

Experience ClearVision

ourmission ourvision ourresponsibility ourbusiness ourvalues

CLEARVISION[®]
optical company

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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



aboutcvo

what makes clearvision unique?

For 64 years, we've helped eye care professionals by providing personal service, desirable products, price-value, and creative ways to add to their profitability. The difference is, we treat others the way we would like to be treated. We do whatever it takes to keep our customers happy and be the provider they *want* to work with.

Our goal is to provide you with the best customer service experience you'll find in the eyecare industry. It's what sets us apart from other optical companies. We *listen* to what our customers want and need. It's this that helps us continue moving forward in our thinking, our designs, our services, and most of all, our commitment.

the power of one

Our unique OneSource business strategy provides an efficient, cost effective way to grow your practice.

Simply put, we provide you with one dedicated sales consultant to deliver 11 diverse eyewear collections, in one time-saving appointment. Plus, we've structured our business so we can provide you with tools and services generally not available from optical providers. So, not only do we offer well-designed frames from popular brands, we help you in your efforts to reach your patients. Since 1949, we've been dedicated to delivering profitability, no matter what your needs may be.

our strengths

product design, merchandising and sourcing

Our in-house Product Design and Development group is a remarkably talented team of individuals who have a passion for creating compelling, on trend designs that also reflect the visions of our licensors. This team closely follows market trends in both the optical and fashion worlds, designing eyewear that appeals to each of our targeted consumer groups. Each collection is designed and then merchandised with our customers' needs in mind. Our sales consultants are then specially trained to assist customers in effectively using these materials to enhance brand positioning and increase sell-through.

marketing and brand management

Encompassing multiple marketing and creative disciplines, the department manages digital and web development, app development, video and animation, traditional design and print, events, public relations, social media, photography and in-store — all with the goal of creating effective integrated communications, sales programs and events to enhance our sell-through at the consumer level.

Our Marketing team strives to stay in the forefront of today's technological landscape, providing innovative ways for customers to stay connected with us and better communicate with their own patients.

distribution

Distribution is one of the key success factors of any effective optical company today. In 2012, ClearVision invested in a new ERP system designed to meet the needs of our organization and the ever increasing demands of our customer base. Our goal is simple: to deliver our customers' orders in the most efficient, effortless manner.

sales and service

Great Customer Service is the backbone of what makes us different — a special recognition and prestige that has been built on years of experience and satisfied business relationships. At ClearVision, our commitment to customer service remains a priority. ClearVision services over 12,000 customers domestically, through our direct sales team of 80 dedicated sales consultants and 6 field managers. Our sales team is highly regarded as one of the best, most effective sales teams in the industry, consistently ranking at the highest levels in industry studies.*

While it has not always been easy, we continue to live by the adage of making our customers our first priority.

* Jobson's Viewpoint Frames Rankings - Summer 2013.



ourbrands

Our portfolio features popular, on trend name brands and well-designed, affordable house brands to best reach the demographics of every practice. We also offer one of the largest selections of kids' frames in North America, as well as 5 distinct Specialty Fit collections for hard-to-fit patients. Our wide range of collections helps you effectively meet the needs of every patient that walks through your door.

premium collections

BCBGMAXAZRIA A youthfully charged ensemble of confident, fashionable statement makers, BCBGMAXAZRIA eyewear for women is a colorful assortment inspired by nature, culture, and glamour.

Ellen Tracy Striking a balance between youthful attitude and grown up glamour, Ellen Tracy eyewear is a collection of sophisticated designs with a contemporary attitude.

Cole Haan Combining style and substance, Cole Haan eyewear is a collection of confident, modernized classics designed for creative, free-spirited men and women — individualists who move to their own beat.

Marc Ecko Cut & Sew An American sensibility that re-imagines cult classics, Marc Ecko Cut & Sew eyewear is an expression of artistic creativity for men who know that authenticity counts.

lifestyle collections

IZOD Known around the world for its sport-inspired design, the iconic IZOD brand offers clean, colorful, All American style.

Op The original California lifestyle brand, Op celebrates youthful style through its cool shapes and styles, splashed with a wave of bright color.

Jessica McClintock One of the nation's most recognizable women's brands, Jessica McClintock eyewear offers romantic styling and elegant embellishments for women who revel in their femininity.



core collections

PuriTi Offering technologically advanced construction, PuriTi is our 100% pure titanium eyewear collection. Lightweight and hypoallergenic, PuriTi eyewear showcases timeless design and functional excellence in a competitively priced, private label collection.

DuraHinge Designed for men who need a little more “muscle” in their eyewear, DuraHinge’s proprietary 5 barrel hinge construction offers superior strength with the added flexibility of a spring hinge. Exclusive to the ClearVision Collection, DuraHinge frames are comfortable, fit well, and last long.

ClearVision Collection ClearVision eyewear celebrates the lives of everyday people in everyday life. It’s a quality, stylish collection of classic and contemporary designs at value-conscious prices.

Junction City Inspired by cultural nuances of life in the city, the Junction City collection is at the

crossroads of fashion and affordability, perfect for young “up and comers.”

Dilli Dalli Created to meet the needs of parents, their little ones, and eyecare professionals, the Dilli Dalli pediatric eyewear collection delivers both fashion and function.

specialty fit collections

Eyewear shouldn’t be “one size fits all.” That’s why we offer Specialty Fit collections for just about every unique fitting need:

Global Fit For individuals with a flatter or lower nose bridge.

Petite Fit Designed for petite faces with narrower PDs.

Style ‘n Fit For women whose facial features require a slightly larger frame.

XLFIT For men whose facial features require a larger frame.

Pediatric Fit For little ones newborn to 3 years old.

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