

CORR OPTICAL FASHIONS

IRELAND'S FIRST SAFETY EYEWEAR

Having launched Ireland's first and only independent range of prescription and non-prescription safety eyewear earlier this year, Corr Optical is setting its sights on potential customers across all industry sectors, including construction, medical, pharmaceutical, agriculture, healthcare along with semi-state bodies, government departments and SMEs. Report by Grace Heneghan.

The indigenous Irish safety eyewear brand CorrPRO, which was launched earlier this year, is unique in that all other similar products sold in Ireland are imported and sold by multinationals, according to Niall McCormack, Corr Optical's founder and managing director.

"The launch in January followed three years of intense R&D to bring the safety eyewear product to the market, due to rigorous EU testing to ensure that the company met the quality and safety standards," he told *'Health & Safety Times'*.

CorrPRO conforms to all EN 166: 2002 CE PPE regulations, has been certified by BSI Assurance Group UK LTD and has achieved Optical 1 (Best in Class) CE 706153. "CorrPRO eyewear is produced and certified at Ireland's only ISO 9001:2015 and UKAS Accredited Glazing Laboratory here at our manufacturing facility in Baldoyle in North Dublin, ensuring our customers a fast turnaround time."

The company invested €500,000 to launch the new safety eyewear range, and "the premium product has been welcomed by the optometrists of Ireland," added McCormack.

"They see an increasing demand for safety eyewear and an appetite to support Irish jobs. We expect significant growth in the immediate future as CorrPRO is the only Irish PPE certified prescription and non-prescription safety eyewear."

Immediately following the official launch onto the market in January 2021, the company began the distribution process through its existing network of opticians nationwide. "The response has been fantastic; our customers are delighted with the choice, the quality and specification of our product," said McCormack, who was presented with an Innovation Award from Fingal's Local Enterprise Office (LEO) in 2020, in recognition of developing and producing the CorrPRO product range.



Corr Optical's founder and managing director Niall McCormack displays the company's fashionable safety eyewear range.



In keeping with their concept of 'fashion meeting safety' McCormack said that their "range of contemporary designs is stylish and comfortable as well as being the best quality".

'FASHION MEETING SAFETY'

So, just what makes CorrPRO so uniquely different to multinational competitors in the marketplace? "Our USP is that we can provide our customers with a premium Irish product that is competitively priced with prompt delivery.

"The concept of 'fashion meeting safety' is important to us because safety glasses were seen as unattractive for many years. Our range of contemporary designs is stylish and comfortable as well as being the best quality (Class 1).

The products come in a range of contemporary colours and designs with presentation packaging to reflect their upmarket credentials. Up to 80 per cent of CorrPRO sales come from glasses made with a type of polycarbonate lens that can withstand greater impacts than more commonly used plastics.

Customers can choose from a range of different lens options, and features include increased robustness, tinting, and 100 per cent protection from UV rays. The frames are made either from flexible lightweight thermoplastic or metal and come with different fittings.

"The range also includes safety eyewear for the office environment, and we're also delighted to be able to provide our customers with blue shield technology for filtering light from screens and other devices," noted McCormack.

MOBILE EYE TESTING ON-SITE

Working with independent optometrists across Ireland, the company also aims to

roll out a mobile service in providing on-site eye testing facilities for companies, and he is confident that opticians across Ireland will provide their support.

"The mobile on-site eye testing service is ready to go and I have been very encouraged by the number of opticians who have expressed a keen interest in coming on board to offer on-site testing. There will be two large mobile units – one based in Dublin and

one in Cork. This service is currently on hold due to the current Level 5 restrictions, but we look forward to meeting our customers on site very soon.

THREE-PHASE MARKETING PLAN

"We have a three-phase plan to bring CorrPRO to market in Ireland. Firstly, we will launch to the optometrists, both north and south; secondly, to target all industry sectors including construction, medical, pharmaceutical, agriculture, healthcare along with semi-state bodies, government departments and SMEs, while the third phase will be to target wholesale suppliers who service these industries.

"We are currently in talks with a number of very large companies involved in the construction sector. In fact, we have just fitted Tom Parlon CIF's Director General, with a new pair of varifocal CorrPRO eyewear!"

He said that the CorrPRO range is already being distributed in the UK and the company is also in negotiations with a Scandinavian Optical Chain. "CorrPRO Sport is our next brand currently in development and we are excited to provide sportspeople with protective eyewear in the future that will sell under the CorrPRO Sport brand."

For further information visit www.corrprorx.com



Niall McCormack, who accepted Fingal County Council's Local Enterprise Innovation Award 2020, on behalf of Corr Optical for developing and producing CorrPRO Safety Eyewear, is pictured with Fingal's Head of Enterprise Oisín Geoghegan, Chief Executive AnnMarie Farrelly, and then Mayor Cllr Eoghan O'Brien.