

HIGHLIGHT OF THIS ISSUE

Summer Gas Spectacular

As a part of continuing growth of our premium AR coating products, iCoat is currently running “Summer Gas Spectacular” program to help our valuable customers increase their AR business. In addition the Eyecare Professionals can earn Gas Cards for the purchases they make with qualified iCoat AR products.

Please call us to receive more information on the promotion and to receive the game card to participate in the promotion.

Keeping in touch

In order to help you grow your business iCoat will provide you with valuable information through “**Infotainment**”. Once a month you will be introduced to the people at iCoat, given valuable sales tips, news and event information, and information about lenses and lens treatments.

Infotainment will act a prime source of news about iCoat products and service, and will provide you with resourceful insights on AR coatings of next generation and understanding of AR coating technology.

Infotainment will also update you on any current promotions and discount offers available to our valuable customers.

About iCoat

At iCoat, we make lenses better by providing state-of-the-art precision engineered products. Whether it’s our super oleophobic Stainless AR coating, a stock lens with premium anti-reflective, or a prescription you want surfaced, coated and edged, iCoat has a full line of services to meet your needs; and our job is to deliver these state-of-the-art products and creative solutions fast and efficiently. Making lenses better with high performance, better functionality, genuine attractiveness and prolonged sustainability is our number one priority. iCoat maintains the spotlight on formulating the industry’s highest quality products and in providing incomparable levels of services. As an independent company, we are fast, efficient and totally flexible. With decades of expertise in thin film coating technology and the extensive experience of coating millions of lenses annually, iCoat is the nation’s largest independent coating laboratory.

History of AR lenses



AR sales tip that really works!

Show it. Show every patient your AR demonstrator. Place it in the waiting room and at each dispensing table. Have plenty of patient brochures and hand them out.

Tell it. Talk to each patient about AR lenses. Discuss their features and benefits. Tell them a success story about how much you love your AR lenses.

Wear it. Make sure everyone wearing glasses in the office has AR lenses.

Sell it. Offer AR lenses in a lens package or add on to every patient, even kids and seniors.



...Show it
Tell it
Wear it
**Sell it!**

**CALL US TO RECEIVE
 MORE INFORMATION ABOUT
 ICOAT PRODUCT AND SERVICES.**

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