

August 2013

eyecare

Retail Strategies For Profitable Dispensing

PentaVision

www.eyecarebusiness.com

BUSINESS



Bundling lenses
for children's
eyewear

Creating a
social media
checklist

on the *move*

Good looks for active kids



30



31



33



34



35



27



28



29

27. SMITH OPTICS

Stop by the booth to experience the ChromaPop color-optimizing lens technology, which increases visual clarity by eliminating color confusion to the brain to immediately recognize true vibrant color as it should be. ChromaPop lens technology also offers a Sun Rx solution.

Booth: 20057

INFO: smithoptics.com

28. SPY OPTIC

At this year's show, SPY Optic will debut five all-new Rx frame models, most notably the MICAH. A beautifully handcrafted zyl acetate frame, MICAH features a metal bridge and inlay across the top of the frame. In addition to this stunning look, MICAH also has adjustable nose pads which enable this frame to fit a multitude of facial shapes.

Booth: 16112

INFO: spyoptic.com

29. SUPER SYSTEMS OPTICAL TECHNOLOGIES

Visit the Super Systems booth to take advantage of the company's three exciting show specials: a free pair of ADDVantage HD digital PALs made to your Rx, a credit toward lens inventory or equipment, as well as small equipment discounts.

Booth: LP8100

INFO: superoptical.com

30. TRANSITIONS OPTICAL, INC.

The Transitions team will be on hand at the booth to educate attendees about the newest products. Stop by to experience Transitions Optical's new product technology first hand. Don't miss the special education session, which will be held at the booth on Thursday, October 3, at 2 p.m.

Booth: LP7087

INFO: transitionspro.com

31. VIVA INTERNATIONAL GROUP

The retro-inspired design of GANT Rugger style GR 105, included in the GANT Eyewear Fall 2013 Collection, features a small, round, metal front in a matte finish accentuated by a shiny metal bridge and hand-made acetate temples.

Booth: 16053

INFO: vivagroup.com

32. VSP OPTICS GROUP

VSP Optics Group is hosting a special appearance by Bill Nye, the Science Guy. See the booth for times, and come meet him.

Booth: 21087

INFO: vspticsgroup.com

33. WESTGROUPE

Swing by the WestGroupe booth to experience a premium selection of the latest styles from international brands, including

KLIK: denmark, FYSH UK, EVATIK, Superflex, and Superflex kids.

Booth: 18023

INFO: westgroupe.com

34. WILEY X

Wiley X will be launching two new Climate Control styles that will include the new expanded Rx Rim System, which allows prescriptions in Wiley X's 8-base wrap frames to +5 and -8.

Booth: 21073

INFO: wileyx.com

35. YOUNGER OPTICS/IOT

This year, Younger Optics will display a new booth with IOT. ECPs who have installed the free NuPolar iPad app can receive a \$5 Starbucks gift card as a thank you. Visit the booth daily to enter to win an Apple iPad Mini (some restrictions apply).

Booth: LP5077

INFO: youngeroptics.com