

Press Release

SILMO Paris: Nominated twice, awarded once

Blair Wong, co-founder and Board President of GoodVision USA, is 'International Optician of the Year'



Erlangen/ Paris, October 2025 – This year's SILMO Paris 2025, the international trade fair for the optical and eyewear industry, had two highlights in store for EinDollarBrille (GoodVision). Blair Wong, co-founder and Board President of GoodVision USA, was honoured with the 'International Optician of the Year (IOA)' award, presented by the International Opticians Association (IOA) in collaboration with SILMO. The award recognises his tireless commitment to people with visual impairments – both in sharing knowledge and creating sustainable solutions. In addition, GoodVision France, newly founded in June, can look back on a successful trade fair debut: in its first year, the organisation was nominated for the SILMO d'Or in the 'Technological Innovation' category. This is a strong sign of the relevance of GoodVision's work at the interface of social commitment, sustainable vision and technological excellence.

From 26 to 29 September, one of the most important international trade fairs for ophthalmic optics and eyewear took place at the Paris Exhibition Centre, with over 900 exhibitors, 1,500 brands and more than 33,000 visitors. One of the highlights of the event each year is the presentation of the SILMO Awards and the 'International Optician of the Year' award (IOA). The latter is one of the highest honours awarded in the field of optics. The GoodVision family is therefore even more delighted that Blair Wong, founding member and Board President of GoodVision USA, received this prestigious award this year – as the first blind optician ever.

"As a blind individual living with retinitis pigmentosa, I strive to advocate for the visually impaired and to build sustainable vision care solutions for underserved populations around the world", explained Blair Wong. "I am very humbled and overwhelmed by this amazing honor from the International Opticians

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Association. I hope this moment helps elevate the awareness that not only is opticianry an exciting career choice but is also an opportunity to serve the most vulnerable and vision needy populations, locally and throughout the world."

Wong was 26, working as an optician in Cambridge, when doctors diagnosed him with retinitis pigmentosa, an incurable degenerative eye disease. Instead of turning his back on optics, he earned a Master's in Education and taught optics students at the New England College of Optometry for decades. He also founded the opticianry programme at the Benjamin Franklin Cummings Institute of Technology in Boston in 2007.

The award recognises his expertise, his passion for teaching optics and his commitment to helping those most in need of eye care.

Nomination for the prestigious SILMO d'Or



GoodVision France was represented at SILMO for the first time to present itself to an international audience. The centrepiece of the exhibition stand was the innovative spectacle bending machine, which is a key element in achieving the vision of 'Une bonne vision pour tous' (Good vision for everyone). The nomination for the SILMO d'Or in the 'Technological Innovation' category was the perfect start to organisation's establishment in France and its trade fair debut. Since 1994, the award has been presented to companies and organisations that set new standards in the industry. The prize is awarded in twelve different categories and a special prize by the jury.

GoodVision France is therefore even more honoured to be among the five nominees in the category in its founding year. The jury justified this with GoodVision's creativity, innovative strength and quality standards.

"Our participation in SILMO Paris was a great success, which began with our nomination for the SILMO d'Or in the Technological Innovation category", comments Maryline Ehlermann, Managing Director of GoodVision France. "Visitors and exhibitors alike were curious about our innovation and deeply moved by our mission as an NGO. This interest and support reinforce our conviction that we can truly change lives with our approach, which goes far beyond a pair of glasses."

With the founding of GoodVision France, the organisation hopes to spark interest in its vision among individuals, companies and foundations and to gain further supporters for its international work. The new exhibition area for sustainability and corporate responsibility at SILMO Paris is sure to create a synergy effect in the future. It demonstrates that responsible, impact-oriented action is becoming increasingly important in the optical industry, putting EinDollarBrille in the spotlight as a potential cooperation partner.

Service for editorial offices:

We would be happy to arrange an interview with Maryline Ehlermann or Blair Wong.

For further information, please visit goodvisionusa.org, goodvision.fr or www.GoodVision.org.

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About GoodVision (EinDollarBrille e.V. Germany)

According to a WHO study, over 950 million people worldwide suffer from correctable defective vision but do not have the means to buy conventional glasses. Against this backdrop, GoodVision (EinDollarBrille e.V. in Germany) aims to provide high-quality, affordable, robust and customized glasses worldwide. The organization was founded in 2012 by Martin Aufmuth, the inventor of the GoodVision Glasses (EinDollarBrille), and is recognized by the tax office as a non-profit organization. The GoodVision Glasses can be manufactured and sold by local people. The material costs for a pair of glasses are around one US dollar. The selling price is two to three local daily wages. The training of the producers and the development of the project in the target countries are financed by donations. The project is sustainable: the proceeds from the sale of the glasses help to cover salaries in the country and the materials for new glasses. The aim is to establish basic optical care for people in developing countries.

**EinDollarBrille e.V.
GoodVision**

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