

# Bowden Opticians

01204 846219

Eyecare & Eyewear  
Est. 1921

## Bowden Opticians Celebrating 95 Years In The Optical Industry.

It's been a really busy 12 months here at Bowden Opticians, we have now finished our complete redecoration of the practice and installation of new frame displays to accommodate our new stock.

Taking pride and place now is a super New Mural of my Fathers shop in Farnworth.



My late Grandfather James Yardley Bowden opened this shop in May 1921 at 26 Higher Market Street, Farnworth.

This means this year the business is officially 95 years old and probably one of the oldest

established Independent Opticians in the North West.

I am also very pleased to say my Father Jack Bowden celebrated his 95<sup>th</sup> Birthday this year.



He was both a Chemist and Optician and ran the family business for many years until retiring in the late 90's.

I myself qualified as an Optician at Umist in 1982, after working for my Father for a number of years opened the practice in its current location at 552 Chorley Old Road Bolton, this practice

has now been open for 30 years, providing Family Eye care and Eyewear to the local community.

The next priority after the refurbishment was to improve the quality of our Eyewear, this has now been achieved with the introduction of vibrant and colourful new collections.



Nakamura Range.



DiMarco Collection.



Cocoa Mint Collection.

These are just a small sample of the many new ranges now available in store.

One of the biggest challenges owning my own practice has been able to offer my clients a large array of choice in Eyewear.

At the same time as the practice I have now been working very hard on updating our website and offering a huge choice for people to browse and look in the luxury of their own homes.

Believe it or not I actually sold my first pair of spectacles on the internet back in 1997, this was a pair of Snooker Glasses to a Professional Snooker player in Hong Kong, and back in 1997 this was before Google was around and just at the dawn of ecommerce.

I realised back then the importance of having a successful website to compliment the practice.

The website now has over 500 new frames and models, with ranges such as:-

- Nike
- Barbour
- Mango
- Bench
- Jaeger

Prices starting from as little as £59.95, be sure to check at [www.bowdenopticians.co.uk](http://www.bowdenopticians.co.uk)

New models and Frames are being added to the site daily along with specialist Sports Eyewear, not forgetting of course Snooker Glasses.



**NIKE**eyewear



Please call us on 01204 846219 for more information or e-mail me at [mark@marketingtipsuk.com](mailto:mark@marketingtipsuk.com)

## Get Ready For Winter Driving



As the darker nights start to draw in, it is important not to forget the benefits of products and lenses that we can help you with at the practice.

The benefits are clearly shown here for the use of Anti-Reflective Coated Lenses, especially for night time driving.

They are able to cut down massively on the glare and dazzle from oncoming car headlights.

During Autumn I would like to offer our clients with a free Anti Reflective Coated Lens upgrade on any purchase of Eyewear.

**Simply Quote- FREEMAR**

This can be used in the practice or on our website.

Please also remember our staff are always on hand to carry out those essential repairs and adjustments to your Glasses, we never charge for this service.

Now I fully understand not everyone is happy to embrace new ideas and technology, but many of our patients do, so let me please apologise to anyone if this isn't for you.

But we do have another resource to help patients keep up to date with any changes at the practice here.



Please feel free to find us on Facebook at [Bowden Opticians](#).

You can send us a message and a like or share is always appreciated.

I would now like to take this opportunity to thank all of our Patients both past and present for supporting us over these very difficult and turbulent times,

It seems like only five minutes since I opened the Practice here, converting it from a little Fruit and Vegetable shop, this last 30 years have flown by.

We have the most wonderful client database, who are always recommending us to their friends

and Family and again I wish to thank everyone for their loyal support.

Kind Regards

Mark Bowden

BSC MCOptom.