ago –

“Many of our clients do not have an inherent knowledge of this aspect of building a practice and this is where we specialise. We will be taking our recent portfolios of work to Optrafair to talk through with visitors. Some are surprised that an internal practice facelift can cost as little as £15,000,” he added.

Lynx IDG will also be dedicating a section of its stand to “cost effective solutions to brighten up the practice look, and not just a complete makeover,” said Managing Director Mark Fantom.

This, his eleventh Optrafair, will also bring new bespoke design concepts –

“We always show something new which is brought to life with our advanced CAD system. We manufacture and install everything including the electrical and flooring elements – in fact everything that you need to get the practice up and running,” he said.

The Style Design Company and Advanced Optical Interiors, sister companies that have been kitting out practices for 20 years in the UK, USA, Canada and Kuwait, will be promoting its bespoke service.

“We have an excellent design team and our own workshops in Gloucestershire where we manufacture everything. We really pride ourselves on our new ideas and will be showing bright colours, and different textiles with wallpapers, acrylics and imaginative use of lighting,” said Tara Woodley, Design Manager.

www.optrafair.co.uk

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Lynx IDG wall units



Mewscraft Mono frame display



Store Graphics Technical Interior