

HIGHLIGHT OF THIS ISSUE

[iCoat nominated for "Website of the Year"](#)



iCoat's new website www.icoatcompany.com has been honored with the 5th overall position in the "Website of the Year" contest at the OLA in Nashville early last month. The award was ranked based on usefulness to ECP, ease of use and the site's overall look and design.

www.icoatcompany.com is a contemporary easy to use and easy to navigate website. The website is a great tool for Eyecare Professionals and provides them with quick access to iCoat products and services, online ordering, education materials and CE credits, discounts and promotion information, along with latest news and event information.

[Online Ordering - RxWizard](#)

RxWizard is a utility tool designed to place orders, track orders, archive and reorder jobs with a few clicks of mouse. It allows real time job status of all in-process orders. It is customized to iCoat's lab and offers precise availability of lens styles and materials and enables easy and accurate placements of your orders.

CALL US TO SET UP YOUR ONLINE ORDERING THROUGH RXWIZARD

iCoat Company
12020 Mora Drive
Santa Fe Springs, CA 90670
800.832.2628

iCoat's Surfacing and Finishing Department

Our new one-stop surfacing and finishing lab provides you with time savings and minimal risk. Our surfacing and finishing lab manager, Hans Groenewold, believes iCoat's success in lab service is due to the incorporation of the latest lens calculation and lab management software, and equipping the lab with the newest state-of-the-art equipment. Hans stated, "iCoat was the first lab in the country to implement the Opera-Drill scanner with lab software to produce more accurate and consistent drilling results." You can confidently send all of your jobs to iCoat, especially drill mounts, high base, high wrap and other difficult to mount jobs.



Sales Tip – Demonstrating Scratch Resistance

Do you remember when scratch resistant coatings first became the optical rage in the early 1990s? One hard coat manufacturer used steel wool on the lens to demonstrate how tough their coating was. I tried this on iCoat's half coated Stainless lens and was amazed at the results. The uncoated side showed deep scratches. The Stainless AR side was clear and clean. Place a piece of steel wool and a half coated lens in your office and watch your patients experiment with this demonstration tool. Your patients will easily understand the superior scratch resistance of the new AR technology available to them today. Call iCoat to receive your half coated sample lens for demonstration.

Understanding – The Colts Bayer Rating

The Bayer Durability Test for optical lenses was established by COLTS Laboratories. The Bayer test is used to determine abrasion resistance; this test replicates normal abrasion to the front of the lens. Lenses are mounted in a holder and placed at the bottom of a sand cradle. As the cradle oscillates back and forth the lens is scratched. The scratches are then measured and quantified and a Bayer measurement or rating is established. The higher the Bayer Rating the more scratch resistant a lens is. Today most premium AR coatings have Bayer ratings in excess of 5.0. iCoat's Stainless and Vivix are both rated above 6.3.

