

**vcpn**  
vision care product news

JANUARY 2011 • TotalityOptical.com

ALLEN EISENBERG  
PRESIDENT  
1500 HAWK STREET, SUITE 200  
MONTROSE, COLORADO 81401  
CANADA

JUST RELEASED:

# CHARMANT'S TRU TRUSSARDI IS METRO CHIC

**EYEWEAR  
& SUNWEAR:**  
ASPEX goes  
golfing with  
GREG NORMAN  
EYEWEAR

**ACCESSORIES  
& SUPPLIES:**  
Eye-catching  
VISUALITES  
READERS from  
REM

**SEIKO**

Newly Patented Free-Form Technology Creates the Thinnest Lenses

SEIKO SURMOUNT

[www.seikoeyewear.com](http://www.seikoeyewear.com)



# PRODUCT BUZZ PRODUCT BUZZ PRODUCT BUZZ



LAUNCHES, PROMOTIONS, MERCHANDISING, EVENTS, AND OTHER THINGS TO KEEP YOU IN THE KNOW.



## WESCAN LOUNGES WITH THE STARS.

At the Toronto International Film Festival, Wescan served as a top-tier sponsor of the sixth annual Tastemakers lounge, a high-end gifting suite featuring Canadian brands. The first optical company to participate in the lounge, Wescan selected frames for celebrities including Frida Pinto, Lennox Lewis, and Abigail Breslin. **Wescan Optical, 514-383-0042, [lilic.com](http://lilic.com), [fynhuk.com](http://fynhuk.com).** ▲

## ANSI ADDRESSES MATERIAL CONCERNS.

In response to consumer concern regarding health risks of frame materials, the American National Standards Institute (ANSI) published an update to the Z80.5 requirement for spectacle frames. The standard specifies that special attention shall be given to substances that are allergenic, carcinogenic, mutagenic, or toxic to reproduction. New materials not previously used in frames must be evaluated for biocompatibility before being used. **The Vision Council, 703-740-1094, [thevisioncouncil.org](http://thevisioncouncil.org).**

## FUN IN THE SUN WITH CLEARVISION.

Featuring more than 60 new styles, Clear-Vision's 2011 Sunwear Collection is introduced in the company's 2011 Sun Catalog. The suns come in a wide range of colors, styles, and shapes as well as such specialty sizes as petite and XL. Clear-Vision's brands include BCBGMAXAZRIA, Ellen Tracy, Cole Haan, iZOD, and Jessica McClintock. **Clear-Vision Optical Co., 800-645-3733, [cvoptical.com](http://cvoptical.com).**

## A MAKEOVER FOR TRANSITIONS UV LIGHT DEMO.

The UV Light Demonstration Unit from Transitions is newly redesigned and compatible with all Transitions products, including Transitions® XTRActive™ lenses and Transitions SOLFX™ sun lenses. It includes a rechargeable battery and saves energy through the use of LED lights. Units are available for a small fee, and lens demo carts are free. **Transitions Optical, Inc., 800-848-1306, [transitions.com](http://transitions.com).**

## ZOOBUG SHOWS ITS TRUE COLORS.

To accompany its latest collection, Zoobug has introduced a new selection of brightly colored point-of-sale materials. The splashy set includes an 18-piece tray featuring Zoobug's

logo, a matching six-piece stand, window posters, and a counter-card. These materials are available with all minimum orders of 24 pieces. **Zoobug Ltd., 011-44-207-253-2527, [zoobug.co.uk](http://zoobug.co.uk).**

► **VIGOR'S GOT THE RIGHT STUFF:** Created for dispensers and lab technicians, Vigor Optical's 2010 tools and supplies catalog features products including a new digital air-frame warmer, an expanded line of hinges for metal frames, and new safety lens marking pliers. **Vigor Optical, A Division of Grobet USA, 800-847-4188, [vigoptical.com](http://vigoptical.com).**

**VIVA HITS THE OPEN ROAD.** As part of Harley-Davidson® Eyewear's current image campaign, Viva International Group is offering a new selection of point-of-purchase materials. ECPs now have several ways to creatively display the collection with materials including a merchandising kit that features a set of two-sided cardboard cubes,

countercards, and a black acrylic logo plaque. These items can be ordered individually or together. **Viva International Group, 800-345-VIVA, [vivagroup.com](http://vivagroup.com).** ▲



## Tools and Supplies for the Optical Industry



**Carl Zeiss Vision partners with Demandforce, Inc.,** to offer patient management software Demandforce D3 to ECPs through its **Vision Rewards** program.

**Oakley, Inc. welcomes world-class skier Lindsey Vonn** to its global women's eyewear team.

**Pro Fit Optix launches Acuity Global Systems (AGS),** a materials supply system that supports national and state funded vision plans.

**Randolph Engineering** is a deal with **Michael Bastian** to debut a

limited-edition sunglasses collection in February.

**Shamir collaborates with Eyefinity/OfficeMate** to raise awareness about its Freeform® Certification program.

**Signature Eyewear, Inc. creates the Signature Fashion Group,** which will focus on women's footwear and accessories. **Rough Justice** is its first brand.

**New York Eye signs an exclusive licensing agreement** to launch **Ernest Hemingway®** eyewear.

**KOALI**  
le monde vivant



**MOREL**

[www.morel-france.com](http://www.morel-france.com)

Toll Free: 800.526.8838

**eyewear & sunwear**  
new product gallery



**VINTAGE IS NOW FOR SERAPHIM.** Harkening back to the looks of days gone by, Ogi's Seraphim collection for men features styles with individual back stores. Fashion meets function with Jersey, a style that boasts a sleek front with lightweight titanium temples. Also made with a titanium, Huntington celebrates the spirit of a revolutionary and is accented with Italian acetate. Webster offers smaller dimensions and mond-shaped embellishments (shown here). **For more information, contact Ogi Eyewear at 888-560-1060 or [ogiframes.com](http://ogiframes.com).**



**WESCAN'S KLIK MAKES A SPLASH.** Subtlety goes out the window with Klik Denmark's Style No. KL-424 and its spectrum of fun, attention-getting hues for women. Featuring stainless steel semi-rimless frames, the personality-infused frame comes in a strong palette that works for a variety of lifestyles. Colors include a nature-inspired moss lime, an energetic teal turquoise, chocolate red which gives the wearer an air of mystery, and purple bluish for the more intense and romantic women. **For more information, contact Wescan Optical at 514-385-0042 or [klik.com](http://klik.com).**



[www.wescanoptical.com](http://www.wescanoptical.com)