

## **Ophthalmic Instruments, Inc. Expands Southwest Region with the Addition of Territory Manager for Las Vegas**

*Ophthalmic Industry Executive Tyler Brown to Provide Dedicated Support for Las Vegas*

IRVINE, Calif. ([PRWEB](#)) December 19, 2018 -- Ophthalmic Instruments, Inc., a leading distributor of quality ophthalmic instruments, today announced the expansion of the Southwest region with the addition of Territory Manager, Tyler Brown in Las Vegas. Brown, a fourth-generation optician, will provide dedicated support for Las Vegas, third in the nation for projected growth according to the Las Vegas Sun.

Mr. Brown has spent over ten years in the ophthalmic industry, serving both as an optician as well as providing sales, service, training and support to the ophthalmic industry. He comes from a family of opticians that started in Hawaii and expanded into the Las Vegas area.

Although Ophthalmic Instruments, Inc. is already the most well equipped distributor to handle Las Vegas with four West Coast warehouses/service centers, the company felt it necessary to provide its Las Vegas customers with exceptional support and an even better experience. That prompted the company to invest more in this city by adding a representative that lives in the Las Vegas community.

“Being the best we can be has always been more important to Ophthalmic Instruments, Inc. than just simply being better than the competition. So our decision to bolster our support in Las Vegas was a logical step, given the growth of this city and the growing number of optometrists and ophthalmologists,” said Scott Shone, president of Ophthalmic Instruments. “With Tyler being a fourth-generation optician, he understands first-hand what these doctors need to make their practice more efficient and profitable, and the best products available for servicing their client needs and providing them with the best patient care.”

About Ophthalmic Instruments, Inc.

Family owned and operated since 1977, Ophthalmic Instruments is the premier distributor of a comprehensive line of quality ophthalmic products, including Topcon, Haag-Streit, Reliance, Marco, Reichert and others, that are professionally installed and maintained with a personal touch. Founded on the simple principles of professionalism, honesty and integrity, the company prides itself in the retention of customers, repeat business and enthusiastic referrals from physicians, hospitals and clinics for over 40 years.

With four physical locations strategically located in California, Arizona and Colorado, Ophthalmic Instruments provides its customers with professionally trained sales and field service representatives in eight states, including California, Arizona, Nevada, Utah, Colorado, Hawaii, New Mexico and Wyoming. These experienced representatives maintain frequent contact with the customers in their regions and bring problem solving skills and relevant information to the customers served. For more information, please visit [www.oiica.com](http://www.oiica.com).



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