WORLD CLASS FRAMES
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FLEXON	GAMES
by MARCHON
Can there be anything easier to dispense when it comes to eyewear than Memory Metal? As its reputation for “staying power” builds, this particular category knows no bounds or limits in terms of success for you as a retailer/dispenser and for your customer/patient looking for an optimum choice in terms of a frame that is on the cutting-edge of frame tech, endurance and style. No practice should be without a FULL selection of memory metal frames for men, women, teens, ‘tweens and kids. Memory metals dominate in an optical arena full of superb tech innovations. That is because these frames are a perfect solution from fit to finish and strength to flexibility.

Twisting up the powerful details: WHAT THE TECH—
The world is HIGH on tech these days. Hybrid cars are all the rage as clunky, gas-guzzling SUVs go static. The iPod Nano is music’s number-one hit with a new visual bullet. Fine Swiss movement watches with auto-wind mechanisms dominate every man’s wrist real estate. Home TVs are bigger than some... er... homes. And the same hunger for tech goes for eyeglasses. Reflect on the fact that nothing in eyewear flexes high-tech muscle better than super-tech memory metal frame on someone’s face.

FITTING ROOM—
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. And if that frame falters somewhere down the road of its existence your faithful customer just got VERY unfaithful.

THE HEIGHT OF FASHION—
Everyone wants some enduring style these days when it comes to the latest eyewear shapes and colors and how those factors relate to current fashion and lifestyle trends. The current world of memory metals does that with an array of colors and shapes.

Getting Branded... CORRAL THAT CONSUMER—
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.

BANG FOR THE BUCK—
Even in tough times, cheap is a dirty word on both sides of the dispensing table. Eyewear 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: 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. A flexible metal frame composed of the space-age attributes afforded memory metals delivers a unique combination of strength, lightness AND bend-ability ensuring longer-term, active-lifestyle usage. And as the tech-of-it-all becomes 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 promises of a bold, new future never really happen 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 of the faces of satisfied consumers. So shape up and dig deep into your memory when it comes to stocking up on the best in Memory Metals as seen here in this new and constantly evolving edition of the Memory Metals supplement. Stay flexible, stay informed and, most of all, commit to a category of eyewear literally built on flexing with these changing high-tech times.

James J. Spina
VP, Editor-in-chief, 20/20
EasyTwist frames are exclusively composed of Trilaston™, a memory metal technology renowned for its elasticity and unsurpassed shape recovery properties. This proprietary copper aluminum based alloy offers tremendous advantages and value over all other nickel/titanium based “memory metals” currently on the market.

**Personal Comfort Zone** - EasyTwist’s form-fitting designs comfortably adhere to an individual’s distinctive facial features to provide frames that are seemingly custom-tailored. The absence of nickel in EasyTwist’s molecular makeup results in frames that are ultimately hypoallergenic to avert any potential skin reactions.

**Precious Memory Metal** - With its significant margin of resilience, EasyTwist’s elite memory metal blend is exceptionally resistant to shock, corrosion and extreme temperature variations.

**Style With a Twist** - EasyTwist’s ultra-slim contours are available through an eclectic array of clean designs in rounded, rectangular and angled forms. Its advanced frame material naturally accepts rich finishes to provide deep colors all with a sophisticated metallic sheen.

<table>
<thead>
<tr>
<th><strong>EASYTWIST</strong></th>
<th><strong>VS.</strong></th>
<th><strong>NICKEL-TITANIUM (NiTi)</strong></th>
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<tbody>
<tr>
<td><strong>“CONNECT THE LENSES” TEST (bending bridge)</strong></td>
<td>EasyTwist’s reinforced bridge bends to allow the lens surfaces to touch without any breakage and recover 100% of their shape.</td>
<td>NiTi bridge will bend to allow both lenses to touch but will not recover 100% of its original shape.</td>
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<td><strong>ELASTICITY</strong></td>
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</tr>
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<td><strong>NICKEL-FREE</strong></td>
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</tr>
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<td><strong>COLORS</strong></td>
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<td>Some NiTi frames have a tendency to become dull from extensive use and twisting.</td>
</tr>
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<td><strong>PATENTED POLARIZED MAGNETIC CLIP TECHNOLOGY</strong></td>
<td>The EasyTwist N Clip line teams all the benefits of its leading memory metal frames with Aspex’s patented magnetic clip for added UV protection and polarized clarity.</td>
<td>NiTi frames do not offer Aspex’s patented polarized magnetic clip technology.</td>
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For more information contact Aspex at (800) 277-3979; website: www.aspexeyewear.com
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Style With a Twist - EasyTwist’s ultra-slim contours are available through an eclectic array of clean designs in rounded, rectangular and angled forms. Its advanced frame material naturally accepts rich finishes to provide deep colors all with a sophisticated metallic sheen.

EasyTwist VS. Nickel-titanium (Niti):
- “Connect The Lenses” Test (bending bridge)
  - EasyTwist’s reinforced bridge bends to allow the lens surfaces to touch without any breakage and recover 100% of their shape.
  - NiTi bridge will bend to allow both lenses to touch but will not recover 100% of its original shape.

- Elasticity
  - EasyTwist’s frames are able to consistently twist and recover their full shape after extensive long term use.
  - Over time the elasticity and shape recovery of NiTi frames is compromised.

- Nickel-Free
  - EasyTwist’s frames are composed of a proprietary Copper Aluminum based alloy that is hypoallergenic, lightweight and comfortable. Some patients have allergic skin reactions from the nickel based NiTi frames.

- Colors
  - EasyTwist’s memory metal readily accepts rich finishes that inherit the alloy’s elasticity thus retaining its vivid colors over time.
  - Some NiTi frames have a tendency to become dull from extensive use and twisting.

- Patented Polarized Magnetic Clip Technology
  - The EasyTwist N Clip line teams all the benefits of its leading memory metal frames with Aspex’s patented magnetic clip for added UV protection and polarized clarity.

- The EASYTWIST® collection is distributed by the Aspex Eyewear Group.
  - Tel: 1 800 277 3979  Fax: 1 800 592 9389  Intl: 1 514 938 2020  E-mail: info@aspexeyewear.com  www.aspexeyewear.com
Ray-Ban Memo-Ray
DURABLE, COMFORTABLE AND COOL

When it comes to timeless and authentic styling, Ray-Ban does not disappoint. Ray-Ban Memo-Ray frames are a true testament to the brand’s continuous ability to provide frames that incorporate high performance and high quality.

Memo-Ray frames are designed to withstand all kinds of abuse. They are naturally corrosion-resistant and offer a comfortable and precise fit for the wearer. Made of nickel-titanium-nitinol, these frames are as strong as steel but only 60 percent its density. This special metal alloy allows for amazing durability and resilience, and is trained to memorize the specific shape of Ray-Ban frames for impressive flexibility. Once it is molded, it never forgets and will always revert back to its original form, even after the most intense of situations. This special metal alloy is also significantly lighter than normal metals, making Memo-Ray frames super lightweight and never heavy on the wearer even after extended periods of time.

Memo-Ray frames are equipped with trademarked designed dual-injected plastic temple tips which provide a greater grip, making them the most comfortable glasses around. Memo-Ray provides the best of both worlds - frames that are virtually indestructible and lightweight at the same time.

Memo-Ray frames are geared toward men and women who want frames that combine classic and cool styling with comfort and durability.

“Philosophy:

“The Ray-Ban eyewear collection embodies the brand’s iconic personality and authentic style while continuously evolving its innovation”, says Vittorio Verdun, Senior Vice President of Sales, Luxottica Group. “The Memory Metal styles add another dimension of durability and comfort with a special metal alloy that is corrosion-free, flexible, resilient and lightweight. The collection is cool and durable, and also remains true to Ray-Ban’s classic heritage.”

For more information contact Luxottica at (516) 484-3800; website: www.luxottica.com
NEVER HIDE
For years, the name Flexon has been as recognizable as any Designer eyewear name, and synonymous with quality. Introduced in the 80’s as a technological breakthrough, Flexon wearers reveled in this unimaginable invention; eyeglasses that spring back into shape, even after being twirled around a finger!

It’s been more than 20 years since Marchon first introduced Flexon. Every optical retailer is familiar with Flexon and recommends it to anyone looking for a lightweight frame, that’s strong and durable.

These days, everyone wears Flexon frames; men, women and children alike. Offered in ophthalmic, as well as sunglass styles, Flexon is available in hundreds of styles and worn by millions of satisfied customers around the world. Marchon has Flexon designs in many of our best-selling brands, including Nike, Calvin Klein, Nautica and X-Games as well as our own Autoflex, Autoflex Ultra-Clip, Flexon Kids, Flexon Mags, Disney and Tres Jolie lines.

What keeps Flexon at the top of the list when it comes to choosing the best memory metal brand is our unique styling. Our exclusive designs utilize Japanese technology and Japanese Flexon material which puts us on the cutting edge of memory metal manufacturing. Working closely with our Japanese design team, we have broken down barriers and offer styles that many in the memory metal manufacturing field would think impossible.

We have combined Flexon with plastic temples, using detailed engraved patterns that have recently only been available on standard frame styles. We’ve made styles with temples featuring design elements that were before thought to be unattainable. We offer simple styling for the “bread and butter” customer as well as edgy fashion looks that can satisfy the extraordinary trendsetter.

And we know that selling great styles is only half the story. To help maintain the Flexon buzz, we are constantly developing exciting marketing materials, including dynamic consumer and trade advertising and award winning point of purchase materials designed to push sales to the highest level.

At Marchon, we’re not satisfied with living in the past. We are committed to pushing the envelope as far as we can and our Flexon designs will continue to thrill and surprise, while making customers for life!

For more information contact Marchon at (800) 645-1300; website: www.marchon.com
How can your practice give people what they want?
Flexon frames are the perfect product because they have everything your patients want in 2009 or any time!

People want to be able to trust -
Flexon is the world’s first and favorite flexible frame. Memory metal was developed by NASA; Marchon was the first to utilize the material for frames. Marchon created an entirely new frame material category with Flexon. Flexon is the name your patients know and trust!

People want reliability -
Flexon frames are more durable! When accidently bent or twisted, Flexon frames return to their original shape and fit. Flexon frames are corrosion resistant. The titanium based metal used in Flexon prevents tarnishing and discoloration.

People want choices -
Flexon is offered in styles for men, women and children that range from classic to contemporary and chic, with price points that start surprisingly low for a product that offers so much!

People want to feel that they made the right decision -
With over 20 years of manufacturing experience, Flexon is the product choice for over 20 million satisfied wearers!

Being Right. We all love that feeling. You and your patients can get it today.

Call your Flexon sales consultant: 1-800-645-1300.
When it comes to eyewear, fashion and flexibility go hand in hand. Match Flex offers both with a collection consisting of full flex frames which incorporate flexibility on both the temples and bridges. Some styles in the collection feature flex only bridges and either metal or zyl temple combinations for a more fashionable look.

New Titanium Flex materials give Match Flex the ability to weld bridges without the older style barrel construction. It also adds extreme durability for an almost defective-free product. While nothing made by hand is free of defects, we have been experiencing an almost defective-free rate with our frames.

Extra care is taken during coloration with special additives to allow the titanium to flex without the normal flaking of the coloring when bending.

The Flex collection includes a variety of styles catering to unisex, men, women and children.

These styles feature full rim and rimless designs, and many styles are available with polarized clip-ons.

Marketing materials for Match Flex include acrylic counter displays for showcases and windows, as well as logo plaques and counter cards.

When it comes to FLEX, we are tough to MATCH.

“We attempt to give our customers a more fashionable choice in flex frames to reach today’s consumer, and we clearly understand the need for a durable frame giving dispensers confidence they are providing their customers with a top of the line product. Our track record with flex products to date has proven that we are on the right track,” says Ethan Goodman, President of Match Eyewear.

For more information contact Match at (877) 88-Match or (516) 877-0170; website: www.matcheyewear.com.
LET'S TALK FLEX - Titanium Flex
FASHION - Bridge welds without barrels
DURABILITY - 99.9% defective free construction
FINISHING - Coloring that flexes without flaking
Tura is proud to be one of the first providers of memory metal. TuraFlex has been remembering for over 20 years and the tradition continues. The TuraFlex Memory Metal collection offers today’s man quality eyewear that is functional, stylish and affordable.

The TuraFlex collection is high quality reliable memory metal eyewear with competitive pricing. Styling is designed to satisfy the taste of the average man with made to last quality, making TuraFlex a memory metal collection that no eyewear practice should be without. Tura’s extensive experience in producing memory metal eyewear has resulted in well designed frames that combine technology and style. Direct soldered memory titanium allows for a very thin and light fashionable frame without using the tube construction of traditional memory metal eyewear in the market.

Combining great styling, reliable technology and friendly pricing, it’s no wonder TuraFlex has earned the never-ending trust of independent opticians throughout the country.

TuraFlex styles combine fashion and function and are available in an array of colors. Style M840 features a rectangular eye shape with an upper mounted end piece showing flair, while offering structural stability. Style M851 features a soft, semi rimless design in a rounded rectangle eye shape with linear detail on the end piece for a classic touch. While lightweight on the face, the style is resilient enough to withstand everyday abuse. Style M854 offers a round rectangular eye shape with a direct-soldered bridge and classic architectural detail highlighted on the end piece.

“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 over 20 years and will continue to be going forward into the future,” says TuraFlex’s Brand Manager.

For more information contact Tura at (800) 242-TURA (8872); website: www.tura.com
AS FLEXIBLE AS YOUR LIFESTYLE...

Design M841

TURAFLEX
TITANIUM MEMORY METAL

www.tura.com

800.242.TURA
make your move