

October 2012

eyecare

Retail Strategies For Profitable Dispensing

BUSINESS

EyecareBusiness.com

MADE IN

Mapping Manufacturing

Directions in frame production

LENSES
Prism Basics

RETAIL
E.M.R. Security

28. SHAMIR

InTouch

This freeform design lens addresses the "new reading zone" (where digital devices are held) with an enhanced corridor for frequent smartphone and tablet users.
INFO: shamirlens.com



29. SPY

Jude

Jude features a one-piece stainless steel front with handmade acetate temples and contrasting enamel detail.
INFO: spyoptic.com



30. TRANSITIONS OPTICAL, INC.

Transitions Vantage

The newest addition to Transitions' everyday lens category offers revolutionary technology designed to both darken and polarize upon UV exposure.
INFO: transitionsvantage.com



31. VISION-EASE LENS

Thindex Coated

The new Thindex 1.70 SRC Coated SFSV and A SFSV lenses provide both convenience and compatibility for backside spin-coat processing, along with durability and higher ABBE value.
INFO: vision-ease.com



32. VIVA INTERNATIONAL GROUP

Harley-Davidson HD 432

Inspired by the rugged and bold lifestyle of the Harley-Davidson enthusiast, model HD 432 features an innovative raised metal temple treatment enhanced by the Harley-Davidson logo.
INFO: vivagroup.com



34. WESTGROUPE

Kliik KL 478

Kliik 478 encompasses all the fashion trends of fall 2012. Warm rich tones of teal, purple, burgundy, and blue are enhanced by the textured, patterned TR-90 temples.
INFO: kliik.com

35. WILEY X EYEWEAR

WX Gravity

Part of the Climate Control Series, Rx-ready and safety-rated Gravity comes with the patented and removable soft foam seal to keep out wind, dust, and debris.
INFO: wileyx.com



36. YOUNGER OPTICS

"More Choices" Guide

Younger Optics and Transitions Optical have released "More Choices: A Guide to Everyday and Sunwear Lenses" as a training and sales tool to educate patients about complete eyewear choices.
INFO: youngeroptics.com



FRAME BUYER PROGRAM

The Frame Buyer Certificate Program series of ABO-accredited courses experienced some of the highest attendance numbers at Vision Expo. With classes covering a broad range of must-know topics for buyers, dispensers, and managers, this education track is sponsored by The Vision Council's Eyewear and Accessories Division as well as with *Eyecare Business*.