



PRESS RELEASE

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Mainline Optical Connections Ltd, Welcomes Dibble Optical to Enhance Customer Value, Choice, and Support

Mainline Optical Connections Ltd is pleased to announce that Dibble Optical has joined the family, bringing customers an expanded range of services, deeper expertise, and an even stronger commitment to exceptional customer experience.

This acquisition is designed with one purpose in mind: **to deliver more value to customers**. By combining the strengths of both companies, customers will benefit from:

- **A broader selection of products and services**
- **Enhanced technical expertise and support resources**
- **Greater innovation and investment in future solutions**
- **Improved service responsiveness and availability**

For customers of Dibble Optical, all existing services and points of contact will remain unchanged. The same teams that customers know and trust will continue supporting them, with the added benefit of access to Mainline Optical Connections' wider capabilities.

“This is a customer-first partnership,” said Tanya Storey FBDO, Managing Director of Mainline Optical Connections **“By joining forces, we’re able to offer our customers more choice, more value, and more support than ever before. Our shared focus on service excellence makes this a natural fit.”**

Dibble Optical Founder Barry Dibble added, **“Our customers will see immediate and long term benefits from this partnership, including access to additional expertise and enhanced solutions. We’re excited for the opportunities this opens for the people we serve.”**

As the two companies integrate, customers can expect clear communication, uninterrupted service, and ongoing improvements designed to make working with Mainline Optical Connections easier and more rewarding.

What Customers Can Expect Next

- Regular updates on new solutions and service enhancements

- Continued support from existing account teams
- A seamless transition with no disruption to current contracts or services

About Mainline Optical Connections Ltd

Mainline Optical Connections is on a mission to revolutionise the UK optical industry. We empower professionals by providing high-quality solutions that enhance efficiency, precision, and overall productivity to optical practices.

Our commitment extends beyond products; it's about fostering long-term relationships and ensuring the success of our clients. Testimony to this being the UK 'Supplier of the year 2025'.

We envision a future where Mainline Optical Connections innovations redefine optical practices. Our cutting-edge technology will elevate patient care, shape industry standards, and inspire professionals worldwide.

About Dibble Optical

Established in 2009, Dibble Optical is the UK distributor for Breitfeld & Schliekert (B&S), the respected German manufacturer founded in Rathenow in 1927. Renowned for precision engineering and reliability, B&S offers one of the most comprehensive product portfolios in the optical industry, encompassing workshop machinery, specialist tools, spectacle components and an extensive range of practice accessories.

In 2010, Dibble Optical further strengthened its specialist expertise with the introduction of a niche paediatric eyewear portfolio. Today the company is the exclusive distributor for Dilli Dalli and FlexFrames, in addition to the Milo & Me and JustMilo collections from B&S, providing eye care professionals with high-quality, durable and child-friendly eyewear solutions.

Dibble Optical's commitment to service excellence has been recognised with the prestigious "Supplier of the Year" award from the Association of Optometrists.

Founder Barry Dibble is an Honorary Life Member of the Optical Suppliers Association (OSA), in recognition of his longstanding contribution and service to the UK optical industry.

Customer & Media Enquiries

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