

# VISION MONDAY

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THE OPTICAL INDUSTRY'S LEADING NEWSMAGAZINE

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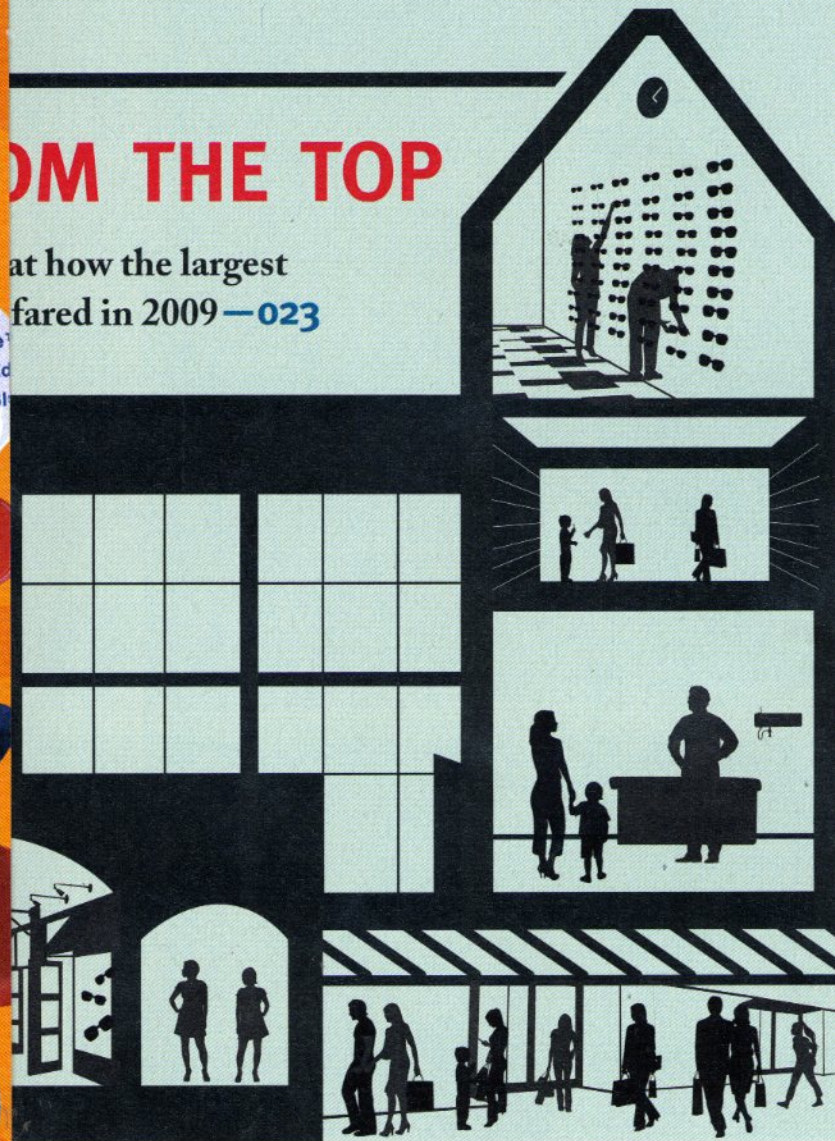
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## » THE ULTIMATE ACCESSORY

Special Section: Today's eyewear collections leverage brands' true DNA—042

## FROM THE TOP

at how the largest  
fared in 2009—023



## » STYLE.PAGES:

**Mixology** From stripes to plaids, prints and patterns are all the rage—032

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## LAUNCHES

## Carl Zeiss Vision Launches Teflon Elite AR

BY ANDREW KARP  
GROUP EDITOR,  
LENSES AND TECHNOLOGY

SAN DIEGO—Carl Zeiss Vision is releasing Teflon Elite, a new high performance AR coating developed in conjunction with DuPont. The new coating builds on the performance of Teflon Clear Coat Lenses.

"Teflon ClearCoat Lenses created a new level of AR performance while generating unprecedented brand recognition in the AR category," said Fred Howard, Carl Zeiss

Vision's president-Americas. "Now, Carl Zeiss Vision and DuPont have leveraged their combined expertise to create an even better coating with the same strong brand recognition."

Teflon Elite coating has 1 percent visible reflectance and 99 percent luminous transmittance, making them among extremely clear and highly contrast-sensitive, according to Zeiss. The lenses feature a new anti-static technology that enhances the top-

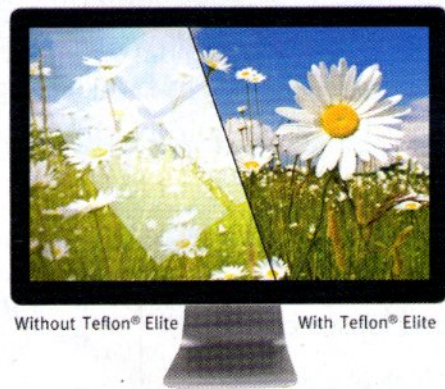
coat's unique chemical composition of super-hydrophobic (water-resistant) and oleophobic

(oil-resistant) properties. This makes the lenses easy to clean and able to repel dust and dirt as well.

Teflon Elite lenses also offer "superior scratch resistance, combined with an exceptionally slick topcoat to prevent particles from sticking" which gives Teflon Elite AR coating "unparalleled durability and longevity," Zeiss said.

Teflon Elite is available on all Zeiss, SOLA and AO brand lenses. ■■

—akarp@jobson.com



Without Teflon® Elite With Teflon® Elite

## SECOND LOOK

## Bushnell Bows New Serengeti Styles

OVERLAND PARK, Kan.—Bushnell Outdoor Products has added two new styles to its Serengeti Eyewear Cosmopolitan collection, the Bianca and Giada, highlighted by smoothly flowing lines.

"We've taken these '60s-inspired looks and made them uniquely Serengeti," said Dani LaGace, director of eyewear product and marketing for Bushnell. "And while we tend to talk more about our world class signature Serengeti lens and styling, quality frame construction and premium materials are every bit as important."

The Bianca and Giada frame designs are manufactured using injected nylon and premium multi-barrel spring hinges. They also use Serengeti's Spectral Control

and photochromic lens technologies, are RX-able and offer polarized and non-polarized versions.

Dispenser Price Guide: \$\$\$-\$\$\$\$ ■■



The Serengeti Bianca (top) and the Giada (bottom) from Bushnell.

## SECOND LOOK

## Wescan Expands Kliik:Denmark Line

MONTREAL—Wescan Optical has expanded its Kliik:Denmark collection.

The new styles include everything from semi-rimless to full rim and from acetate to stainless steel, but one theme runs through the whole collection: styles that are sassy and full of modern designs.

Standouts of the new offerings include the KL-423, a full rim combination frame with a stainless steel front and TR-90 graphic print temples for petite frame wearers. This model is lightweight and comes in five colors: dark brown, purple, black, green and orange.

The KL-421 is a unique semi-rimless metal frame in size 51-17-135 that offers contrasting color variations coupled with an abstract temple design. The color palette includes bold hues of burgundy silver, teal silver, purple turquoise and brown light green.

Dispenser Price Guide: \$\$\$-\$\$\$\$ ■■

The Kliik:Denmark KL-421 (top) and the KL-423 (bottom) from Wescan.

