

Press Release

Doyle Optometrists & Opticians acquire Clinique Visuelle Voir, an optical store that has been established in Magog since 1990. This is Doyle Group's 24th store.

Montreal, May 21 – As part of the acquisition, optometrist Dr. Jacob Dorais will become co-owner, working with an experienced and dedicated team. The store will be completely renovated in the fall to integrate the well-established Doyle brand concept and enhance the experience of both customers and employees.

Doyle has been present in the Eastern Townships, and more specifically in Cowansville, for nearly 40 years, and this new addition will enable the Group to strengthen its presence in the area and reach a potential customer base that has been growing steadily over the past few years. “We are delighted to be able to continue our growth in the Magog area, while remaining loyal to our business model, making room for local co-owners, like optometrist Dr. Jacob Dorais,” explains Patrick Doyle, president. “This approach provides a perfect mix of autonomy and support for our associates, who are highly involved in their stores, while benefiting from invaluable expertise and support from head office.”

This addition is also part of a well-thought-out strategy of combining expansion by acquisition and organic expansion, piloted by both Patrick Doyle and Dr. Karl Brousseau, vice-president and optometrist. After the Magog acquisition, Doyle will open its 25th store in Mirabel on June 17 and move the Blainville store (Fontainebleau district) to more spacious premises in July, in order to add a second exam room and expand the sales area.

About Doyle

Founded in 1978, Doyle is committed to providing personalized eye care and top-quality products. A proudly Quebec-based company that is 100% owned by local optical professionals, Doyle Group now has 24 stores (soon to be 25) in Quebec, and a team of over 70 optometrists and 89 opticians.