



FOR RELEASE: **May 28, 2024**

GVO Announces Exclusive North American Partnership with WestGroupe to Distribute the Nano Vista and BFlex Brands in the US and Canada

(MADRID, SPAIN)- GVO, a global leader in the children's market, is pleased to announce a strategic partnership with WestGroupe, a leading North American eyewear company, for the exclusive distribution of Nano Vista and BFlex across the United States and Canada, starting from August 1, 2024. This partnership capitalizes on WestGroupe's robust distribution capabilities and GVO's expertise in developing best-in-class childrens' eyewear solutions.

Nano Vista, renowned for its revolutionary eyewear technology tailored specifically for infants, toddlers, and children, has earned international acclaim for its virtually indestructible frames and proprietary Siliflex material. In addition to Nano Indestructible, WestGroupe will carry multiple brand extensions including Nano Clip, Nano Glow, Nano Baby, Nano Sport, and Nano Sun. To meet the increasing demand for indestructible adult frames, WestGroupe will also distribute BFlex, the new adult offering from GVO.

"Our goal is to provide the best pediatric eyewear in the world and partnering with a service-oriented company like WestGroupe presents one of the greatest opportunities for our brands to excel. Leading the children's eyewear business for our customers is an everyday challenge, and WestGroupe has the best team and a proven track record to guarantee the service we demand for our customers' satisfaction," says Alberto Paulet, founder and CEO of GVO.

The agreement with GVO represents a significant milestone for WestGroupe as it continues to diversify its portfolio to include category leading brands. "We are thrilled to partner with GVO to further expand the Nano Vista brand in the North American market," said Beverly Suliteanu, Vice President of Product Development for WestGroupe. " This collaboration perfectly aligns with our commitment to providing innovative eyewear solutions that cater to the unique needs of our customers. Nano Vista is the leading children's brand worldwide with strong brand recognition with North American moms and their children and we look forward to offering their diverse range of products designed to withstand the active lifestyle of children."

About Grand Vision Optics

GVO is a global leader in developing eyewear solutions for all ages. With a focus on cutting-edge technology and design, GVO is dedicated to improving the vision care experience through innovative products and partnerships.

About WestGroupe

Established in 1961, WestGroupe is family operated with over 60 years of industry insight. Our mission is to provide unique and superior quality eyewear for the fashion-focused consumer. We are driven by our commitment to excellent customer service and exceptional products.

WestGroupe is dedicated to defining future standards in the optical industry by developing, creating, and supporting innovative products and services that allow our customers to succeed. WestGroupe offers a premium selection of international brands in over 40 countries, including FYSH, KLiK denmark, EVATIK, Superflex® and OTP.