

PRESS RELEASE OCTOBER 2005

**ESA ANNUAL MEETING AT SILMO 2005
HIGH INTEREST IN PRESENTED STUDY ON POLARISING LENSES - A NEW ESA
PRESIDENT & BOARD ELECTED – MEMBERS AGREE WITH PROJECTED ESA
ACTIVITIES 2006**

The market research study on polarised lenses having been elaborated for ESA members, has received very good response at the Annual Meeting from October 20, 2005 at Hotel Westminster, Rue de la Paix, Paris.

The markets being covered in the quantitative overview are USA, France, Germany, Italy, Spain, UK, Japan, China and Australia (70% of the world's GDP). The growth between 2001 and 2004 at retail of plano polarising lenses is significant. Principal technologies of glass polarising lenses, CAB / TAC polarising lenses, CR39, polycarbonate bent sheet and polycarbonate injection moulding are demonstrated in the study – combined with unit & share trends and an overview on cost prices. From production to the point of sales the study gives an updated and detailed picture on this increasing market in Europe. The study is available free of charge for ESA members. Non ESA members can order the study as pdf.file at office@esa-sunglasses.com for a reasonable fee.

A new ESA Board headed by Mr. Rod Lane (Chairman Fabris Lane LTD. UK), new ESA President has been elected at the Annual Meeting. Special thanks from the Board went to Mr. Antoni Olivella (Chairman INDO, Spain) who was the former ESA President and strongly has influenced the growth and image of ESA within the European Optical Industry and the European (and worldwide) coalition of optical associations.

Some of the new projects which ESA is preparing on for its members are: Silmo '05 trend report on sunglasses, statistical quantitative and qualitative projects for summer 2006, engagement at PPE Directive, Brussels: CE marking & labelling, ISO sunglasses standard – soon reality?, new sunglasses training tools to inform & educate opticians and consumers, communication & press activities to endconsumers. The European SunGlass Association identifies the need of developing a project that defines, measures and communicates sunglasses criteria to consumers. Transmission of UV/blue light and other important aspects are studied by ESA's scientific, technical and quality sunglasses committees.

ESA Events 2006 (Mido Dinner on May 6th and Yearly Conference at Athens, Greece from June 8th to 9th).

ESA Press Office