

SEPTEMBER 2009

Volume 2 / Number 9

**HIGHLIGHT OF THIS ISSUE**

**Nominate iCoat Website**

[www.icoatcompany.com](http://www.icoatcompany.com) is an easy to use web portal for any and all information pertaining to iCoat. The website features a wealth of information about all iCoat products and services, pages of educational material and information, collateral and sales support material, information on promotions and discount offers, company news and event information, and links to other optical websites.

Please visit our updated website to review its features and benefits. If you like our website, please **nominate** it for the **OLA Website of the Year Award** contest by visiting the following link.

<http://www.visionmonday.com/insider/>  
Enter Survey ID: 5J3463M33696G

**Sales Tip – Patient Brochure**

In an effort to help you increase your AR and mirror sales, iCoat provides patient brochures for Stainless, Vivix and Ice. These patient brochures are excellent tools for demonstrating the products and its benefits to the patient. iCoat recommends using these tools, along with product samples, to help educate patients in making the right choice for their vision and eyewear needs.

To order free product brochures visit our website [www.icoatcompany.com](http://www.icoatcompany.com) or contact us at 800.832.2628 or [info@icoatcompany.com](mailto:info@icoatcompany.com).

iCoat Company  
12020 Mora Drive  
Santa Fe Springs, CA 90670  
800.832.2628  
[info@icoatcompany.com](mailto:info@icoatcompany.com)

**iPod Touch Giveaway – iCoat Booth #20047**

For your entertainment iCoat will be giving away 3 iPod Touch media players during Vision Expo West. You can enjoy countless hours of movies, music and games with your new iPod Touch. Entries will be accepted at the iCoat booth #20047. Contact us to request your iPod Touch giveaway entry form.



International Vision Expo West 2009 will be held at the Sands Expo and Convention Center in Las Vegas from October 1<sup>st</sup> through October 3<sup>rd</sup>, 2009. You can register for free via our website [www.icoatcompany.com](http://www.icoatcompany.com) or contact us at 800.832.2628 or [info@icoatcompany.com](mailto:info@icoatcompany.com) to request a free registration form.

**“Stainless Rewards Program”**

**Coming Soon.....**

iCoat will launch the ever popular “Stainless Rewards Program” on October 1<sup>st</sup>, 2009. This program is designed to provide you with rewards for selling premium AR lens treatments. In addition, it helps you increase your AR sales while providing your patients with the most advanced and clearest vision possible.

Keep an eye out for more information on how to participate in the Stainless Rewards Program.

**Recall Cards**

iCoat is happy to offer its valued customers free recall cards to send to their patients as appointment reminders. The recall cards are available in two different styles and in packs of 50, and are a premium source for personalized communication.

Please contact us at 800.832.2628 or [info@icoatcompany.com](mailto:info@icoatcompany.com) to order your recall cards today!

