

MEMORY METAL FRAMES

a concise guide to remembering
the eyewear that remembers

An Advertising and Editorial Partnership Presented by *20/20* and **VisionMonday**



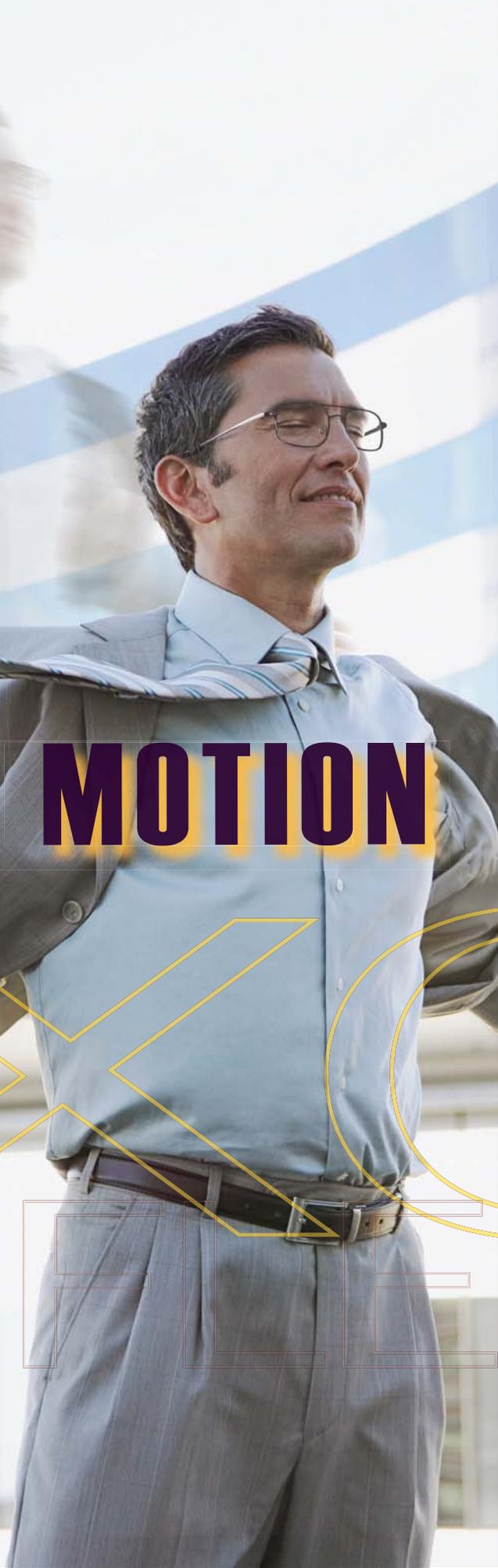
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MOTION



FLEXON[®]
by MARCHON

do you have a GREAT

I guess I should be more specific. Do you have a great collection of Memory Metal eyewear you can easily and dependably dispense to your patients? No practice should be without a FULL selection of memory metal frames. This category now dominates in a market of superb tech innovations and it does so because when it comes to frames memory metals are a perfect solution to a vast range of questions and considerations.

Allow me to address just a few:

TECH OPTIONS —

The world is HIGH on tech these days. Hybrid cars are hot. The iPod is music's number one hit with a bullet. Gizmo glazed watches with auto-wind mechanisms dominate every man's wrist real estate. Wide screen is wild to home media mavens. And the same zest for tech goes for eyeglasses. This is the modern world and nothing says "now" better than a super-tech frame on someone's face.

LET'S GET FIT—

In countless discussions with dispensers the power of a proper fit session and follow-through usually makes the biggest difference between a one-time sell and a long-lasting satisfied patient. The formula for that positive position is a keenly working partnership of the expert dispenser and the adaptability of the chosen

frame. If the frame doesn't fit perfectly the damage can be as severe as an improper Rx on the lens.

NOTHING HITS HIGHER THAN HIGH STYLE—

Consumers are certainly style savvy when it comes to the latest eyewear shapes and colors and how those factors relate to current fashion and lifestyle trends.

WHAT'S BRAND NEW...THE ULTIMATE CONSUMER QUEST—

Retailing thrives on brand recognition these days. Designer brands are namedropped continually in successful marketing efforts to connect with every demographic segment of every product in the world. And the draw is not just fashion. Lifestyle names proliferate as key connections to assuring customer satisfaction and luring loyalty across a range of products.

DOLLAR FOR DOLLAR—

And that doesn't mean something must be cheap to succeed. It must be priced right in accordance with its quality, its brand connotation (see how all of these are related?) and its warranty life.

M O R Y M E M O R Y

M O R Y M E M O R Y

M O R Y M E M O R Y

MEMORY?

And now for the BIG picture:

The solutions offered by the growing range of eye-wear frames using the range of elemental ingredients of memory metal address key issues facing optical retailers looking to satisfy the ever-increasing needs of their patients. Consumers are no longer content with flimsy frames (or overly rigid frames for that matter) with a life-span dictated by normal as well as extreme usage conditions. And a flexible metal frame composed of the space-age attributes afforded memory metals delivers that combination of strength, lightness AND bend-ability ensuring longer-term, active-lifestyle usage.

And as the tech-of-it-all has become cutting-edge mainstream, the pricing has adjusted to a point of greater availability to a wider range of demographics with appropriate fashionable styling (and the added impetus of brand identities) as a partner to that affordability.

Fit? What could be finer than a metal frame that doesn't stretch out over time, never loses its frontal face plain to an over stressed bridge and channels the contours of its temple-to-ear virtually forever?

In a world where far too many of the promises of a bold, new future never came to pass it's nice to field the satisfaction of a technological break-through initiated by the space-race of the '60s and '70s coming to fruition right on the frames on the faces of

satisfied consumers.

So test YOUR memory and remember to stock up on the best in Memory Metals as seen here in this third edition of the Memory Metals 20/20 and *Vision Monday* supplement.

James J. Spina
Editor-in-chief, 20/20

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MEMORY METAL FRAMES

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CFX Concept Flex

Flexibility and Durability
for a Perfect Fit



Charmant USA adds new kids styles to the CFX Collection. Model 7522 is a soft rectangular shape, available in a 42-18 and 44-18. Model 7523 is a soft octagonal shape, available in a 42-18 and 44-18. The color range includes Brown, Gunmetal, Blue and Black. A "striped pattern" is added on the inside temple of both styles for that "added twist".

CFX is a flexible memory metal. It is used on the bridge and temples which allows for flexibility. Because of the flexibility of this material, temples feature the same benefits of spring hinges without the spring. Strength, comfort and the ability to return

to its original shape provides a perfect fit every time, for even the most active child. The unique features of CFX are:

- Flexibility
- Light-weight
- Durability
- Corrosion resistant
- Super elasticity
- Shape memory

The CFX Collection consists of 15 men's, 5 women's and 4 kids styles.

PHILOSOPHY:

"CFX is designed with today's active kids in mind. Durability and flexibility are a key feature for this energetic customer segment," says Dee Berghuys, Director of Product/Marketing.

For more information contact Charmant Group at (800) 272-2042; website: www.charmant-usa.com



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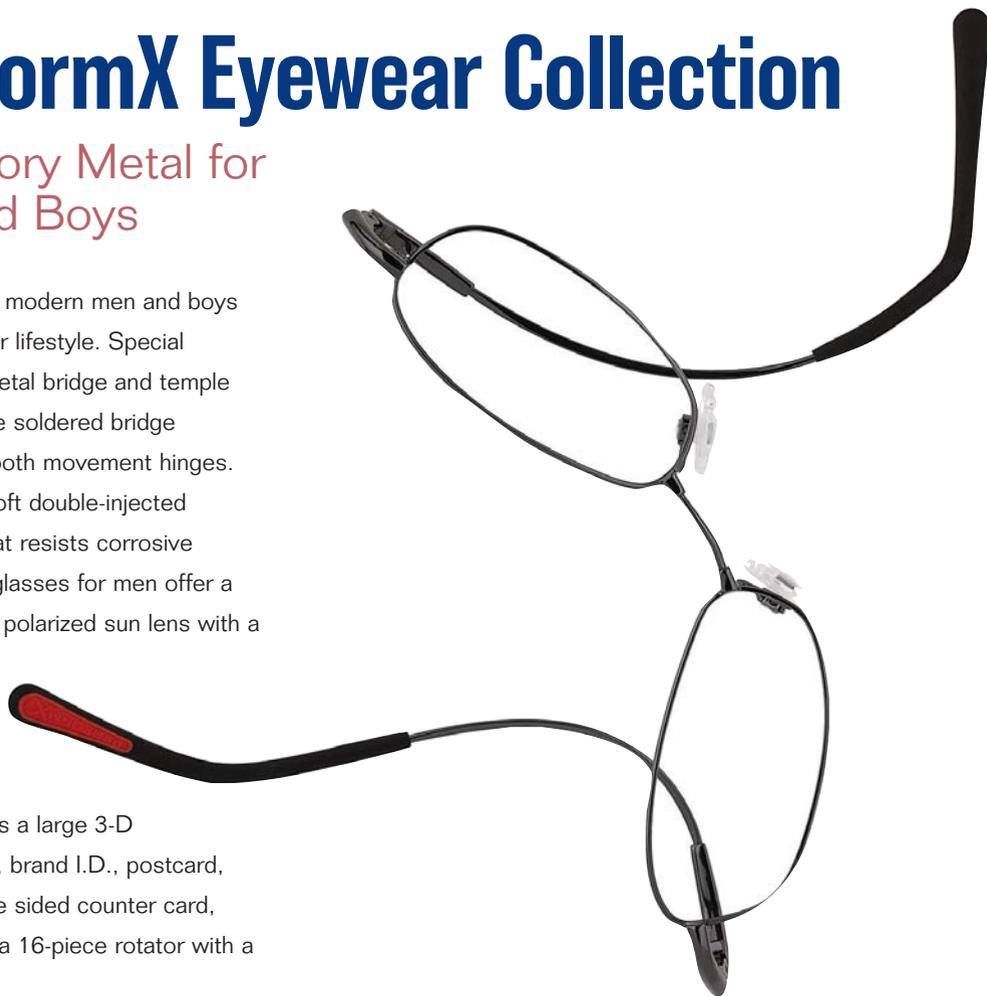
www.claritiewear.com

Izod PerformX Eyewear Collection

Premium Memory Metal for Active Men and Boys

Izod PerformX is for active, modern men and boys who enjoy a casual, outdoor lifestyle. Special features include memory metal bridge and temple components, a durable tube soldered bridge construction, and OBE smooth movement hinges. They also have a custom soft double-injected thermoplastic temple tip that resists corrosive agents. Izod PerformX sunglasses for men offer a high quality, polycarbonate, polarized sun lens with a special Triflection™ flash mirror coating.

The award-winning selection of Izod PerformX marketing materials includes a large 3-D movement lenticular poster, brand I.D., postcard, curved counter card, double sided counter card, polarized counter card and a 16-piece rotator with a removable mirror.



PHILOSOPHY:

Brand manager, Pam Elfreich, explains the philosophy behind Izod PerformX, "The modern and masculine Izod consumer values Izod PerformX memory metal frames and sunglasses because they are resilient and strong for their sporty, outdoor lifestyle. In addition to offering a strong memory metal temple and bridge like the Izod PerformX men's frame line, the new Izod PerformX sunglass collection offers high quality, polarized, polycarbonate Plano sun lenses with a special Triflection™ flash mirror coating for minimizing glare – perfect for golfing, boating or driving."

For more information, contact ClearVision Optical at 1-800-645-3733; website: www.cvoptical.com





IZOD

MEMORY METAL

PERFX

PLEASE CALL CLEARVISION OPTICAL AT 800.645.3733
TO VIEW THE ENTIRE IZOD PERFORMX COLLECTION.
WWW.CVOPTICAL.COM | FRAME SHOWN: PERFORMX 50

CLEARVISION[®]
optical company

THE BASICS OF DISPENSING

Dispensing memory metal frames to patients has the cache on one of the greatest technological and material innovations to ever hit the optical industry. It takes a certain amount of thought and complexity since you need a high degree of tech confidence, a state-of-the-moment feel for the vast universe of style appeal, a hand at branding and most importantly, the commitment to delivering the best possible eyewear package instilling both customer satisfaction and loyalty. That's a lot to remember but the actual product deserves it. Memory frames are...well they are AMAZING and they deserve an amazing approach with a good deal of basic admiration on the part of the dispenser.

LET'S TWIST AGAIN •

...but take it easy. The flexibility of a memory metal frame certainly begs for a dramatic demonstration but encouraging knot twists and over zealous patient flips should NOT be the order of the encounter. Yes the bridge can bear some very bendable loading and the temples are highly twist and flex able but this is not the time to start snapping slingshot bends and promoting this tech advance as some sort of metal magic.

Memory metal frames can withstand amazing abuse and lend themselves to a variety of fit situations but you'll certainly lose loyalty once that patient starts doing the twist as a feat to impress friends and the lens comes popping out...as well it will. And always remember that because of its "memory" the actual adjustment phase

is complicated and must be carefully scripted in a very optically professional manner.

SOMEWHERE ALL OVER THE RAINBOW •

Color options have multiplied HUGELY over these last few years. As the metal moves into the comfort of its own fruitful future the color options continue to expand. There are now metallic tint tones, added foil treatments, engraving possibilities that add both interest and depth to the frame and accents (sometimes in alternating metal and, more often in combo with zyl) that make memory on par with the current vogue of colorful hues meant to distinctly make frames a statement on the face rather than some indentured vision servant.

A SEPARATE PIECE •

Don't just mix memory frames in with a vague assortment of "other" frame styles and materials. Make it a star of its own display. Tap into the merchandising being offered by the companies committed to the category. Market the tech capabilities by devising counter-top demos. Outfit willing staff associates with suitable memory metal frames since nothing speaks better than a face well fitted. Try the twist yourself so you can be well versed on the situations where your own memory came into play to save day. Glasses put away in a drawer under the counter do nothing. They don't multiply. They don't sell themselves. They just hide there chatting with the unused paper clips.

MEMORY METALS

WHAT'S BRAND ANEW •

Look to the leaders in this memory material arena to be there and ready to serve with some hot brand and designer names well-known and certainly respected by many quality and style conscious consumers. And this particular spot of merchandising development is certainly on the verge of optical expansion as new vendor/players check in at the optical Memory Motel.

IT'S A FAMILY AFFAIR •

The chance to hold an eyewear event that can benefit a whole family is perfectly suited to memory metal frames. These are frames that easily appeal to men and women of all ages and distinction as well as the fickle and fresh world of both children and teens. Kids will love the flexibility demonstrations. Dad will love the tech of it all. Teens will even take a breather from their rough and tumble world of high school sports to see some frames that can certainly stand up to a tackle. This is a perfect opportunity to team up with schools, team up with team leaders at schools and team up with a variety of hobbyist and amateur sporting organizations that are always on the lookout for ways to promote safety and sturdiness within the structure of their given sport. Don't be shy. Memory metal frames are not about timidity. These are frames that can stand up to any presentation, a certain degree of punishment. The frames are game.

REMEMBER TO LAYER UP •

This high tech category is the perfect opportunity to address any number of "lens" add-ons such as AR and tinting. This is one place where the initial opportunity begets additional opportunities and the chance to truly deliver the better and best optical eyewear package.

SUNRISE •

By virtue of its endurance and twistability, memory frames are perfect candidates for Rx sun situations. Although certainly suitable for the rigors of an easy chair and a wide screen TV, the "gaming" aspect of memory makes it a perfect candidate for virtually every activity under the sun from gold to fishing. These frames flex their muscle outdoors and the last time we checked...that's where the sun was hanging out.

EYE SECOND THAT EMOTION •

Nothing beats selling a second pair of frames virtually guaranteed to outlast the first pair dispensed. So make an effort to march out the memory metal as a perfect backup to any fashionable frame dispensed. The memory frame will actually help preserve the style and class of the first choice frame and as a second frame it will earn its status with endurance and class. This is easily one instance where the pairs literally become partners accommodating a range of lifestyle situations.

— James J. Spina



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JORG BASURA
PHOTOJOURNALIST



Flexon®

The Flexible Frame Customers Know By Name

If it doesn't say Flexon, it's not. In a recent survey regarding favorite frame material for men, Flexon surpassed plastic frames by a fifty percent margin! Flexon memory metal has revolutionized the eyewear industry, creating an

entirely new metal category for eyeglass frames. Flexon is made from a titanium based alloy that, when accidentally bent or twisted, always returns to its original shape. The frame also offers the wearer excellent comfort since it is significantly lighter in weight than ordinary metals.

With over 20 years of manufacturing experience, Flexon products are the choice of over 22 million sophisticated wearers all over the world.

Over the years, Marchon has developed proprietary information regarding the optimal formula and processes for working with memory metals. During this period Marchon product designers have developed new methods to optimize the aesthetics of Flexon products. Extensive R&D has enabled Marchon to make a wide range of styles not only for men but for women and kids too.

Flexon memory metal is offered in over 200 different styles and is used only in the very best eyewear collections, such as Nike, cK, Calvin Klein, Nautica, X Games, Autoflex, Flexon, Flexon for Kids, Flexon Sunglasses, Flexon Select, Flexon Magnetics, and Tres Jolie with Flexon.

Marchon doesn't just sell flexible frames, Marchon helps sell Flexon products through the support of dynamic marketing including consumer and trade advertising and award winning point of purchase materials designed to increase awareness and sales.

PHILOSOPHY:

"Innovation has definitely been a significant part of our heritage. In 1987, Marchon introduced Autoflex 1. In 1991, Accuflex made from Flexon launched. Looking back . . . Flexon created an entirely new material category in Eyewear," says Jeff Stern, Vice President of Marchon Brands.

For more information contact Marchon Eyewear at (800) 645-1300; website: www.marchon.com



TOP TEN REASONS TO BUY

FLEXON®

by MARCHON

- 1** Flexon is the top-selling ophthalmic frame brand in the United States.*
- 2** With over 20 years of manufacturing experience, Flexon is the product of choice for over 20 million very satisfied wearers.
- 3** Flexon can be imitated but never duplicated, as Marchon is the exclusive manufacturer of Flexon.
- 4** Marchon holds U.S., Canadian, European, Japanese and Asian patents covering various characteristics of the Flexon Technology.
- 5** Marchon offers over 200 different optical and sun styles made with Flexon, in the very best eyewear collections such as - Calvin Klein, Nike, Nautica, X Games, Autoflex, Flexon, Flexon for kids, Flexon suns, Flexon Select, Flexon Magnetics, Très Jolie with Flexon and E-clips** with Flexon.
- 6** Flexon products are supported by dynamic marketing including consumer TV advertising and award winning point of purchase materials designed to increase awareness and sales.
- 7** Flexon is offered in a wide range of price points to meet your needs for servicing a diverse clientele.
- 8** Flexon is 10 times springier than spring steel and 25% lighter than conventional metals. Made from a titanium alloy, Flexon frames are more resilient, weigh less and are much more comfortable to wear, than conventional metal frames.
- 9** Marchon's sales consultants are available to support you with merchandising ideas, staff training and business planning.
- 10** We, at Marchon support you, each and every day.

*Jobson/VCA, VisionWatch Decembr 2007 ** E-clips is a registered trademark of E-clips





TURAFLEX

TITANIUM MEMORY METAL



magic twist[™]

memory metal by VIVA



REMEMBRANCE

of trends present

by Gloria Nicola

Memory metal frames are perfect AND favored by men, women and children of all ages. Here's what makes this eyewear unforgettable, dependable and...memorable:



- * The material is **hypoallergenic**, suitable for even the most sensitive skin.
- * Its **elasticity** gives it the ability to return to its initial shape for a perfect and comfortable fit every time.
- * It is **ultra-stylish**. The wide range of memory metal collections available satisfy every want and every need as fashion follows function... follows fashion.

Pay close attention to these latest memorable trend accomplishments:

- The hottest of shapes—the rectangle—in all its variations from extra narrow and ultra trendy to classic deeper, fuller designs for those progressive lens wearers
- Sleek, modern geometrics, ovals, butterflies and preppy P3s.
- Get ready for an influx of . . . Rounds.
- Rimless and semi-rimless styles for even lighter weight
- The essential metal tones—gunmetal, pewter, bronze, copper, steel and platinum
- New fashion directions including engravings and gemstone accents.
- An increasingly high profile in important name and lifestyle brands.
- Sunwear... because memory metal is the perfect material for active, outdoor lifestyles.

MEMORY

m e n u

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(800) 272-2042
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TURA

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www.tura.com

VIVA INTERNATIONAL GROUP

Magic Twist
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www.vivagroup.com

Will the real flexon[®] frame please stand up?



It always has.

Flexon is the world's first and favorite Flexible frame. It can be imitated but never duplicated. Marchon and their exclusive manufacturing partners hold patents for the material and for exclusive manufacturing of the memory metal used in Flexon frames. Flexon is the name your patients know and trust.

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Accept no imitations

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