

SUPPLIER IN FOCUS



TELL US A BIT ABOUT YOURSELF

I am excited to enter the world of FMCG, fresh from over 25 years working across the tourism sector where I have managed everything from the NRL to the Australian Barbie Doll convention... yes, it is a thing.

Fortunate enough to call the Gold Coast home for all but a few early years living in Geelong. Given their recent success I'd like to say I still barrack for the Cats but alas it's the Brisbane Lions for me. Next year is our year! And whilst I enjoy all sports, I LOVE my golf and have the COVID enforced break to thank for my first hole in one... finally.

I find solace in the garden but continue to fight a one-sided war against pests intent on eating my veggies before me. There is nothing more satisfying than nurturing a crop from seed to harvest.

WHAT IS THE BEST INVESTMENT YOU HAVE EVER MADE?

A pool as it is the perfect way to start the day or unwind after work. Plus it provides the best backdrop for weekend festivities!

The next investment is a robotic mower. 600+ m2 of lawn with a 40% incline is only fun the first few times!

HOW IS YOUR COMPANY AND PRODUCTS PERFORMING YEAR TO DATE?

Moving from an industry decimated by COVID, I have been impressed by the resourcefulness of the Pacific Optics team in fulfilling demand during trying times.

Stimulated by the new norm of working from home, our WalknTalk and Fuse tech ranges continue to perform exceptionally well. Heading into Summer and an anticipated easing of travel restrictions, eyewear and headwear will be key drivers for the business.

WHAT ARE YOU DOING TO ASSIST NEW SUNRISE MEMBERS TO IMPROVE SALES & PROFITS?

To complement our innovative products and on-trend designs, Pacific Optics is investing in some unique digital campaigns. These targeted initiatives will grow brand and range awareness, helping direct consumers to your stores to make purchases.

WHAT IS THE BEST PIECE OF ADVICE YOU COULD SHARE WITH NEW SUNRISE MEMBERS?

In my short time with the business, I've come to learn that not all cables are created equal and certified cables are worth the investment. Engage the field teams to understand the features and benefits of the WalknTalk and Fuse tech ranges.



PACIFIC OPTICS



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