

HIGHLIGHT OF THIS ISSUE

Winners of the Nintendo Wii Giveaway

iCoat is proud to announce the winners of our Nintendo Wii Giveaway at the International Vision Expo West 2008 in Las Vegas.

Cozie Kanemaru – Drs. Kanemaru & Hum
Torrance, CA

Michael Cooper – Michael J. Cooper O.D.
Escondido, CA

Meghan Murray – Heaston & Thompson
Richland, WA

Congratulations to all the winners!

iCoat would like to send a special thank you to all who visited our booth at Vision Expo. It was our pleasure to spend a few minutes with you discussing your surfacing, finishing and coating needs.

Cozie Kanemaru from
Drs. Kanemaru & Hum



Meghan Murray from
Heaston and Thompson



Dr. Cooper and Staff from
Michael J. Cooper O.D.



Meet the Production Manager: Phillip Velasquez

Phillip has been with iCoat since 1989, only one year after the company began. His current position of Production Manager AR Coating is responsible for 3 shifts, operating 24/7, and employing roughly 110 highly skilled workers. Under his supervision a river of approximately 5000 jobs are coated every day. Phillip has seen iCoat's AR production grow from a single small chamber to eleven large state-of-the-art chambers capable of coating thousands of jobs per day. He believes that the success of iCoat is due in large part to the constant focus on process refinement and product improvements. When he is not in the lab Phillip can be found cruising around on his Harley Davidson.



Sales Tip – AR Display and Demonstration

Nearly every office I visit has a Stainless AR display. Most are placed on the dispensing tables. This is an excellent place as it allows the optician to show and tell your patients about Stainless AR. In addition, your office could benefit from a display in the waiting area or at the front desk. This will allow your patients to get introduced to Stainless AR before you speak to them.

It's also a great demonstration tool to show your patients the difference between an uncoated and an AR coated lens.



Pre-Coat Process: The Key to AR Strength

A few years ago AR coatings took a quantum leap in quality improvement. The primary reason for this positive change was the advent of dip hard coatings. While not all types of AR include a dip hardcoat, all of the premium level coatings do. Applying a thermal dip hardcoat prior to the AR process insures a durable, scratch resistant coating that will last.



The first step is to thoroughly inspect each lens for defects. Each lens is then put through a series of ultrasonic cleaning baths. Once cleaned and dried, each lens is again inspected. After passing inspection the lenses are put through a fully automated robotic dip system, which applies both a primer coat and a hardcoat. The lenses are then inspected again. After passing inspection the lenses are placed into a curing oven for several hours. Once cured, the lenses are inspected again and then are ready to be AR coated.

Website Tip: Sales Support Material

Do you know you can order sales support materials directly from iCoat's website to help increase your AR sales?

Just visit the Collateral section of iCoat's new website under "Ordering" and order your POP displays, product literature and sales support materials online at www.icoatcompany.com.

Your order will be processed and shipped to you in no time.

**CALL TODAY TO SCHEDULE A
TOUR OF ICOAT LAB**

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