



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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WHAT'S NEW

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FULL MOON ALERT:
SEPTEMBER 28TH



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A Cosmetically Better Alternative – Chemistrie Blue

Many patients are benefiting from blue-light blocking materials and coatings. Unfortunately, many patients are not thrilled with the cosmetics of these products. Chemistrie Blue is a great alternative solution that provides the same blue-light blocking properties with the benefit of being easily removed via EYENAVISION’s patented Chemistrie magnetic system. Chemistrie Blue is available from Plano to a +1.50. Contact Customer Service for more information and pricing (920) 469-2559.



Cherry Optical, Inc – Crizal Rebate Program



Be sure to contact your Cherry Optical, Inc Sales Representative or Customer Service to learn details about this exclusive Crizal Rebate Program. New customers can receive up to \$2,500 in rebates with current customers receiving up to \$3,000! You must be signed up by September 30th 2015.

Cherry Optical, Inc - Closed September, 7th in Honor of Labor Day

“Labor Day, the first Monday in September, is a creation of the labor movement and is



dedicated to the social and economic achievements of American workers. It constitutes a yearly national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country.”

Source: <http://www.dol.gov/laborday/history.htm>

Zeiss i.Profiler – Set the New Standard of Vision Correction



Aberrometry is elevating the standard of refractive eye care by allowing clinicians to evaluate the optical characteristics of the eye more thoroughly, including both low-order and high-order wavefront aberrations. Determining the endpoint of refraction by taking into account the effects of high-order aberrations on retinal image quality can yield improved vision corrections that deliver optimum visual performance over a broader range of luminance levels, even under demanding viewing conditions like night driving. i.Scription by ZEISS represents a

‘wavefront-guided’ vision correction derived from aberration data captured by the i.Profiler aberrometer. Each i.Scription is then combined with a precisely fabricated, fully customized lens design in order to deliver the ultimate visual experience for wearers.



Stay tuned for more information from Cherry Optical, Inc on this revolutionary optical principal, including seminars in your area. If you want more information now, e-mail adamcherry@cherryopticalinc.com.



Digital Lenticularization – Making the Possible, Possible



Here at Cherry Optical, Inc we've made some pretty amazing eyewear over the years. Lately, some of the most impressive results have come through the use of digital lenticularization (DL). With DL we've been able to produce thinner lenses than what can be accomplished with high-index materials alone. By combining old-school optical principals with the latest in digital surfacing equipment, we are able to deliver outstanding results you won't find anywhere else. Most noticeable is our extended range for wrap Sunwear. By specifying a lenticular bowl, based upon the actual finished lens shape, of 50-60mm we are able to produce a cosmetically pleasing lens without negatively effecting vision. A recent order came through for a lens with a total power of -6.50 across the 180 axis in a large Maui Jim frame. Normally, this combination of Rx and decentration would be impossible or create a horribly thick lens. Digital Lenticularization came through to create an amazing lens that the patient loved! Pictured above, Adam is teaching the team about the new technology as it's being processed. Contact Adam Cherry directly by email adamcherry@cherryopticalinc.com or phone (920)469-2559 to learn more about this new technology.

Croakies – The Essential Sunglass and Sportswear Accessory

Croakies[®]



Ever watched your sunglass sink to the bottom of a lake? How about watching your new sports glasses hit the pavement? Then clearly you don't have Croakies! Cherry Optical, Inc has direct access to the following

collection of Croakies through Hilco. The Plug N' Play Terra system is perfect for Sunwear. Croakies also has smaller size systems for kid's sun and sports wear. For options and pricing contact Customer Service at 920-469-2559 or customerservice@cherryopticalinc.com.

Let's Get Together – Cherry Optical, Inc @ WOA Fall Convention



Cherry Optical, Inc will once again be exhibiting at the WOA Fall convention in

Wisconsin Dells this September. Be sure to stop by to check out some unique products and services including Clemit ScopeAid, Smith Optics & ChromaPop, IOT Camber technology and a handful of other out-of-the-box optical concepts. Ken Leonhard of Quality Contact Lens will also be on hand to update attendees on the latest-and-greatest in the contact lens world.

Exhibiting Dates: 09/24 – 09/25

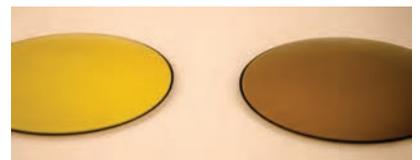


Signet Armorlite's Kodak Freeform Technology – On-Site Production

Cherry Optical, Inc has been producing the full suite of Kodak Freeform designs on-site for nearly a year. Designs include Kodak Unique HD, Kodak Unique and Kodak Precise PB. Additionally, SA has value priced designs such as Navigator FBS and Directek. Contact your Signet Armorlite representative or Customer Service at (920)469-2559 for availability and pricing.

NEW! Cherry Optical, Inc Raptor Lenses – Designed by Hunters for Hunters

We are ready to launch our first hunting specific lens design by hunters for hunters. Raptor Lenses are photochromic and



contrast-enhancing to provide improved visual performance throughout the entire day in the field or woods.



What we need now are some hunters to try this lens out and provide feedback to share for future marketing and promotional efforts. Are you a hunter? Do you know a hunter? Contact brian@cherryopticalinc.com or

call Brian at (920)469-2559 to get details on how to order your trial lenses.

