

**HIGHLIGHT OF THIS ISSUE**

**FREEFORM SEMINAR**

iCoat would like to invite you to a two hour CE seminar **“Expanding Your Freeform Family”**, presented in coordination with Shamir Insight, at Dave and Busters meeting room at Ontario Mills Mall in Ontario, CA.

The seminar is scheduled for June 18<sup>th</sup>, 2009 at 6:00pm and includes complimentary dinner.

For more information and to register for the seminar please call iCoat Marketing Dept. at 800.832.2628.

**iCoat Advantage**

What is it about iCoat that drives our success with our customers, the one thing that best differentiates iCoat, from other optical labs? iCoat stands unique by providing its customers lens vendor independence. Through freedom of choice of any lens manufacturer, iCoat’s technology breaks the chain of restrictions and vendor dependency. This move reflects our goals of achieving sustainable growth and long lasting relationships with our customers.

In addition, iCoat continues its efforts in providing customers satisfaction and exceed their every expectation, employing both leading-edge technology innovations to serve their needs and a proactive approach to build on a foundation of excellent products and quality services. iCoat meets the quality, speed and efficiency demands by operating 24 hours a day, 7 days a week.

**CALL TODAY TO REGISTER FOR FREEFORM SEMINAR**

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

**Joe Avetisian – R&D Manager**

Joe Avetisian has been with iCoat for over 18 years, almost since our inception. Joe’s responsibilities, as manager of research and development, include coating product development, testing new equipment and machinery, streamlining processes for optimization, and managing a maintenance staff of 4 whose responsibility is to ensure that all the processes and equipment at iCoat are running efficiently. Joe states that iCoat is one of the only optical laboratories in the nation that ensure 24/7 maintenance of its own processes and equipment to provide its customers consistent service. By incorporating such practices iCoat effectively reduces downtime on equipment and is always improving production flows, providing non-interrupted and timely service. When not at iCoat, Joe enjoys fishing and criterium bicycle racing.



**Sales Tip – Discounts and Special Offers**

In these difficult economic times, patients tend to spend less money on personal care, including eye care. They may spend less than what they can afford or use only what their insurance covers. To help your sales grow and yield additional profits, try focusing on providing customers incentives along with the best possible eyewear.

Life style dispensing, top down selling, and focus on features and benefits should now be used more often to help patients make the best choices. In addition, this is also a good time to offer a second pair discount, provide special offers and incentives, offer eyewear with more price range choices and entice through gift certificates and various other forms of promotion offers.

**Segmenting AR Sales**

Offering a “Good, Better and Best” AR selection to each patient can give better results in eyewear personalization. It helps you better manage the final sale and assists your patient in selecting their customized eyewear with full satisfaction.

A “good” AR, **Fusion 5 XTO**, includes a hydrophobic topcoat, a quality AR stack and a protective hardcoat. A step up both in cost and features is a “better” AR, **Vivix**, which includes an oleophobic topcoat, primer layer, a super hardcoat, and superior AR layers. The “best” AR, **Stainless**, provides ultimate anti-static properties, super oleophobic topcoat, definitive scratch resistant hardcoat and primer, and the best AR treatment. To recommend the best choices, understand the technology and know how to describe each, and teach the patient what to expect.