

HIGHLIGHT OF THIS ISSUE

OptoWest 2009 iPod Winner

On behalf of the entire staff at iCoat Company, we would like to send a special thank you to all who attended our booth at the Optowest 2009 in Indian Wells, CA in April 2009. It was our pleasure to spend a few minutes with you discussing your coating and surfacing needs.

We would also like to congratulate **Raymond Bronco** of *Sharp Rees Stealy Medical Group* as winner of our iPod Nano drawing at OptoWest 2009.



Raymond Bronco
Sharp Rees Stealy Medical Group

Discount Stock Kit Packages

iCoat carries Stock Lens packages that offer tremendous time and cost savings. You can choose a pre-selected inventory of the most popular powers or mix and match the powers you need the most. The Stock Kits are offered in 30 pair, 50 pair or 100 pair packages. With the Stock Kit you can save up to 30% on already discounted lens prices.

iCoat will include free lens cleaning cloth with each pair ordered, and an AR demonstrator per Stock Kit package to help demonstrate AR.

For more information and pricing on Stock Kit packages call our customer service department at 800.832.2628.

CALL ICOAT FOR MORE INFO ON STOCK KIT DISCOUNTS

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

Stock Lens Department

The stock room team of Larry, Ron, Mabel, and Shaun are proud to maintain an excellent fill rate. The stock room team utilizes DVI inventory software to always keep the shelves stocked with the lenses you require. Our goal is always to have the lenses you need when you need them. The entire team works very hard to make sure that



backorders are kept to a minimum and that customers are notified and given options when a particular lens is not immediately available. Stock room manager Larry Wickline recommends ordering through "RxWizard", an easy and quick way to place all your orders with iCoat and especially stock orders. Rx range, material and availability are all present at your finger tips with RxWizard. iCoat's stock finished lens lineup includes CR39, Polycarbonate, CR39 Transitions, Poly Transitions, Hi-Index 1.60, Hi-Index 1.67, and Hi-Index 1.67 Transitions.

Photochromics and AR

iCoat Company works closely with Transitions and other photochromic lens manufactures in order to maximize the performance of both the AR and the sun activated lenses. The results of a clinical study found that patients preferred the visual comforts of photochromic lenses with AR coating. The patient's vision was enhanced by bundling Transitions and AR, thus reducing distraction and discomfort, and disabling glare. You can confidently dispense Transitions with iCoat premium AR coatings such as Stainless and Vivix.



iCoat's Zeiss GT2 Gas Card Promotion

iCoat is currently running a \$25.00 Gas Card promotion in coordination with Carl Zeiss Vision. You can earn a \$5.00 reward per pair for any Zeiss GT2 lens purchased between April 1, 2009 and June 30, 2009.

Five \$5.00 rewards can be redeemed for a \$25.00 Gas Card. **All the qualified lens pairs purchased must be combined with iCoat's Stainless, Vivix or Ice coatings to be eligible for the promotion.** Enclosed please see the participation form. Please fill out the form and mail it to iCoat Company to receive your choice of Mobil or Chevron \$25.00 Gas Card.

For additional information on the promotion, and to receive more participation forms please call iCoat customer service department at 800-832-2628.