

**IT WAS 1977**  
**1 GARAGE**  
**2 VISIONARIES**  
**6 FRAMES**

# INDEPENDENCE IS IN OUR DNA.

Alan Shapiro embodied the entrepreneurial spirit of the traveling salesman; his wife Cynthia handled everything else while he was on the road (including caring for their infant son, Scott). Europa Eyewear began as a collection of those first six styles, packed neatly in Alan's briefcase. Anyone who knew Alan can guess that it wasn't long before his unique combination of charm and tenacity led to the company's expansion. Cynthia's brother Chris Loeffler was their first hire; Janet O'Grady and Jerry Wolowicz joined soon after. **Together, they made a small but mighty power team and formed a new family—THE EUROPA FAMILY.**

Throughout the past 39 years, Europa has grown to far more than 6 frames and 2 hires; but remains a uniquely Independent family company. After Alan's unexpected passing in 2010, the next generation of husband and wife Shapiro team, Scott and Amanda joined the leadership. It isn't uncommon in the office, distribution center or on the sales force to see mother and daughter, father and son, husband and wife working together as part of the Europa family. That family focus extends to how we feel about the eyecare professionals with whom we partner.

As an independent company, Europa's focus has always been on teaming with independent eyecare professionals. The landscape of the optical world will almost certainly continue to change; but our focus on service, quality and being a true partner to the Independent ECP does not.

We've built our brands from the ground up within the optical industry. That's why we've created company policies and service standards to best match the unique needs of our Independent partners. We aren't beholden to anyone except our customers and to us that means we can do things the right way. Our slogan, "Independent for the Independent," means we have and will be in this together with you.