

'Sea' the difference



Ivan R Cammack Optometrist has been a feature of Thame's High St. for over three decades now. Ivan set up in Thame as an independent optometrist way back in July 1986, and the business has been expanding and growing ever since.

"When I started out, it was just myself and one receptionist," he recalls. "Although, within two years I had plans to open in Wendover, and the staff numbers had swollen to six, which made Christmas lunch somewhat more costly."

The hard work, the exceptional service, and Ivan's passion for the latest technical advances in optometry have continually reaped their rewards. "By 1993, we were in a position to move the original Thame practice to its current premises in Greyhound Walk, and then within two years, to move our Wendover practice into a prestigious High St. location as well."

In April 2000 Ivan took on a small optical practice in Chinnor, previously owned by Peter Booth, and situated in Station Road. True to form, in October

***Ivan R Cammack**, the Chinnor optometrists, has undergone something of a transformation. It's nautical and nice reports **Jim Sherwood**.*

2002 Ivan orchestrated the relocation to more practical and more visible premises in the High St.

Ivan R Cammack now have practices in Wendover, Thame and Chinnor, employing 30 people over three high street locations and one administration office.

Ivan isn't one to rest on his laurels however. The business is constantly investing in the very latest technology and the finest professional staff. "It is our determined ambition to provide the very best service that we can, to every patient, every time we are consulted," adds Ivan, "and we aim to provide this service in the most comfortable surroundings."

The Thame practice recently enjoyed a revamp, and Ivan is proud to announce the 'launch' of his newly refurbished Chinnor practice, which has just undergone a radical re-fit.

When you are dispensing bespoke eyewear, the very least you can do is to spend quality time with your customers. For some High Street optometrists it's all

about volume. For Ivan R Cammack it's all about service and quality.

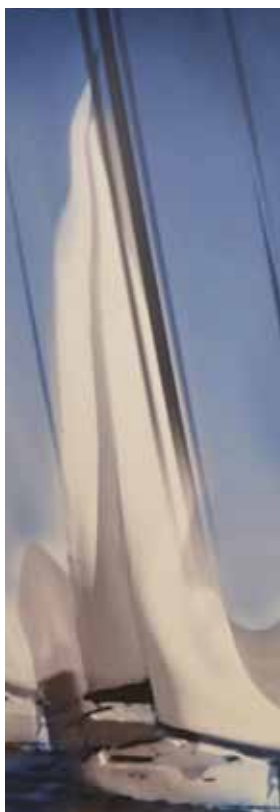
The remit behind the Chinnor outlet is to provide an even more relaxed and welcoming environment for customers. It really does feel more tranquil and less clinical. There is something of a nautical theme to the practice (no doubt inspired by Ivan's love of sailing). No expense has been spared to enhance their customers experience. You could say Ivan R Cammack have really 'pushed the boat out'!



A sea of specs



Ivan Cammack



Officially opened by Ivan

So relax with a free coffee, admire the new water feature and check out the new designer frame ranges that have been introduced as part of the refurbishment. These include Tom Davis (as featured in the last issue of Thame Out), Jimmy Choo, Kaos and Ovvo Eyewear. Ovvo are a particularly robust design from the USA and Ivan R Cammack are one of just seven stockists in the UK.

Ivan R Cammack. The optometrist practice that is always looking to the future.

Ivan R Cammack (Thame)

T. 01844 212048

E. info@ivancammack.com

Chinnor (01844) 351564

Wendover (01296) 625892



Open Day