The Sunglass Fix Named ‘A Company To Watch’ at the 2012 StartupSmart Awards

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With 13,000 lenses that can be fitted into almost any existing frames, The Sunglass Fix claims a true world’s first, with their lens replacement service. Their unique company has just been named one of the start up companies to watch over the next few years.

For Immediate Release

Byron Bay, Australia – Having steadily built their business from the ground up over the past 26 months to provide the only full service lens replacement company, the panel from the StartupSmart Awards thinks The Sunglass Fix are a company to keep an eye on as they continue to expand their impressive lens replacement business.

The second annual StartupSmart Awards feature many other businesses set for big, or bigger, things, with a top 50 that has a combined revenue of $115.6 million, well ahead of last year’s total of $88 million.

The awards panel were flooded with entries of such high quality they were compelled to compile a list of companies to watch in the coming years. The judging panel said there were some really great ideas out there that were worth recognition.

With many manufactures producing sunglasses with disposability in mind, the team at The Sunglass Fix have developed a unique way to replace the lenses while re-using existing frames.

“With over 300 applicants we’re proud to be named one of the up and coming companies to watch as we continue to grow. With such an unusual business concept, and starting from scratch, we didn’t have a lot of support among friends and family to begin with. However they’ve all since changed their minds with our back to back Platinum Australia Customer Service

Awards, and now this recognition just furthers our drive to continue to be the best business we can be.” Comments Lainie Anderson, Vice President of Marketing for The Sunglass Fix.

Amanda Gome, chief executive of Private Media and founder of StartupSmart, says the companies on the 2012 list “have only known hard times”, so their success should be applauded. “They all started in the GFC, have struggled to find capital to grow and yet they have flourished.” Amanda comments in the March 28th StartupSmart press release

The Sunglass Fix boasts an impressive business with an inventory of over 13,000 lenses to fit almost any type of frame. In order to make lens replacement an attractive proposition, the team has worked diligently with suppliers and manufactures to supply designer-quality lenses at great prices. Coupled with free global shipping, replacing old frames is now becoming a popular alternative to buying new sunglasses.

With an ultimate goal to be able to replace any type of frame ever invented, Lainie and her team are out in force to dominate the bright world of sunglasses.

“Of course, there are still hurdles to be overcome. Our customers are elated to find out that they can actually get their lenses replaced and continually post positive comments on our facebook page or send us emails. Getting the message out there that our products and services exist is perhaps our biggest challenge but one we’re most driven to achieve.” Explains Lainie Anderson.

It’s easy to see why. With advertising and marketing often showcasing the latest sunglass trends and fashions, the idea of replacing lenses in existing frames may not be the first option consumers think of.

“It’s natural to fall into the trap of advertising. However, with frequent new sunglasses remaining an expensive and often reluctant hobby for many, we know that people will be thrilled to learn that they can spend just a fraction of the cost replacing their existing lenses. Australia already loves this new concept, and we’re sure the global sunglass community will love it too” she concludes.

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