

Black & Lizars have two new city centre shops




In its latest initiative in Scotland's capital city, Black & Lizars, the country's largest independently-owned optometrist, is acquiring the well-known city centre ophthalmic opticians business John Trotter & Co.

The deal, in which the current owner will remain in post and all current staff will be retained, is the latest stage in Black & Lizars' long-term growth strategy. The Trotter name will also be retained.

The acquisition follows the creation of a new flagship practice in an upscale property in Frederick Street, just off of Princes Street in Edinburgh, where a £650,000 investment will provide the most technically advanced equipment and will offer hearing care as well as optical services. This new practice opens this Friday 12 December 2014.

The Trotter acquisition brings into the Black & Lizars portfolio a prominently situated high-end outlet in George Street, near the Assembly Rooms. The practice has a classic design which contrasts with the hi-tech equipment in the consulting areas.

 The partnership has been agreed between Mark Ross, chief executive of Black & Lizars, and Eleanor Leech, principal optometrist and managing partner at John Trotter & Co. Ms Leech has been in the practice since 1998.

She said: "Trotters is a long-established business, founded in 1867. It shares the same values as Black & Lizars, focused on delivering the best possible level of visual health care. Black & Lizars is very highly regarded and has taken eye care

in Scotland to new level.

“The team at Trotters is delighted that this alliance with Black & Lizars will allow us to provide an even better service to our clients.”

Mark Ross said: “Eleanor has built a terrific team of top-level professional staff in the George Street outlet and we are very pleased to be able to invite them to join the Black & Lizars family.

“They are all specialists in their field, be that refraction, contact lens fitting or spectacle dispensing. In short, they are ideal professionals. Teamed with Black & Lizars, they will continue to provide an extraordinary service for the people of Edinburgh.”

The prestigious new acquisition will be the latest in the Glasgow-based Black & Lizars’ 25-strong branch network in Scotland, ranging from Aberdeen to Ayr. It also has a practice in Northern Ireland.

Black & Lizars has opened a dramatic gap between its practices and normal retail optometrist chains by providing technology such the optomap retinal exam created by Optos, the Scottish-invented and world-leading ultra-wide field retinal imaging system.