



## FLEXON IS THE ORIGINAL MEMORY METAL.

Flexon cannot be duplicated. Unlike other frames, Flexon's unique titanium metal alloy can remember and return to its original flattering shape. Flexon's innovative design resists breakage. It is extremely flexible, 25% lighter than regular eyeglass frames, and resists tarnishing, so it will always look new and will never lose its shape.

# What is Flexon?




The year is 1961. JFK becomes president. The space race between the US and the Soviets is in full swing. US Naval Scientists discover that the metal alloy they are creating for missile heat shields automatically returns to its original shape even after being hit by a hammer; a surprising discovery. This discovery would lead to the creation of the most original metal frames in history and today's most innovative eyewear product on the market.

THIS AMAZING DISCOVERY WAS  
WAY AHEAD OF ITS TIME.

**When  
was Flexon  
discovered?**



A woman with short brown hair, wearing a white lab coat, is looking through a light blue microscope. The background is a dark grey gradient.

Years later, the world has all but forgotten about this revolutionary memory metal. Although it had properties only dreamed of, no one knew exactly what to do with it. It took a team of researchers in Silicon Valley to see the connection between this metal and its possible use in eyeglass frames. At first, scientists and metal workers could not weld it, plate it or process it, until Flexon's original worldwide commercial eyeglass frame was born. Marchon Eyewear launched the 1st large-scale application of Flexon optical frames in 1988 with the Autoflex Collection.

# Where was Flexon first used?

A NEW ERA IN EYEWEAR  
FLEXIBILITY WAS BORN.



## FLEXON HAS CREATED THE MOST INNOVATIVE AND BEST EYEGLOSS PRODUCT AVAILABLE.

Life happens and your frames are not exempt to its wear and tear... until now. Flexon is used in the bridge, and the temples of the frame, which allows the frame to keep its original shape set by the dispenser. Once they fit, they stay fit, putting an end to frames that stretch out of shape, slide down the nose or sit unevenly.

# Why is Flexon superior?



Flexon is made for active people with demanding lifestyles that don't leave much time to deal with the everyday snags of typical eyeglasses - bad frame fit, inability to keep the original shape, and lack of longevity. Flexon is made for people who make "state of the art" a way of life. Flexon can accommodate the active lifestyles of the entire family: including on-the-go parents, energetic kids, and even grandma and grandpa. Flexon people are defined by what they do: they are athletes, artists, people who move in their work, their play, their everyday.

FLEXON IS MADE FOR EVERYONE!



**Who  
is the Flexon  
customer?**



- 1 Flexon frames are **LIGHTWEIGHT AND COMFORTABLE**
- 2 They are **MORE DURABLE** than standard frames
- 3 Flexon is the most **TECHNOLOGICALLY ADVANCED** memory metal brand on the market today
- 4 Flexon is **THE ORIGINAL MEMORY METAL**
- 5 Flexon is the **TOP SELLING** ophthalmic frame in the US

# Top reasons to wear Flexon



**Q** **If Flexon frames are flexible, how do I adjust them for a wearer?**

**A** Three points of contact require adjustment to fit wearers: temple tips, endpieces and pad arms. Temple tips are capable of adjustment like a standard metal frame. The endpieces are made from adjustable metals, allowing them to be adjusted in, out, up and down, like a regular endpiece. Pad arms are also made from adjustable materials.

**Q** **What separates Flexon from other memory metal frames?**

**A** Flexon is the original memory metal. Marchon introduced the patented technology in 1988. Flexon frames are 25% lighter than conventional metals and are made from titanium alloy. They are more resilient, weigh less, and are a lot more comfortable to wear than its competitors.

**Q** **Can I put glass lenses in Flexon frames?**

**A** Any type of lens can be mounted into a Flexon frame. Eyecare professionals should recommend the lens best suited for the wearer's prescription.

**Q** **Where else is Flexon used?**

**A** Flexon, and certain variations of the alloy, have been used in aircrafts, automotive, telecommunications, robotics, medicine and dentistry.

**Watch our Flexon video!**

**Scan the QR code here  
or visit the Flexon  
Channel on YouTube.**

[www.youtube.com/flexoneyewear](http://www.youtube.com/flexoneyewear)



© 2012 Flexon is manufactured and distributed by Marchon Eyewear, Inc.  
Note: Although Flexon frames are durable, they are not indestructible.  
Flexon frames should not be twisted more than 90 degrees and  
temples should not be twisted more than once around the finger.

# FAQ on Flexon

