

Waterloo, ON- New IRIS partnership and store merger in Guelph, ON

IRIS the Visual Group is pleased to announce the partnership of Elena Klotz, Optician and the merger of her optical store, Edge Opticians, into our downtown Guelph location in Ontario.

Edge Opticians, a family business, was founded 7 years ago by Elena Klotz in the nearby Shoppes at Old Quebec Street. The IRIS location in downtown Guelph #832 is the result of an acquisition of the longstanding Scott Coburn Optical store by IRIS in 2021. The combined business will operate in the existing IRIS location.

“The IRIS vision of providing high quality products to patients/clients is what most appealed to me. Having a support network while still maintaining the flavour of my individual practice was also appealing.” said Elena.

Elena Klotz is a third-generation eye care professional; her father was an Optometrist and mother an Optician. She has been an Optician for over 25years having trained at Georgian College. She also holds a bachelor’s degree in Psychology from University of Guelph. In addition to her passion for helping people see better, Elena loves to dance. She has a close-knit family and 2 dogs that keeps her busy when not at work.

The new IRIS partnership consists of ownership of shares in an Ontario registered corporation that holds the assets of the downtown Guelph location only. Elena Klotz will receive dividends based on the profit of this individual location and participate in the appreciation of value of that specific practice as it grows. Elena will also receive a salary as the location’s Managing Optician.

“Partnership gives me a vested interest in the well-being of the practice. As a lifelong entrepreneur, partnership with IRIS meant I would still feel that I was an important part of the growing business.” Elena explained. “IRIS shares the exact same values of respect and high quality care I have provided and will continue to provide to my loyal clientele in the community.”