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Westgroup SILMO booth 2016

WESTGROUPE

Established in 1961, WestGroupe is one of Canada's oldest independent, family owned optical companies. The founder, Rodney Suliteanu, was an attendee at the first SILMO, held in Oyonnax, France in 1967 and has attended every SILMO fair since then.

As one of the premier global optical fairs, SILMO was, and still is, vital in WestGroupe's search for the latest trends in eyewear to bring back to the Canadian marketplace. With this in mind, WestGroupe chose SILMO as their first exhibition when they decided to begin exporting their brand KLiiK:denmark outside Canada in 2004.

Fourteen years later, WestGroupe now sells its brands KLiiK:denmark, FYSH UK, EVATIK and Superflex in over 40 countries and credits the SILMO fair with helping them build their international business.

"Exhibiting at SILMO enabled us to grow our business outside of North America by exposing us to top quality European and global distributors that were looking for new products to add to their brand portfolios," says Michael Suliteanu, President, WestGroupe.

A NEW LAUNCH

At SILMO 2017, WestGroupe will be launching the 2018 FYSH UK Sun collection, in addition to

the 2018 optical collections for KLiiK:denmark, FYSH UK and EVATIK.

westgroupe.com

