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# News-Notes

## Marcolin USA

Effective July 1, 2010 the buying group discount for **National brand** will be increasing to **43.0%**

## Legacie

New for Spring 2010, Betsey Johnson introduces the *Cheetah* group.

Long known for her love of animal prints, Betsey's *Cheetah* group plays with the classic pattern using a variety of color treatments.

**Purr-fect** and **Itsy Bitsy Purr-fect**, both oval handmade acetate frames, feature three-dimensional sculpted temples with a cheetah print layered within the acetate. The print is presented in both shimmer and iridescent contrasting colors, offering a playful and feminine take on the cheetah pattern.

## Vision-Ease

**Summer Savings!**  
**May 1st—August 31, 2010**  
**Sign Up Now and Receive**  
**\$5.00 a pair on**  
**Coppertone Polarized Lenses**  
**&**  
**\$3.00 a pair on**  
**SunRx Polarized Lenses**

For more information check out the What's New Section at [www.villavecchia.com](http://www.villavecchia.com) or contact us at 203.968.1745.

## Zyloware

As of August 2, 2010, Zyloware will be expanding to a new location at 8 Slater Street, Port Chester, NY 10573.

**Back on Campus**  
**There's just one look they'll want**

**Purchase any 6 RJ Dawgs Frames & Receive a**  
**FREE MP3 Player with Stereo Speakers!**

\*Includes Free 14-Day Trial. 35 Free Songs & 1 Audiobook From Emusic!

Call us at 800.765.3700 or visit us on the web at [www.zyloware.com](http://www.zyloware.com) for more information.

## Welcome New Vendor:

### Cross

Phone: 800.722.1719  
Fax: 800.722.1729  
Discount: 15.0%  
[www.cross.com](http://www.cross.com)

### **Cross Readers**

For more than 160 years, Cross has been recognized worldwide for the quality and craftsmanship of its fine writing instruments. Now Cross brings the same distinctive styling and jewelry like craftsmanship to its updated collection of reading glasses. With a wide range of lens shapes and sizes in both classic and fashionable designs, Cross Reading Glasses offer the perfect marriage of form and function.

- Exceptional quality and value
- Classic and fashionable designs
- Lightweight, durable optical quality materials
- Scratch resistant aspheric lenses
- Precisely aligned lens centers
- 3 rimless frame styles with adjustable nose pads
- 2 full frame styles

Available in eight powers (+1.00 to +3.5)

### **Dealer Cross—Benefits**

- Cross is a well know brand in the US with 73% brand awareness
- All members will get an extra 15% off US Dealer net price.
- Free walnut wood countertop display
- No minimum order required
- Free shipping on all orders over \$500

If you carry Cross readers you are eligible to order all Cross products (writing instruments, watches, leather goods, cuff links, etc.) from our catalog at 50% discount (not for resale).

## Hoya Vision Care

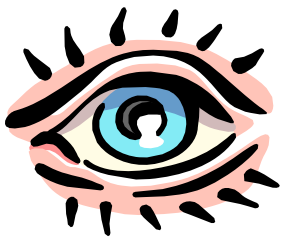
**iQ Free-Form processing has started at Hoya Dallas!**

Hoya Dallas is officially processing Free-Form in house! As of today Hoya Summit cd iQ & Hoya Summit ecp iQ is processed in Dallas! Contact us at 800.423.2361 for more information.

**To be eligible for your monthly discount, your payment must be postmarked by the 15th of the month.**

**Log onto our website to obtain a list of suppliers and available product lines. For the latest news & updates check out the What's New section!**

**The Member Section of our website offers access to billing statements, newsletters, special promotions and supplier price lists.**



**Credit Card payments are now available to our members. Please contact us for more information.**

## Viva Int'l Group

### New Back-to-School Optical Styles from CANDIE'S® Eyewear

The new grouping includes **C Noelle** and **C Nicolette**, both handcrafted in acetate featuring sleek modified oval fronts. Heart-shaped graphics and decorative patterns are subtly applied to each temple with a unique high-definition printing technique. This innovative detailing provides the perfect platform for showcasing the brand's signature style. Each frame is highlighted by a broad spectrum of colors, revealing a myriad of rich undertones, including burgundy/pink, brown/teal and purple/blue. The CANDIE'S metal block logo completes the look of this fun duo. Spring hinges add additional comfort and support to these new styles.

For more information please call 800.345.VIVA or visit [vivagroup.com](http://vivagroup.com).

## ProDesign

**Iris 5125-26**—Raw feminism with rough detailing.

This special Iris collection is a perfect mix of feminine and raw design. The undoubtedly feminine pattern of the temples is contrasted by the cool details in the rivets and in the raw metal finish, which is inspired by the Gothic arts.

These frames are a variation on the rest of the Iris collection. The beautiful female colors in high shine metal are pulling in the feminine direction and the frames in raw matte metal are for the woman with a bit of an edge!

The two different shapes are both larger than the usual Iris frame and the inspiration for one of them is really quite 70s retro – whereas the other is a sportier version with the cool double bridge.

## Charmant

**Lacoste 12246 RE Women** is a combination of metal front and acetate temple with a wrapped end piece and features a checker-board colour-blocked pattern on the temple. Subtle play with colours. Available in black, brown, purple and red.

**New Line Art** styles feature the same concept which was inspired by the delicacy of string instruments and translated into a beautiful and comfortable frame design in Excellence Titan representing the next generation of eyewear.

These three new styles offer full rim and semi-rimless designs: **XL2004**: A full rim frame with a depth suitable for progressive lenses, the temple design features the "quintet" of five strings. **XL2006**: Full rim with a slightly shallower front joined with the "trio" or three string temple. **XL2007**: A semi-rimless also featuring the "trio" temple design.



## ClearVision Optical

### Gear up for Back to School with ClearVision

Kids come in all shapes and sizes and so do ClearVision's children's frames. With one easy call to ClearVision you can address the needs of every young customer, from 6 months of age through their teenage years. **ClearVision's amazing kid's brand portfolio features popular brands for children in every age group.**

**Koodles** offers fresh, fun styling at a reasonable price, making this value collection a hit with kids and parents alike. With nine cool frames in vibrant colors, there are oodles of reasons to carry Koodles.

Delivering adorable frames for infants through age six, **Fisher-Price®** is the #1 infant and pre-school brand. Place a qualifying Fisher-Price® order and receive the Fisher-Price® Fit Kit Free! It includes everything you need to set up a pediatric practice in your office (without taking up valuable board space).

**Op Kids** is the choice for teens and 'tweens who follow the surf and skate scenes. Op Kids stays true the brand's California roots by offers hot colors and cool styles.

Active young men love the sporty styles and durability of **IZOD Boys**. This popular collection from the world-renowned brand includes ultra-resilient memory metals, acetates and metal alloys in a popular colors and styles. Fashion-conscious girls will adore the **Jessica McClintock for Girls** collection, as it features a delightful array of frames with pretty details and bright colors.

Remember, school will back in session before your know it, so right now is the time call on ClearVision Optical for Back to School solutions. Call today: 800.645.3733.

### Big News for XL Customers

*XLFIT™ men's collection answers  
the call of "Big Guys" everywhere*

Addressing the needs of an often overlooked audience, ClearVision Optical has introduced the new XLFIT™ collection of frames for larger men. The XLFIT™ line includes larger-sized versions of top-selling styles from ClearVision's most popular brands: BCBGMAXAZRIA, Cole Haan, IZOD and ClearVision. These larger frames were specially created to deliver perfectly-fitting frames without any compromise in style.

### XLFIT™ frames feature:

- Wider bridges and larger eye sizes to match fuller faces and wider PDs
- Longer temple lengths
- Extra strength spring hinges for durability
- Extended end pieces for greater comfort

For more information please visit [www.cvoptical.com](http://www.cvoptical.com) or call 800.645.3733.

## Eastern States Eyewear

### Launches Four New Thierry Mugler Styles

Four brilliant new models for the warm weather feature a bevy of new colors and progressive treatments designed with an original, French European flair combine to add a whole new dimension to this already exciting collection. **Thierry Mugler 3826**, a model featuring an elegant front shape with beautiful acetate temples with a marble finish. Not to be missed is the layering of stones running from the style's endpieces through its temples.

## Pro Fit Optix

### International Industry Veteran Appointed to Top Post

Pro Fit Optix International has named veteran optical entrepreneur and executive Rudolf Suter Chairman of the Board of Directors & CEO.

"With its extensive product portfolio and focus on DTS (Direct To Surface) and free form technology, products and superior customer service, Pro Fit Optix is ideally positioned to become a dynamic optical company. We will serve all distribution channels with premium products and the highest level of customer service to our customers. I'm very happy to join the excellent talents at Pro Fit Optix and continue to build an even stronger team for the benefit of our customers," said Rudolf Suter.

Mr. Suter's extensive background includes a master's degree in engineering and economics. His career started in the elevator industry in the late 70's, which lead to senior management positions at several optical companies. From 1986 through June 1990 he served as General Manager of Loh Switzerland followed by positions as principal and President of Satis Vacuum, which he grew to become the worldwide market leader for AR coating equipment with more than a 60% market share.

Pro Fit Optix has a full portfolio of All Form™ digitally surfaced lenses and represents different lens companies in the American market, including Rodenstock. For more information please contact ProFit Optix at 866.99.OPTIX (996.7849). [www.profitoptix.com](http://www.profitoptix.com).

## Tura

**Tourneau's** contemporary styling continues to reach a new contemporary customer. Optical **Model T085** is a rectangular metal with a linear detail on the endpiece and temple. The raised linear detail adds a distinctive touch without oversized logo treatments making this model easy to wear with colors that coordinate well for today's men's fashion.

**Tura Sun Model 004** is a contemporary shape which has been re-mastered into metal, incorporating the best from the past with innovative, contemporary materials. The oversized square shape with a butterfly influence is while highly fashionable and is easy to wear. The size and scale work for many face shapes. **Model 004** and sister **Model 005** features a pair of baguette shaped stones to enhance these modern styles. The clean lines of the open temple, along with the classicism of baguette shaped stones, make this style a "modern master."

## Liberty Sport

### Launches Protective Sports Eyewear Baseball Series

Liberty Sport is pleased to launch the **Maxx 20 Baseball Series**, its newest protective eyewear style. The formidable Rec Specs Maxx 20 style is unique in that it meets or exceeds the ASTM F803.03 standard for baseball for children 8 years old and younger at speeds of 40 MPH and below.

"Baseball has 3 different levels of standards based on age and speed. During the process of retesting our existing styles, we were very excited to learn that our existing top selling Maxx 20 style already passed the standard for children 8 years old and younger," explained Carmine DiChiara, VP of Product Development. "Children like to wear accessories that match their team colors, to emulate and show support for their favorite teams," continued Linda Laube, VP of Marketing for Liberty Sport, "Rather than just announce that the existing Rec Specs Maxx 20 style passes the government standard for baseball, we decided to introduce a series of new colors inspired by Major League team colors."

These Baseball Series Colors Include:

- Black and Orange: Inspired by the Baltimore Orioles
- Navy and White: Inspired by the New York Yankees and Los Angeles Dodgers
- Royal Blue and Orange: Inspired by the New York Mets
- Crimson and White: Inspired by the Philadelphia Phillies, Boston Red Sox and St. Louis Cardinals.

To support the Eye Care Professional in selling the Baseball Series, Liberty Sport developed a 4pc Baseball display, which is FREE with a purchase of the Maxx 20 Baseball Series frames.

For more information please contact us at 800.444.5010.



## Essilor

### New Varilux Comfort®

Essilor unveils New Varilux Comfort lenses

Now more than ever, people are transitioning between different fields of vision – near, far and intermediate – quicker, more often and for shorter periods of time. Essilor's New Varilux Comfort lenses have been modernized to meet these new visual demands.

In July, Essilor will offer New Varilux Comfort lenses to help patients enjoy ease of vision throughout the day in every aspect of modern life. The new lenses will offer quicker access to the reading area, 25 percent wider distance and near vision fields and improved performance for today's digital devices and activities, such as MP3 players, navigation tools, laptops and netbooks.

Using Essilor's proprietary Live Optics research and development process as well as Varilux Virtual Reality, Essilor scientists have shortened the progression length and widened the near vision and distance fields by up to 25 percent with reduced astigmatism in the intermediate zone. New Varilux Comfort lenses offer even quicker access to the near vision zone, wider fields for relaxed vision during daily activities and reduced swim.

For more information, contact your Varilux lab representative or visit [www.variluxusa.com](http://www.variluxusa.com)

## Todd Rogers Eyewear

Todd Rogers Eyewear made it's highly successful US debut in March at Vision Expo East, 2010. The fifteen ophthalmic and five sunglass styles were a decidedly strong launching pad for the new brand, which dubs itself "the little indie company that can." The product line is a hybrid of Italian Mazzucchelli and Japanese Daicel acetates and boasts top of the line German OBE hinges. Designer Todd Rogers credits his twenty years as an optician for his passion in design; creating a line of eyewear that is "made to be worn."

The family owned and operated business was fortunate to cause quite a stir at Vision Expo East, in no small part to their creative visual campaign.

The brand announced it's arrival to the scene with 'eyeglass-centric t-shirts' all interpreting the Todd Rogers logo through the ages. With his Boston based roots and his eclectic everyman style, Todd Rogers debuts a brand that is "classic with a twist." Todd Rogers Eyewear is proud to be carried in fine optical shops across the country and in Canada.

For more information please call 800.601.0620 or visit us on the web at [www.toddrogerseyewear.com](http://www.toddrogerseyewear.com).

# CLASSIFIEDS

FREE CLASSIFIED AD SERVICE. If you have equipment, business or services to sell, trade or buy, please advertise in our monthly newsletter. Fax all ads to Diane at 203.968.9790 by the 10th of the month. We retain the right to edit all submissions.

## EMPLOYMENT

**Optician/Sales Person:** Looking for PT optician/sales person for optometric office/optical store in Long Branch, Monmouth County, NJ. Fax resume 732.410.4640 Attention Debra.

**Optician:** PT/FT NJ licensed optician needed for Ophthalmology practice in Red Bank, NJ. Fax resume attention Phyllis to 732.741.8746 or call 732.741.7997.

**Optician/Sales Person:** Looking for a NJ licensed Optician and a PT Sales Person for an Optometric Office/Optical Store Please contact Natalie at 917.921.7160.

**Optometrist:** Interested in optometrist with experience and track record to become involved in a progressing 50yr old practice in Northern Bergen County. Fax resume to 201.445.7111.

**Sales Rep:** Needed for CT, Western MA and RI. We are looking for an exclusive experienced frame rep, preferably with solid knowledge of the available territory. We offer a high quality, innovative and very competitive product - please visit us at [prodesigndenmark.com](http://prodesigndenmark.com). You are a high energy personality with the ability and desire to build the territory from the existing solid customer base.

**Optician:** Independent retail optical practice seeking NJ licensed optician/grad. student for full time or part time position. Full scope of responsibilities including dispensing, lab work, repairs, inventory, ordering, etc. Must have excellent communication skills, a friendly engaging manner, and enjoy working in a family oriented business in Nutley, NJ. Please contact Susan. Phone 973.667.0444. Fax 973.667.2353. [susanvalenzaopt@aol.com](mailto:susanvalenzaopt@aol.com).

**Optician:** We are looking for a PT optician for our office in Madison, NJ to work approximately 2 days per week and 2 to 3 Saturdays per month with an opportunity of full-time in the future. Please call Sharon at 973.377.1060.

**Optician/Optometrist:** We are looking for a *full time* NJ or NY licensed optician and a *part time* Optometrist for an expanding practice! Please fax resumes to 201.946.9110 for this incredible opportunity!

**Optometrist:** Outstanding opportunity. 1-2 days per week. Hamilton, NJ. Private practice. Call Tom 609.315.3719.



## BUSINESS

Forced to retire.  
26 year old optical practice for sale in Ocean County, NJ. Plenty of room for doctor. High potential. Best offer. Contact David or Cheryl at 732.892.3176 or 732.616.2227.

Optical business for sale. Established 50+ years. Upper east side & 1st Ave. Very reasonably priced. Call Nick at home 212.996.1264.

We are seeking a caring professional to assume an established Medical Optical practice in Milford NJ. Practice is located in a landmark building with a completely equipped exam suite and adjacent fully stocked optical shop. business can easily gross upwards of \$200k with very low overhead. Will offer generous terms to the right applicant. Please contact Dr. Douglas by fax 908.995.4500 or email [bohahn@epix.net](mailto:bohahn@epix.net).

Optometric practice for sale!  
Located in Holmdel, New Jersey. Grossed over \$600,000 on examination fees and contact lens sales in 2009. High Net income. Great growth potential. Please call 732.275.0010.

Optical store for sale: Hottest Location, Palm Beach County, Brand New Remodeling, Newly replaced refracting lane. In area 9 years. Profit Maker. Great opportunity. Varied demographics and huge inventory including many high end products. Good lease and fair rent. Not too many opportunities in the county like this. Owner will finance with real collateral. Please, serious inquiries only. Call cell 305.710.1409.

## MERCHANDISE

All out sale! Lost our lease. Everything must go at below wholesale prices. Fully equipped lab room machinery and doctors exam room equipment. All in very good condition. Brand name frames: Prada, D&G, Tom Ford and much much more. Serious inquiries only. Contact Zack 646.610.3835 or Rafael 646.269.5616. Good luck.

For sale: (2) Slit Lamps, Topcon SI- 2 E with H.S. tonometer. Zeiss 30 SL-M with H.S. tonometer. Both in excellent condition. Please e-mail [Moshestrauss@yahoo.com](mailto:Moshestrauss@yahoo.com) for details.

American Optical Equipment:  
Lensometer, never used 10yrs old. Phoropter, good condition. Tonometer, good condition. Please call 516.431.1468.



Moving Sale! Custom made wall displays in great shape. The displays hold 324 frames. Dispensing table and chairs included. \$2,500 or best offer. Contact Rosie at 973.742.3132.

Equipment for sale:  
Weco C-91 very good condition. AIT Speed Blocker #630. Best offer. Call 201.303.0098.

## SEEKING EMPLOYMENT

Experienced, NJ licensed optician looking for full time employment. Contact Barry 917.952.0896.

## WANTED

GOING OUT OF BUSINESS?  
We are interested in all high end inventory for sale! If you know of a practice going out of business, please give us a call at 908.770.1575!

I would like to purchase a Visual Field machine and Auto Refractor. Must be in excellent condition and less than five years old. Call Ed McDonald at 401.738.6277 or email [mcdonaleyes@verizon.net](mailto:mcdonaleyes@verizon.net).