

JANUARY 2009

Volume 2 / Number 1

HIGHLIGHT OF THIS ISSUE

HAPPY NEW YEAR

iCoat Company would like to extend best wishes for a prosperous new year to all its friends and valuable customers. We would also like to thank you for your business and we look forward to serving you even better in 2009.

Remember, at iCoat, we make lenses better by providing state-of-the-art precision engineered products. Whether it's our super oleophobic Stainless AR, a stock lens with premium AR coating, 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. As an independent company, we are fast, efficient and totally flexible. With decades of expertise in coating technology and the extensive experience of coating more than 1.5 million lenses annually, iCoat is one of the nation's largest independent full service laboratories.

Stainless Rewards - Reminder

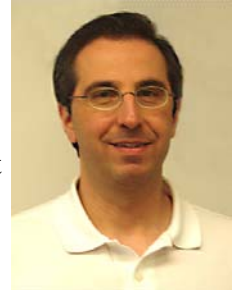
Thank you for your participation and support of our Stainless Rewards Program. Please do not forget to send in your Stainless Rewards Stickers before the deadline of January 31, 2009. We hope that the program helped you increase your AR business and earn some \$50 Visa Gift Card rewards.

HAPPY HOLIDAYS AND A HAPPY NEW YEAR

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

Arman Bernardi, Ph.D. - The man in charge

President and CEO of iCoat Company, Dr. Arman Bernardi stated, "We are seeing a rise in customer demand for the best technology and service in the optical industry. iCoat is investing in research and development for new products and improved services which will result in greater customer satisfaction in 2009. iCoat will continue to combine innovative ideas with state-of-the-art technologies to benefit our customers and the entire eye care industry."

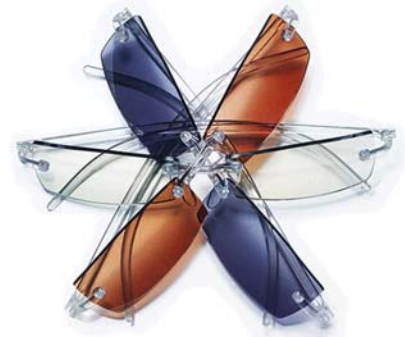


Sales Tip – Demonstrating ICE mirror coatings

As the winter approaches, we hope your sunglass sales are heating up. One way to create a truly unique pair of sunglasses for your patient is by adding a colorful mirror to the lenses. Ice mirror coatings are available in assortment of fashionable colors including; Chill Blue, Fresh Orange, Smooth Gold, and Sleek Silver. ICE mirrors are available in solid or flash densities and include a back side AR. ICE reduces extreme glare associated with snow, water and bright sun conditions. Wear ICE mirrors yourself and have the sample kit available to show your patients. ICE mirrors are so flashy that they practically sell themselves!

ICE – The ultimate scratch resistant mirror coating

Mirror coatings have been available for years. Older technology mirror coatings, like older technology AR coatings, scratched easily and were difficult to clean. One of the major differences between new and old generations of mirror coatings is the pre-coat process. iCoat's mirror coating, ICE, has the same premium pre-coat process as used in our new generation AR coatings; Vivix and Stainless. Another major difference between ICE mirrors and standard mirror coatings is that ICE includes a double-sided thermally cured dip hardcoat that imparts excellent scratch resistance properties and increased durability. Finally, ICE mirror technology incorporates an application of a hydrophobic and oleophobic top layer that makes them resistant to water and oil, extremely easy to clean and helps keep them cleaner, longer. Each ICE mirror coating comes with a one year warranty against cracking, peeling, crazing and scratching.



Call today at 800.832.2628 for your sample kit of ICE mirror lenses.
The ICE demo kit is \$45 and comes with a coupon for a free ICE coating.