

POS Packs to Opticians . . .

What they do

The **Transitions** family of brands protects and enhances vision by adjusting and adapting to changing light.



What we did

Transitions wanted to continue as the number one eyecare professional recommended photochromic lens company by continuing to support UK opticians with ongoing POS support in stores.

Expanding on the trade portal that **Precision** had previously built for them, Transitions asked us to fulfil all POS requests they received direct to the opticians.

Opticians were mailed their newsletters with a POS request form where they could either fax back their orders, telephone us or request the material online.

All material was held in our Suffolk distribution warehouse and orders were fulfilled on a daily basis by our pick and pack department. There was up to 20 items that could be chosen so our specialist pick and pack team looked at all orders individually to ensure that they were packaged and sent out in the most cost effective way for our client.