



## How do you see Sàfilo?

For generations, eye care professionals have seen Sàfilo as a trusted resource, and the tradition continues today.

According to a recent study, eye care professionals ranked Sàfilo Numbers One or Two in:

- Product Sell-through
- Ease of Placing and Processing Orders
- Overall Sales Rep Service
- Works Hardest for My Business.<sup>1</sup>

Very simply, our goal is to be the most responsive company in the industry.

With Sàfilo on your side, you'll have the most sought after brands, exceptional quality and the customer service to match.

**How does Sàfilo see your business? It's the one that matters most.**

<sup>1</sup>Viewpoint by Jobson Research (July 2010)

## UPFRONT

## LICENSES, LIAISONS &amp; NEW COLLECTIONS

**MODO INTRODUCES POC** ▶ POC is a Swedish company with a mission to do everything possible to reduce consequences of accidents for gravity sports athletes. Products include helmets, body armor and now sport sunglasses, POC Eyes (pictured), available from Modo Eyewear. The initial collection consists of four styles with frames constructed of TR90 and lenses made from NXT. Options include polarized, photochromic and High Chromatic Definition (HCD) technology.



**MARCHON TO SUPPLY M3D LENSES TO REVOLUTION** ▶ Marchon Eyewear is supplying its patented M3D lenses, a premium 3D lens technology to Revolution Eyewear for use in Revolution's patented magnetic clip-on product line.

MARCHON3D

**SIGNATURE AND MICHAEL STARS INK LONG-TERM LICENSING EXTENSION** ▶ Signature Eyewear has renewed its Michael Stars Eyewear license through October 31, 2015 with an additional three-year renewal option. Created with a woman's sense of style and individuality in mind, Michael Stars Eyewear includes ophthalmic frames, sunglasses and ready-made readers.

**BOLLÉ ENTERS U.S. SAFETY EYEWEAR MARKET** ▶ Bollé, a division of Bushnell Outdoor Products and internationally known for performance sunwear, launches its Bollé Safety Product (pictured) to the U.S. safety eyewear market under a distribution agreement with Protective Industrial Products, Inc. (PIP), a leading supplier of personal protective equipment. PIP will market and supply Bollé to the industrial safety markets in the U.S.



**OKIA ENTERS CHILDREN'S SUNGLASS MARKET** ▶ Okia introduces Scopi, a children's sunglass collection, using the company's patented HD-Acetate (HDA) technology. These new styles take their design and name inspiration from the kaleidoscope. Just as a simple twist of a kaleidoscope brings unlimited patterns, a quick switch of one of three interchangeable eye rims sandwiched together create a different look based on such characters as a rabbit, hippo and devil.

**SWITCH VISION RECEIVES U.S. PATENT** ▶ Switch Vision, a sports performance sunglass line launched in May 2009, has received a U.S. patent for its Switch Magnetic Interchange Lens System. The system features small, powerful rare earth magnets embedded in the sunglass lens and frame so users can swap lenses in and out quickly and easily as light conditions and activities change.

**PRECISION OPTICS CREATES DISTRIBUTION COMPANY** ▶ Omaha, Neb.-based Precision Optics has formed Mosaic Eyewear, an eyewear distribution company for several European collections, including Danish Eyewear, the Copenhagen collection and Unity, all from Danish Eyewear; WK+ and More & More from Wagner and Kuhner, Germany; KunoQvist and Qvist from Opo design, Sweden; and Marco Polarized Rx-ready sunwear from Italian-based Marco.

**3D LENSES FOR CHEMISTRIE** ▶ Eyenavision, Inc., a Pittsburgh-based company focused on innovative consumer products and software-as-a-service for the optical industry, releases 3D lenses for use in the company's patented Chemistrie Magnetic Lens System. These lenses will be marketed as C3-D and will be available through Eyenavision's certified network of optical laboratories and retailers. By utilizing the Chemistrie Magnetic Lens System, almost all Rx lenses can be converted into 3D glasses by simply "clicking" on the C3-D lenses.

**ANNA-KARIN KARLSSON LAUNCHES FIRST SUNGLASS COLLECTION** ▶ Swedish eyewear designer Anna-Karin Karlsson launches her first sunglass collection (pictured) under her own name. Included are eight acetate styles with fanciful designs and witty details. — Gloria Nicola

