

CLEARVISION[®]
optical company



**WORKING TOGETHER
FOR THE SUCCESS
OF YOUR BUSINESS**

What makes us different?

OUR ONE SOURCE™ PHILOSOPHY

OneSource is ClearVision's unique business philosophy that provides an efficient, cost-effective way to grow your practice. In one time-saving appointment, you'll meet with one dedicated sales consultant who will deliver 12 outstanding eyewear collections.

With OneSource, your practice will save time and increase profit through:

- One simple discount structure
- One set of programs, customized to your needs

OneSource. The big picture of ClearVision's quality, service and value.

WE'RE COMMITTED TO HELPING YOU GROW

- Optical industry leader with over 60 years experience
- Serves optical professionals in the US and 40 countries
- Family-owned, philanthropic company
- Offers a personal approach to maximize your growth
- 12 profitable brands, to best reach the demographics of your dispensary
- The largest selection of kids brands in North America
- No shape or style duplication between the collections
- Unique Sales and Frequent Buyer programs
- International recognition for innovative product design and creativity
- Committed to meeting your needs in an ever-changing technological landscape



THE
**INGENIOUS
FRAME
TRAY
SYSTEM**

A PERFECT BRANDSPACE™ FOR YOUR DISPENSARY

BrandSpace is our profit-enhancing approach to frame board management. Your ClearVision sales consultant will use the BrandSpace approach to help you properly select, display and sell an eyewear assortment based on the demographics of your dispensary.

We'll customize your BrandSpace with the perfect mix of frames for each of your specific consumer segments. You'll have a more visually-appealing, engaging frame board with the brands and styles your customers know and love.

Let us help you determine the best BrandSpace strategy for your practice!



IT'S ALL IN THE **BRANDCASE™**

An integral part of our OneSource strategy is our innovative BrandCase system. Shown above, the patented BrandCase system provides an efficient, merchandised presentation, giving you a true depiction of how our frames may look on your dispensary wall. Our BrandCase system also provides collection details including a brand overview, available colors, and sizes. It's a time-saving presentation in which you'll be able to experience firsthand the shape, design, and "feel" of each frame, in turn allowing you to make a more informed purchasing decision in less time.

ourbrands

BCBGMAXAZRIA

Fashion forward designs combining European sophistication with American spirit, for women and men ages 25-45. Global Fit, Passion for Petites and XLFit™ selections available.



BCBGMAXAZRIA Georgina

ELLEN TRACY

Polished, modern sophistication with a youthful, dynamic attitude, for women 40+. Passion for Petites and Style 'n Fit™ selections available.



Ellen Tracy Diani, Turin

IZOD

EYES

The iconic IZOD eyewear brand provides a style for every profile, for men ages 25-50. IZOD Boys delivers sporty styles for boys ages 7-14. XLFit™ selections available.



IZOD PFX-507, PFX-508

COLE HAAN

A classic American brand delivering fresh, modern style for the young in spirit. For men and women ages 25 -55. Men's XLFit™ selections available.



Cole Haan 221

MARC ECKO

Cut & Sew

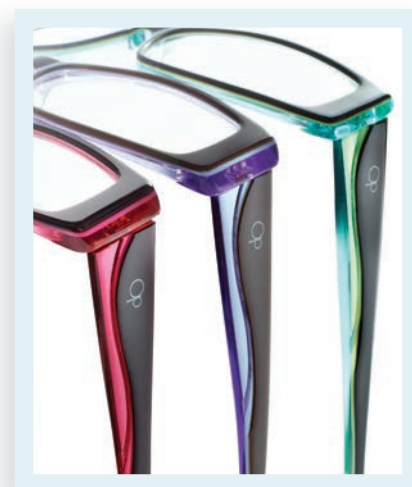
A new American sensibility that re-imagines cult classics, Marc Ecko Cut & Sew eyewear is an expression of artistic creativity for men ages 20-40 who know that authenticity counts. XLFit™ selections available.



Marc Ecko Cut & Sew Monitor, Mile High



The original California lifestyle brand, Op translates hip surf style into a youthful collection for men and women ages 15-35. Op Kids is for boys and girls ages 7-14.



OP Tulum Beach

JESSICA McCLINTOCK
Eyewear Collection

Romantic, feminine designs for women ages 45+. Jessica McClintock Eyewear for Girls offers sweet style for girls ages 7-12. Passion for Petites and Style 'n Fit™ selections available.



Jessica McClintock 021, 022, 023

digit.
EYEWEAR FOR KIDS

Hip, trendy, “grown up” looks with a fun attitude, for kids & tweens ages 6-12 who define their own individual sense of style.



Digit Thermal, Magnetic

CLEAR VISION®

Classic and contemporary styles delivering everyday looks for everyday life, for men and women ages 25-55+. Passion for Petites and XLFit™ selections available.



ClearVision Tina, Leigh, Megan

dilli dalli
eyewear

Created to meet the needs of both parents and their little ones, the Dilli Dalli pediatric eyewear collection offers unsurpassed durability, a comfortable fit, and adorable style for infants and toddlers 3 months to 3 years. Features the innovative IntelliFlex™ multi- action spring hinge.



Dilli Dalli Munchkin, HotShot

junction city

Inspired by cultural nuances of life in the city, the Junction City collection is all about today's fashionable styles at just the right price, for men and women ages 24-40.



Junction City Fairmount, Forest Park

specialtycollections

EYEWEAR SHOULDN'T BE "ONE SIZE FITS ALL."

Our Specialty Collection offers the widest range of frame sizes for every one of your customers' unique fitting needs. Featuring 4 different sizes for some of today's most popular brands, it's the largest selection of specialty fits – from one company you've come to trust. For faces of all shapes and sizes, the ClearVision Specialty Collection gives your customers the brands they want, in the fits they need.

● LOW BRIDGE



Adjustable, fashionable styles for those with a narrow or lower nose bridge and flatter facial structure.



BCBGMAXAZRIA Catrina

● WIDE | MEN'S



Style and durability in a perfect fit, for men whose facial features require a larger frame.



ClearVision XL 5

● WIDE | WOMEN'S



Contemporary styles for women whose facial features require a slightly larger frame.



Jessica McClintock 015, Ellen Tracy Suri

● PETITE



Popular styles customers love, designed for petite faces with narrower PDs.



BCBGMAXAZRIA Ticked

theCVway

ourmission

To grow and develop our business and culture with the express goal of making a meaningful, positive impact on the lives of our customers, employees, business associates and our community.

ourvision

To become a model company of business excellence in our marketplace and local community, and to set an example for our children.

ourresponsibility

To make each day better for someone else.

ourbusiness

To design, produce and distribute premium eyewear and sunwear products to eyecare professionals worldwide.

ourvalues

To treat everyone with Respect, Fairness and Dignity in every daily opportunity.

respect
integrity
compassion
performance
service
innovation
fun

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