

Europtik Eyewear and Reptile Polarized Sunglasses Form Europtik Group

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CRANSTON, R.I.—Europtik Eyewear and Reptile Polarized Sunglasses have announced that they have joined forces to create a strategic new company, Europtik Group. The merged companies, both now headquartered here, will continue to trade under their own brand names, capitalizing on the years of loyalty built by each brand, according to a statement from the company


Reptile Polarized Sunglasses was founded in 1999 by Sam Kotob. Europtik was founded in 2000 by Tom and Robert Clayton. Kotob, named director of operations for sunglass products, and the Clayton's will co-manage operations of the new company. Robert Clayton has been named director of operations for ophthalmic products.

"We are delighted to have the opportunity to work together," said Kotob. "The merger strengthens both companies enabling us to offer a wider range of premium product in both ophthalmic eyewear and sunglasses."

"The merger provides a very positive experience for the combined customer base and greater levels of service and support," added Robert Clayton. "While Europtik has built its business on providing high-end French made ophthalmic product and moderate polarized sunglasses, Reptile brings one of the fastest growing categories in the optical industry today, premium polarized sunglasses."

Europtik distributes product from brands that include Jean Lempereur, Karavan, Karavan Kids and Bermuda Bay/Polaroid. Reptile produces premium polarized sunglasses with its proprietary TPC-X lens system that uses lens technology, coatings and filters under the "Reptile Polarized Sunglasses" label.

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The image shows a CD-ROM and its packaging. The CD-ROM is labeled 'SPEXUPC' and 'Demo Disc'. The box set also features the 'SPEXUPC' logo. The background of the advertisement is dark with a faint grid pattern.

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