

# Your choice of stock lenses says a lot about your practice.

ZEISS Finished Single Vision Portfolio



// PRECISION  
MADE BY ZEISS

**ZEISS Vision Care**

Helping you meet your responsibilities



# ZEISS Finished Single Vision portfolio without compromise.

As an Eye Care Professional **you have responsibilities to your customers, your profession and your business.** Your customers depend on you to provide them with the best vision solutions. As a professional you want to provide lenses that offer the best quality and performance. And as a business person you want to grow your practice.

**75%** of eyeglass consumers purchase single vision lenses.<sup>1</sup>

The ZEISS Finished Single Vision portfolio provides you with a way to meet all of your responsibilities without compromise.





# Reasons to choose ZEISS for your stock lenses.

1| Protection

4| Portfolio

2| Perception

5| Prestige

3| Performance

5 P S

# 1| Protection –

## The new standard for UV in all finished single vision lenses.

**Many clear lenses claim to protect from UV, but most fail to block all of it.**

- 1| The world's most common lens material (1.50 index) does not fully block 60 % of UV.<sup>3</sup>
- 2| Under current industry standards, lenses such as polycarbonate can claim 100 % UV protection without fully blocking 40 % of UV up to 400 nm.<sup>3</sup>
- 3| 90 % of Eye Care Providers incorrectly assume that “UV AR coatings” block UV rays when in fact they serve no meaningful UV blocking function.<sup>4</sup>

2| All ZEISS UVProtect lenses provide at least 99% UVBlock. Most types are 100%. UVBlock is a scientific measure of the UV radiation blocked by the lens between 280-400 nm.  
3| ZEISS Vision Care, ZEISS UVProtect: Full Protection From Hazardous UVR In All Popular Lens Materials, 2018  
4| Jobson Research, “Kanye UV Awareness Study”- 865 Eye Care Professionals. Feb 2018





Sunglass –  
level UV  
protection  
in all ZEISS  
clear lenses

**ZEISS UVProtect is built into the lens,  
so it does what a coating can't.**



UVProtect gives full UV protection  
for the eyes and surrounding skin.



Full UV protection<sup>2</sup> in all clear ZEISS  
lenses, all the way to 400 nm.<sup>5</sup>

Consumers are willing to pay

**\$39 more**

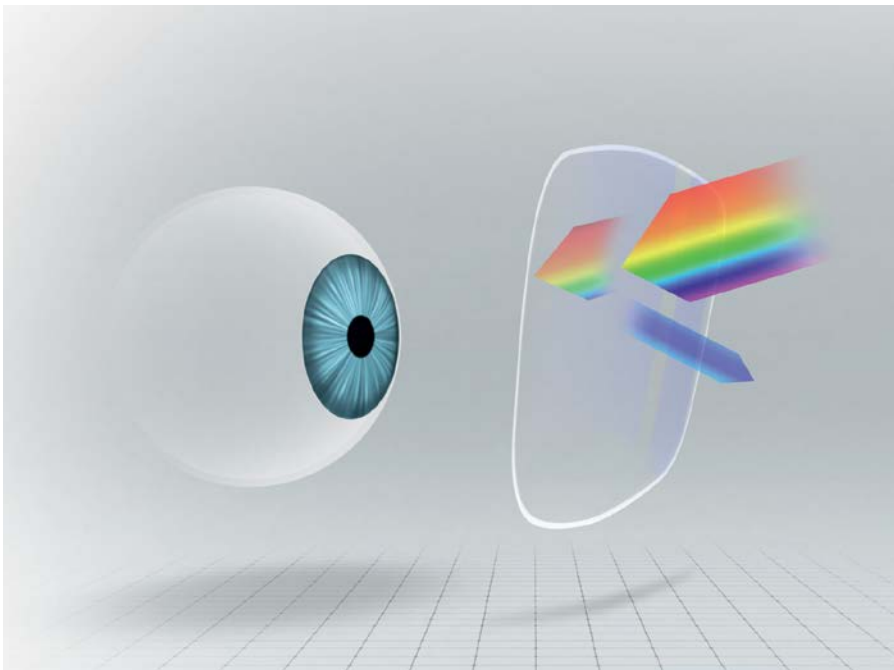
for full UV protection lenses.<sup>6</sup>

5] Based on transmission calculation defined by Australia New Zealand Standard™ for sunglasses and fashion spectacles (AS1067:2003). Independently tested and reported by 3rd party experts.

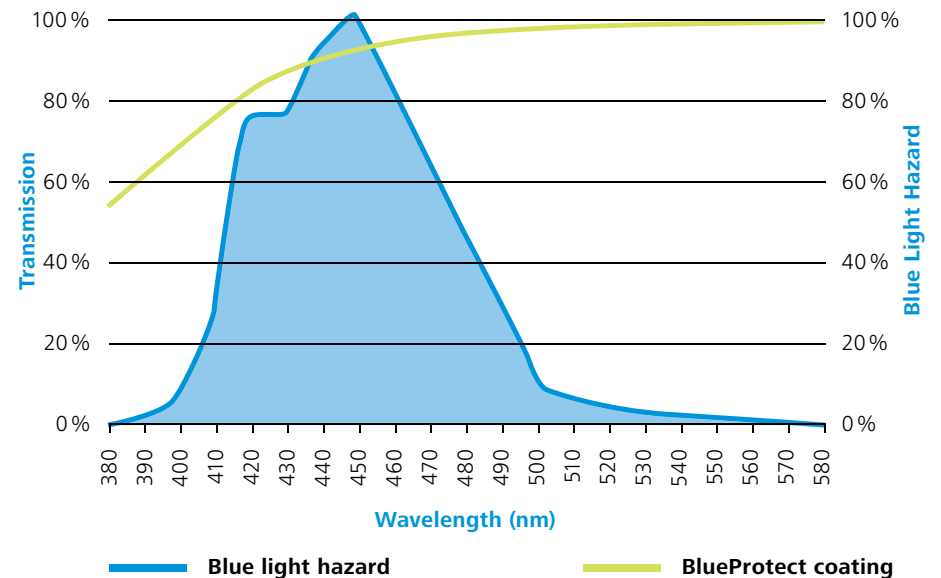
6] Fisheye Research. "Understanding consumer willingness to pay for UV lenses." n=600. November 2017

# 1| Protection – ZEISS DuraVision BlueProtect.

DuraVision BlueProtect reflects part of the blue-violet light coming from digital devices. This results in less transmission in the blue light spectrum (380–455 nm). It also preserves high transmission levels of beneficial blue light (>460 nm), which helps to regulate sleep cycles.



**DuraVision® BlueProtect**





## 2| Perception



ZEISS DuraVision BlueProtect lenses protect your eyes from potentially harmful blue light and look great while doing it.

**Consumers agree ...**

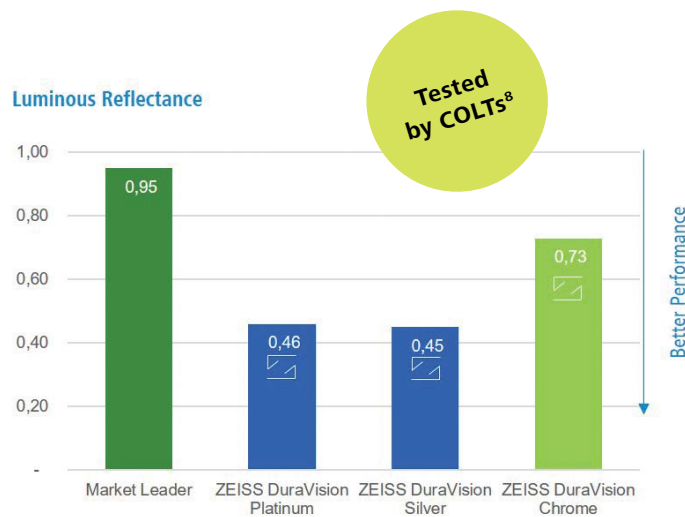
# 79%

say ZEISS DuraVision BlueProtect lenses **look better** than the best-selling AR brand's blue light coating.<sup>7</sup>

7| Psyma. "Blue Light Lenses comparison." n=300. April 2018

# 3| Performance – Market Leading Clarity.

ZEISS – The inventor and modern day innovator of the Anti-Reflective (AR) lens.



ZEISS DuraVision Platinum and Silver have

# 50%

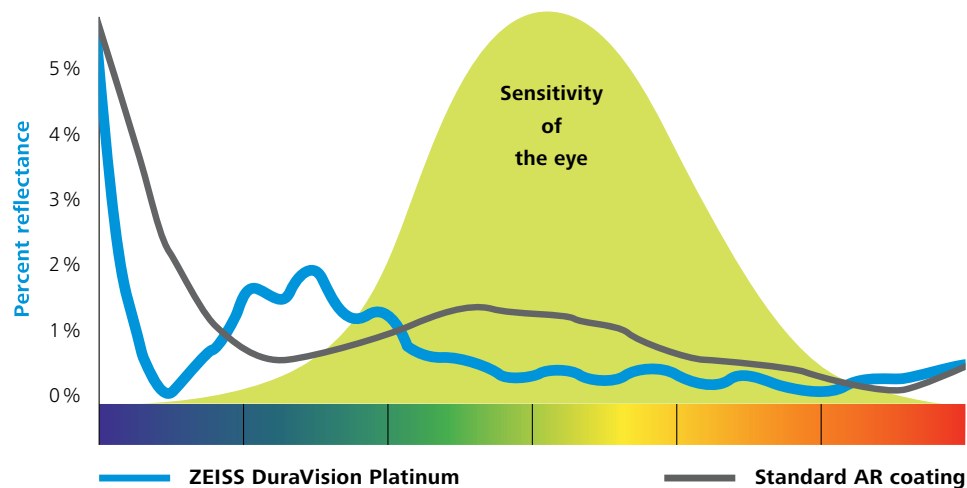
**fewer reflections** than premium coatings from the best selling AR brand<sup>9</sup>

## Fewer reflections allow you to see more clearly...

8| Independently tested by COLTS Laboratories, Oldsmar FL, USA in 2017

9| Essilor Website 09.11.2017: <https://www.essilor.com/en/brands/crizal/> "Crizal®, the number one anti-glare lens brand worldwide\*, is at the forefront of innovation." \* Best-selling anti-glare lens brand worldwide, according to Essilor's market calculations





**...and look better too.**

**Blue reflex coatings** are the best. Standard AR coatings use green hue reflection colors, unfortunately this is also the color the human eye is most sensitive to. This is why ZEISS uses a blue reflection color, because it is less noticeable and distracting.

**Blue reflex coatings** are more difficult to produce.

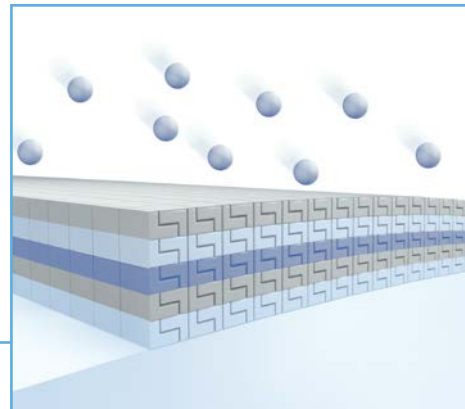
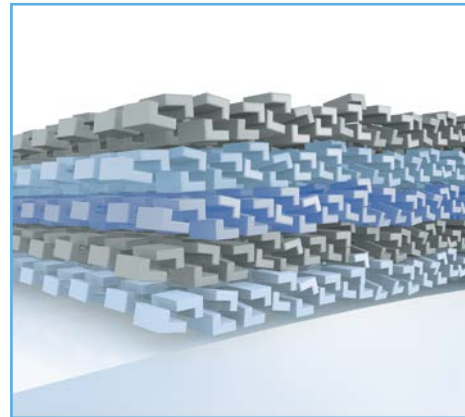
The green color is more forgiving in the AR process. Blue requires more precision, which is why most manufacturers settle for green coatings.

# 3| Performance – Market leading durability.

## Long-lasting scratch resistance.

Ultra thin layers are densely packed by using ION BOMBARDMENT technology in all of our DuraVision coatings.

**3x**  
tougher<sup>10</sup>



**Toughness  
and cleanability  
that lasts**





# Long-lasting cleanability.

Most premium AR coatings offer great **initial cleanability**. However this often degrades quickly. ZEISS DuraVision Coatings are designed to retain the highest level of **cleanability over many years** of simulated wear.

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Our super hydrophobic coating repels oil and water for easy cleaning.

Tested across  
**6,000**  
Cleaning Cycles



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Our patented<sup>11</sup> anti-static layer keeps the lenses cleaner longer.

11| Australia: 09/491407 [generated in USA], 781979, PCT/AU01/00004. USA: 20030179343, 6852406, PCT/AU01/00004, 10/182323. Canada: PCT/AU01/00004, 2396799. Mexico: 234076, PCT/AU01/00004, PA/a.2002/007162



# 4| Portfolio – Complete and easy.

## DuraVision **BlueProtect UV**

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A great looking lens that combines protection from potentially harmful blue light with toughness and long lasting cleanability.

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## DuraVision **Platinum UV**

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Provides the highest clarity, toughness and long lasting cleanability.

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## DuraVision **Silver UV**

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High clarity combined with long lasting cleanability.

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## DuraVision **Chrome UV**

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Traditional green AR providing clarity and long lasting cleanability. Similar to competitor's premium AR.

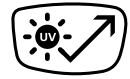
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## Hart

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ZEISS scratch resistant coating helping your lenses stand up to everyday challenges.

**Blue hue  
AR sets the  
standard for  
lens clarity**



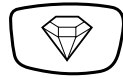
UV protect material



Back UV AR protection



Anti-Reflective



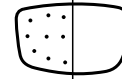
Scratch Resistant



Easy Clean



Long-lasting cleanability



Dust and Dirt Repellant



Special Features



Best in class protection



High Performance



Best in class performance

# 5| Prestige – 170 years of innovation and excellence in optics.

As a pioneer in the field of optics, ZEISS continues to challenge the limits of human imagination. Our passion to help you see your world better fuels our innovations in every area where visual perception is key.

## Our brand promise.

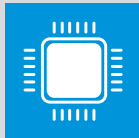
The ZEISS brand is our promise of expertise and excellence in various fields of optics:



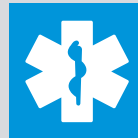
Vision Care /  
Consumer Products



Research &  
Quality Technology



Semiconductor  
Manufacturing  
Technology



Medical  
Technology

## Many experts trust ZEISS:



### NASA

ZEISS camera lenses were used to capture images from the first moon landing.



### Movie Directors

In 2016 9 out of 10 Oscar nominated films for best picture were shot using ZEISS lenses.



### Medical Teams

ZEISS Medical Technologies are used in 2/3 of all cataracts surgeries worldwide.



### Nobel Prize Winners

ZEISS microscopes have been used in the research of 35 Nobel prize-winners including the discovery of insulin.



**Consumers  
who feel aligned  
with a brand,  
spend TWICE  
as much<sup>13</sup>**

# This is how you grow your business.

Your lens choice leaves a lasting impression with your customers. Especially for single vision which represents 75 % of all lenses sold. At the end of the day, you need solutions that will make a difference to your bottom line.

	Unbranded Stock lenses	Branded Stock lenses	<b>ZEISS Finished Single Vision</b>
Purchase price	\$ 5	\$ 10	<b>\$ 10</b>
Price to consumer	\$ 25	\$ 35	<b>\$ 40</b>
Margin %	80 %	72 %	<b>75 %</b>
<b>Your profit</b>	<b>\$ 20</b>	<b>\$ 25</b>	<b>\$ 30</b>

Don't compromise with inexpensive stock lenses that only appear more attractive due to their low cost. They often carry hidden costs such as breakages, warranty issues, wasted time and lost customers & referrals.



**“The bitterness of poor quality remains long after the sweetness of low price is forgotten.”**

– Benjamin Franklin



**“Choosing to convert my stock lenses into ZEISS Finished Single Vision lenses was a strategic plan to increase revenue. Who doesn’t want 30% growth in sales? My practice now has an 80% higher anti-reflective (AR) coating capture rate. Partnership with ZEISS just makes sense.”**

– Todd Rogers, Owner



**“My customers put their trust in me to supply them with the best quality lenses and service. It is for that reason that I put my trust in the ZEISS brand.”**

– Mr. Michael Ledermann, Owner



**ZEISS Stock Lens Portfolio.** Easy ordering available from **instocklens.com**. For more information or to place an order please contact your **ZEISS** Business Development Representative or call **1-866-596-5467**.

**Carl Zeiss Vision Inc.**  
USA 1-866-596-5467  
[www.zeiss.com/lenses](http://www.zeiss.com/lenses)

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