

SILMÄASEMA EXPANDING IN OSTROBOTHNIA

– BRILLO IS NOW PART OF SILMÄASEMA

Silmäasema and Pecce Oy, owned by Janne Järvenpää, signed a transaction that took effect on 29 February 2016, where Silmäasema acquired the shares in Oy Brillo Ab, Vaasan Laserklinikka Oy, and the cataract surgery operations of Pecce Oy. This means that Silmäasema now owns Brillo optical stores and Silmäsairaala Brillo eye hospital. The store in Vaasa and the eye hospital will continue under the Brillo brand, but the Brillo stores in Pietarsaari, Kristiinankaupunki and Maalahti will become part of the Silmäasema chain. The total of 13 employees at the locations will continue working for the Silmäasema chain as existing employees.

Silmäasema is clearly gaining more ground in Ostrobothnia, as it is expanding operations to include several new locations. *“We consider the Ostrobothnia region to be very vital and firmly believe that Silmäasema will grow despite the generally difficult economic situation”*, says Pasi Kohmo, managing director of Silmäasema.

Janne Järvenpää, eye specialist and founder of Brillo, will also continue working under Silmäasema. He will continue to offer cataract surgeries and surgeries correcting refractive errors, and his practice will be available as usual. *“Brillo’s operations are in good hands with Silmäasema: we share the characteristic that all products and services related to eyesight and eye health are available from the same place”*, says Janne Järvenpää.

All the other existing opticians and eye physicians will continue working at the future Silmäasema stores and the Brillo store in Vaasa as usual. You should also ask the expert staff for Silmäasema’s other services related to eye health and surgery. The stores are the pathway to Silmäsairaala Brillo eye hospital in Vaasa or, when necessary, one of the other 12 eye hospitals of Silmäasema.

More information:

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***The Silmäasema chain** provides customers with all eye health and eyesight products and services in a unique way. The chain operates in the optical retail sector with a total of 132 stores of its own and led by entrepreneurs, and offers eye healthcare services at 12 eye hospitals.*

Over 1,000 professionals in different fields offer optical products, optician services, eye specialist services, eye surgery services and eye laboratory services at a single location. All stores of the chain have eye physician and optician services. Silmäasema opticians annually perform 140,000 eye examinations, eye physicians receive 145,000 customers and eye surgeons perform 14,000 cataract surgeries and surgeries correcting refractive errors. The turnover of the Silmäasema chain for 2015 was over EUR 100 million.