

# Optrafair London Exhibitor Spotlight - Ridgway Optical Supplies Ltd

*Banbury-based Ridgway Optical Supplies said its attendance at Optrafair London at the Olympia National comes as a result of huge success at the event last year in Birmingham....*

'Exhibiting at London has great appeal and is a natural progression for us,' said David Ridgway, managing director, Ridgway Optical Supplies.

However, the company is not about to rest on its laurels. 'Our aim is to increase our exposure, not only nationally but internationally too, with a stand in the Fashion Quarter,' added Ridgway.

The company will showcase a range of products that caters for every practice need – Westgroupe's Fysh UK, Kliik Denmark, Evatik and Superflex lines, along with its in-house Allegro ranges.

Independent opticians are very much the lifeblood of the company and it hopes that visitors to its stand will appreciate the products and level of service it offers.

Formed in 1976, Ridgway Optical originally supplied manufacturers in Britain with raw materials for production. 'We supplied the two most important optical products at the time - Mazzucchelli acetate sheets and Comotec hinges and temples,' said Ridgway. As competition from Far Eastern manufacturing became fiercer, the company decided to change direction and focus on distribution of a finished product.

The company has the capacity to keep stock levels of over 100,000 frames and keeps 99 per cent of its frame catalogue in stock for quick delivery. The recent addition of online ordering has sped up the process even further.

