

CLEAR LINE OF SIGHT AFTER OPTICIANS CHANGES HANDS

A leading Swansea-based optician practice has been acquired by one of its practitioners.

Bater Opticians in Morrison has been acquired by Tony Stout, a current practitioner at the optometrists with over 30 years' experience in the industry.

The opticians, which has other associated sites in Gorseinon and Singleton Hospital, will maintain full patient continuity after the acquisition, as all of its specialist practitioners will remain in their roles.

Mr Stout purchased the company from Lindsay Bater, who will continue to work at the practice, specialising in contact lenses and the treatment of the effects of vision on dyslexia.

As part of his development plans for the practice, Tony Stout has ordered state-of-the-art technology to provide Eye Dream contact lenses. The lenses, which aim to reduce short-sightedness in young people, are worn overnight, with the effect staying strong enough for people to function the entire day without spectacles or contact lenses.

Bater and Stout, which employs eight people, was purchased for an undisclosed fee and Swansea-based corporate law firm Douglas-Jones Mercer (DJM) Solicitors advised on the acquisition.

Tony Stout, who joined Bater and Stout Opticians in 2001, said:

"I'm very pleased to have purchased the practice, which has provided comprehensive eye-care for patients for nearly 30 years."

"A number of our customers travel from as far as Cardiff, Carmarthen and even London, and our goal is to become the most respected and recommended optician in South Wales."

"We have already invested in technology to improve the scope of services we offer, from Eye Dream contact lenses for young people, to our new MPod – which screens and monitors for age related macular degeneration or AMD."

"We will also be announcing a number of initiatives in the coming months to make eye-care more accessible and affordable for everyone in the community, building on our reputation as a centre of excellence."

Lindsay Bater, who founded Bater Opticians in Gorseinon, said:

"With Tony's knowledge of our patients and his experience, this sale ensures that patients will receive the same excellent service and continuity of care."

"His leadership will ensure that the practice continues to grow and flourish, maintaining its excellent reputation in the community."

Advising on the deal, Sheraz Akram, director at Douglas-Jones Mercer Solicitors, said:

"I am extremely pleased to have assisted on this transaction. The opticians has a leading reputation in South Wales and under Tony's stewardship, I hope the practice can realise the potential of its ambitious growth plans."

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