

PERFERX- PRECISION PRESS

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NEW PRODUCT ROUNDUP

Eyezen+ 0 available now! Varilux X Series and Crizal Sapphire 360° UV Launching September 12th!

VARILUX X series A new advance in progressive technology! **New Varilux X Series** lenses deliver all the benefits of Varilux S Series:

Sharp vision, Smoother transitions, Elimination of "off-balance" feeling, but with a new benefit—Xtend™ Technology; extending the wearer's vision within arm's reach.

Knowing that a common complaint from presbyopes is the effort required to see sharply at arm's length, even with a premium progressive, **Varilux X Series** allows the patient to see at multiple distances in the near / intermediate zone with significantly less head movement required to find where to look in the lens. (the "sweet spot").

Tested on thousands of wearers in 19 wearer studies, 7 out of 10 consumers preferred **Varilux X Series** over Varilux S Series.

Varilux X is categorized for Eyemed managed vision care plan with VSP slated to follow and **will be available to order on September 12th.**

Crizal
SAPPHIRE 360° UV

Crizal Sapphire 360° UV lenses are the first to feature Multi-Angular Technology™ which: **reduces reflections from any angle of light, resulting in less distracting glare,**

better aesthetics and safer nighttime driving. Wearers can perform their daily activities with minimized annoying reflections, day and night.

Multi-Angular Technology™ considers a 360° angle in the optical calculation. A new patent-pending nanolayer, when combined with this new calculation, results in reduced reflections by 35% to 45%,* for improved clarity and better aesthetics.

In wearer studies, 4 out of 5 consumers preferred lenses with Crizal over ordinary lenses** and 9 out of 10 Crizal wearers will re-purchase†.

Crizal Sapphire 360° UV is categorized for VSP and Eyemed managed vision care plans and **will be available to order on September 12th.**

*As compared to Crizal Avancé UV™, depending on the lens configuration (index, hard coat, etc.) and incident angle. **Independent eyeglass wearers study of 200 participants conducted by the University of Arkansas in 2016 and sponsored by Essilor of America, Inc. † Consumer study of 896 participants who purchased Crizal lenses in connection with a promotion that was conducted by Essilor (2016).

Eyezen+0 Recommending Eyezen+™ enhanced single vision lenses provides a more complete solution for modern SV wearers **defense against Digital Eye Strain and Harmful Blue Light***. The **NEW Eyezen+0 design**, along with Eyezen+ 1,2 an 3, gives ECPs a range of accommodative relief options for their patients—ranging from 0.00D to +.85D. **The New Eyezen+ 0 design is recommended for patients 17 and under but for whom accommodative relief is not desirable.**

All **Eyezen+ 0** lenses contain: Smart Blue Filter™ to reduce exposure to Harmful Blue Light by at least 20%* and W.A.V.E Technology™ to provide sharper vision than traditional single vision lenses.

Eyezen+ 0 is categorized for VSP with Eyemed slated to follow soon and is currently available to order.

* Eyezen+ lenses block at least 20% of Harmful Blue Light indoors. Harmful Blue Light is the blue-violet high-energy wavelengths found between 415-455 nm on the light spectrum believed to be most toxic to retinal cells.

THE **ULTIMATE LENS PACKAGE**
BY ESSILOR

The **Ultimate Lens Package** is an optimal combination of Essilor's **best lens technologies designed to deliver the ultimate in vision, clarity and protection for every patient in a single lens.** The **Ultimate Lens Package** will both help simplify your dispensing and give your patients their best vision. As always, you are able to order the lens products individually to help patients design a lens to suit their specific vision needs. The **Ultimate Lens Package** is available in two versions:

**ULTIMATE LENS PACKAGE:
SINGLE VISION**

Eyezen+
enhanced SV lens technology
Crizal
SAPPHIRE 360° UV
no-glare lens technology
Transitions
Signature VII
adaptive lens technology

**ULTIMATE LENS PACKAGE:
PROGRESSIVE**

VARILUX X series
progressive lens technology
Crizal
SAPPHIRE 360° UV
no-glare lens technology
Transitions
Signature VII
adaptive lens technology

For more information on these new products, please contact customer service or your sales consultant

MEET THE FAMILY



Becca Casey
Perferx Optical
Customer Service
since 1999

Becca has been at Perferx Optical for 18 years. She loves working with our amazing customers and treasures the many friendships she has made over the years. She is happy to assist her optical friends with whatever it is that is needed. A self-professed animal lover of all types, Becca says, "Cute fluffy animals are fantastic, but I really have a soft spot for frogs."



Pat Eremita
Precision Optical
Customer Service
since 1985

Pat has been working for Precision Optical's Customer Service for 35 years. Her most memorable moments are speaking with the customers and helping them to find the best visual solutions for their patients. When Pat is not working, she enjoys traveling to any location that has a beach.

NEW WWW.PERFERXPRECISION.COM COMING SOON!

We are super excited that our new and improved website is getting ready to relaunch very soon! Some of the features we look forward to bringing you are:

- **Document Center:** our library of product information at your fingertips 24/7, including lens availability charts, sales aids, patient brochures, cut out charts and white papers.
- **Order Supplies:** reorder UPS return service shipping labels, order forms, fax forms, frame-to-come forms, and price lists.
- **Staff:** Meet the whole Perferx-Precision family! Aside from our pictures, the staff page also lists email addresses and phone numbers to facilitate quick and easy communication.

We promise to update you as soon as we are live! Make sure you update your email address (read below) so you can be one of the first to know!



HELP US HELP YOU

To provide you our best service, we start processing lenses as soon as we receive orders. We ask if you would please review these items to help prevent any unnecessary delays. Thank you!

- Safety or Sports frames that are stamped with the Z-87 markings require a minimum thickness of at least 2.0 for the lenses. Often, the order has not indicated the frame is a safety or sports frame and dress lenses are made. In order to reduce unnecessary delays, we ask that you provide us with this information when submitting your order.
- When submitting an order through Vision Web for a safety frame please select INDUSTRIAL EDGE from the FRAME TYPE MENU.
- When submitting a hand-written order please indicate SAFETY THICKNESS
- Wrap frames require specific base curves and should be evaluated by the lab prior to selecting the appropriate base curve. If you are ordering lenses for a wrap type frame please state **WRAP FRAME** on the order under **SPECIAL INSTRUCTIONS**
- Accurate frame measurements (A, DBL, B & ED) are vital pieces of information that will ensure cut out of lenses, as well as assist at controlling lens thickness, especially on plus power lenses.

ABO EVENT RECAP



We had a great ABO Event on National Sunglasses Day at our Precision Optical facility! Our topics were Polarized lenses with Xperio UV and Smart Blue Filter. The turnout was great and we thank all of you who were able to attend. Stay tuned for more educational events to come!

ELECTRONIC ORDERING

Place your orders electronically to ensure:

- Faster processing
- Fewer errors
- Less return calls to you
- Consistency
- Convenience
- Job Checking

Call our friendly Customer Service if you need help!

- ⇒ Perferx at 800-649-2550
- ⇒ Precision at 800-842-8622

KEEP YOUR INFO UP-TO-DATE

Stay connected with Perferx-Precision Optical! We value each one of our customers, we want to make sure that you are receiving all communications with us. Please update your information on our google form at:
<http://tinyurl.com/yabwbsx3>