

HIGHLIGHT OF THIS ISSUE

DEFAULT LENS SHAPES

In order to help us process your uncut orders more accurately, we have created a set of iCoat default lens shapes. Selecting one of the default shapes, that most closely matches the frame dimensions, will help to maximize lens parameters and to provide you with the thinnest, lightest weight lens possible. Please pick a shape from our list that most closely matches the frame dimensions when ordering your uncuts.

iCoat default shapes can also be found in RxWizard for online orders. For Rx Wizard or Remo order entry please click on the small frame icon on the lower left hand margin below the word FRAME. Next, click on "lenses only" and then on "ICF iCoat default lenses shapes". Finally, select the shape that most closely matches. Then enter the closest eyesize and DBL.

2009 iCoat price book is now available with updated pricing and product availability.

Visit iCoat Website

iCoat Company would like to remind you to visit our recently designed and OLA award nominated website www.icoatcompany.com for more information on iCoat products such as Stainless, Vivix, Ice, Topit and Fusion 5 XTO; and services such as Surfacing, Finishing, Coating and Stock Lenses. You can always call our customer service department if you need any assistance.

A COPY OF ICOAT DEFAULT LENS SHAPES IS INCLUDED

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

Shipping and Receiving

Pictured are Rosie, Priscilla, Angel, and Yolanda, 4 members of our 8 member shipping and receiving department. The shipping and receiving department covers 3 shifts and operates 24 hours a day. With 14 daily inbound shipments and 16 daily outbound shipments, each 8 hour shift is responsible for the proper routing and handling of approximately 2,000 jobs. Many national and all major next day carriers are used to expedite and deliver orders for the fastest turnaround. Each job is electronically verified to ensure it has gone through all the necessary production steps prior to reaching the shipping department. Once final check-off has been verified orders are packaged and labeled for shipping.



Sales Tip – Top-Down Selling

Many of your patients are designer label purchasers when it comes to apparel. They may also like to have labels on their eyewear. Top-Down selling involves showing your patients the best you have to offer first. If the designer frame, new technology lenses and added coatings are too expensive let them decide. Explain each offering along with how your patient will benefit. For example: AR coating allows more light through the lens to improve vision. Allow the patient to decide what to give up, if anything. Your success in business will improve and your patients will love their new designer eyewear with all the bells and whistles.

The evolution of "Anti-Reflective" coatings

A typical non-AR coated lens provides approximately 92% of available light to be transmitted to the eye with the remaining ~8% lost to the reflections from the surface of the lens. With the invention of AR in 1940, a single layer of AR coating increased light transmission through the lenses to 96% and 4% of light was lost to reflections. The second generation of AR lenses had double layers of AR stacks increasing the light transmission to 97%. It was around 1978 that AR coatings were first applied to plastic lenses. Today's premium AR coatings increase light transmission to more than 99%, thereby reducing the light lost to reflection to less than 1%. Today's AR coatings include a stack of about 6 layers of AR on each side of a lens. The lens is first shielded with primer and hardcoat layers that are applied before AR treatment and then are additionally treated with premium layers such as hydrophobic and super-oleophobic topcoats after the AR stack is applied. These processes improve lens cleanability, increase scratch resistance and provide superior visual acuity.

