

**HIGHLIGHT OF THIS ISSUE**

**“Get Going” Program - EXTENDED**

Due to increased response to our “Get Going” program, iCoat would like to announce an extension of the program for the month of March 2010. The rules and regulations of the program remain unchanged with participating customers receiving a 20% rebate based on their sales increase over their average monthly baseline.

Increase your sales of premium AR lenses and finished work to help hit your targets and receive a rebate check based on your growth. To help earn an even larger rebate, consider adding iCoat stock lenses. iCoat carries a wide selection of materials in our stock AR lenses inventory. If you are not signed up yet, give us a call now at 800.832.2628 and we will get you going right away.

**Highly Profitable Lenses**

Freeform lenses are the lenses of the digital age. In addition to providing remarkable vision they also provide increased profit margins, elevating your business to new heights of success. Combined with premium AR technologies, these advanced lens designs can prove exceptionally profitable to any ECP.

Selling premium digitally surfaced lenses matched with premium AR treatments is not only lucrative to your business but also benefits your patients’ vision and further establishes your credibility by providing the best lens solutions available in the marketplace. iCoat currently offers digitally surfaced lenses from Essilor, Seiko, Shamir, HOYA and Signet Armorlite.

**ENROLL TODAY IN  
“GET GOING” PROGRAM  
RECEIVE 20% REBATE**

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

**iCoat’s Education Programs**

iCoat Company has designed many courses, some approved by the American Board of Optometry (ABO), that help optical practices and their staff to learn the business and technology aspects of Anti-Reflective (AR) lenses. Each course targets a certain area of specialization and range from the basics of AR technology to selling strategies that make the practice staff significantly more prepared to sell and support AR in the field. Some of the most popular courses include:

1. Segmenting AR sales
2. AR technology and thin films
3. How to sell 90% AR
4. Selling premium eyewear in current economy
5. Common barriers to AR sales
6. Clearing up misconceptions about AR
7. Living the AR life
8. Reducing glare in your life

iCoat provides presentations on these education seminars and offers in office training for most of these. Please give us a call to learn more about our education programs and how you can help your staff to excel in making more sales for premium eyewear and AR lenses. Call us at 800.832.2628 or email us at [info@icoatcompany.com](mailto:info@icoatcompany.com) to set an in office presentation seminar for your staff and opticians.

**Recall Cards – Order yours for FREE**

iCoat now offers its valued customers free recall cards to send to their patients as appointment reminders. The recall cards are available in two different styles packed in bundles 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!

