MEMORY
METAL FRAMES

a concise guide to remembering the eyewear that remembers

An Advertising and Editorial Partnership Presented by 20/20 and VisionMonday
FEEL THE FLEXON
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.
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
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

Charmant USA

CFX Concept Flex

Flexibility and Durability for a Perfect Fit
In life you have to be flexible.
Besides lightweight quality, Konishi Flex Titanium offers all you have come to expect from memory metal – you can twist, turn, bend and even knot them and they won’t break. Konishi Flex Titanium frames have just the right amount of flexibility and rigidity assuring patient comfort and easy adjustment. The real difference is the premium quality and reasonable price points.

The Konishi Flex Titanium line consists of over 90 eyewear style selections in men’s, women’s and children’s collections. All the frames use memory metal for the bridges and temples with neo-color plating. This color plating bonding process is so special that Clariti guarantees it will not crack or peel. Added comfort and fit results from acetate temple tip covers. From the minimal look to a comfortable deep front, the styling for men and women come in classic, easy-to-wear shapes in a variety of sizes for all lens type capabilities.

Treatments rarely seen in memory flex products such as laser cut treatments, open worked temples and end pieces, make Konishi Flex Titanium for men the obvious choice. The men’s collection combines dignified styles, noble colors and metallic tones with the added benefit of flex.

Beautiful open temple work, Swarovski crystals, delicate design and hand painting are featured in many of the women’s Konishi Flex Titanium frames. Subtle colorations soften the complexion and feminine shapes flatter women from young to mature. The attention to detail and care for a fresh look is seldom found in the flex product lines!

Kids can be flexible too with Konishi Flex Titanium for kids. With plenty of flexibility and durability for any child’s active lifestyle, Konishi Flex Titanium for kids have kid friendly colors and shapes found in size ranges perfect for small to medium sized faces.

With one of the largest selections of styles available in memory metal (over 90 styles!), Konishi Flex Titanium comes at a price point that’s easy on the pocketbook. So confident in the quality of this line, Clariti offers a two-year warranty on all Konishi Flex Titanium products. The line ranges from $63.95 to $69.95. All frames come with a hard case.
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.

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
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.

**SOMEBEERE 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.
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
Ray-Ban & Revo Memory Metals
Flexible Fashion

Luxottica’s memory metal puts an end to frames that break, stretch, and sit unevenly on the nose. This ultra-light, corrosion-free metal maintains its shape even after extreme bending and twisting. The metal is 25% lighter than conventional metals and 10 times more flexible. Made of Nickel-Titanium, memory metal is as strong as steel but only 60% its density. This means the frame is getting the best of both worlds: they are virtually indestructible and extremely lightweight.

Ray-Ban RX 7501 is a timeless women’s style with beautiful open temple design and chic styling. Its double temple design is a perfect complement to a relaxed lifestyle. Available in Glossy Black, Glossy Brown, Glossy Violet, Glossy Red-Violet, and Green Light.

Ray-Ban Rx 7503 is a simple and sleek rectangular men’s frame with thin temples. This minimalist style might be understated in appearance but speaks volumes in spirit. Available in Glossy Black, Glossy Brown, Glossy Grey-Brown, Glossy Blue Avio, and Red Bordeaux Opaque.

Revo has superior styles designed for men and woman with a passion for excellence. The newest addition to this spectacular collection is the Revo 9001, a unisex, glass frame that is Rx-able and provides ultimate comfort. As the leader in performance-oriented eyewear, Revo provides super elasticity and great durability for a true fit during even the toughest activities.

- Memory metal was first discovered in the 1930’s, and is 10 times more flexible than conventional metals.
- Memory metal quickly reverts back to its original shape even after extreme bending.
- Memory metal is 25% lighter than conventional metals.
- Memory metal is a favorite to many because it’s lightweight, corrosion free, and because of its ability to maintain its shape under extreme circumstances.

For more information, contact Luxottica at (516) 484-3800; website: www.luxottica.com
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.

"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
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 December 2007. ** E-clips is a registered trademark of E-clips
TuraFlex
High Quality Styling, Reliable Technology

TuraFlex is a high quality reliable memory metal eyewear with competitive pricing. With styling that is designed to satisfy the taste of the average man with made to last quality, TuraFlex is a memory metal collection that no eyewear practice should be without. The results of Tura’s long experience (over 18 years) of producing memory metal eyewear are well designed frames that combine technology and style. Direct soldered memory titanium allows for a very thin and light fashionable frame unlike the traditional memory metal eyewear in the market. Combining good styling and reliable technology with friendly pricing, it’s no wonder why TuraFlex has earned the never ending trust of independent opticians throughout the country. In support of the collection is a 6-pc frame tower, with counter cards displaying the lifestyle element the collection carries.

Tura also offers TuraFlexies, a collection inspired by the challenge to design fashionable eye-shapes for the active lifestyle of children from the ages of 6 – 12. Since it shares the same high quality as the TuraFlex memory metal collection, each TuraFlexies frame can be trusted to withstand the daily use and abuse typical from the young age group it is designed for. TuraFlexies are available in fun and energetic colors in boys, girls and unisex styling.

“Philosophy:
“Our focus with the TuraFlex collection is to offer the everyday man quality eyewear that is functional, stylish and affordable. We are proud to provide the eyewear market with a memory metal collection that delivers on all of these levels. It’s been this way with TuraFlex for almost 20 years and will continue to be going forward into the future,” says Oliver Henning, TuraFlex Brand Manager.

For more information contact Tura at (800) 242-TURA; website: www.tura.com
As a leader in ophthalmic frames and sunglass manufacturing and distribution, Viva International Group bridges the gap between fashion and function with Magic Twist. Made from one of today’s most resilient materials, nickel titanium, Magic Twist returns to its original shape even after occasional bending or twisting. From school to playground, boardroom to beach, Magic Twist withstands the demands of an active lifestyle for both men and children.

Magic Twist is 25% lighter than other metals and also features many double injected and rubberized temple tips. Maximizing comfort and ensuring a fit that is light as air.

Marketing materials include double-sided counter card, children’s 3-piece box set, one-piece display, ID plaques, Magic Twist™ Technical DVD and Magic Twist™ Consumer DVD.
magic twist™
memory metal by VIVA
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.

by Gloria Nicola
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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.

With over 20 years of manufacturing experience, Flexon is the product of choice for over 20 million very satisfied wearers. Flexon is used only in the very best eyewear collections such as, Nike, Calvin Klein, Nautica, X Games, Autoflex, Flexon Magnetics, Flexon, and Flexon for kids. Remember if it doesn’t say Flexon, it’s not.

Accept no imitations

FLEXON®
by MARCHON