



There is a fine line between most progressive lens brands.  
And we just crossed it.



## CROSSING THE LINE

**Kodak** Lenses give private practices a high-quality option to stand out from the crowd. And while competitors like Hoya, Zeiss, Younger, Shamir and Sola also provide good lenses, many patients don't perceive a difference in performance. Patients do draw a hard line in favor of **Kodak** Lenses because of their great performance, trust in the brand and exceptional value. Enjoy the same confidence as your patients that **Kodak** Lenses are an intelligent choice.

### PERFORMANCE

Our award-winning designs and advanced, proprietary Vision First Design technology rivals the best competitive lenses. You can dispense **Kodak** Lenses with the confidence that you are providing your patients great quality of vision.

### Lens Performance

In a wearer study conducted at the University of Arkansas, patients were asked which lens they preferred without knowledge of which brand they were choosing. They found there was no statistically significant difference between the brands. All were rated very well, between 7 and 8 on a 10 point scale.

**Kodak Lens**

Competitors

### TRUST

You've worked hard to gain the trust of your patients. So have we. Wearers in the study rated **Kodak** Lenses highest for Trust, Respect and Loyalty. Choose the lenses that perform up to the expectations your patients already have.

### Performance + Brand

After trying all the lenses with knowledge of the brand, those same wearers who saw virtually no difference in quality of vision when they didn't know the brand, chose **Kodak** Lenses 39% more often when they did know it.

**Kodak Lens**

Competitors

+ 39%

### VALUE

When patients were asked which lens they wanted to purchase based on their vision experience, the brand, and value, **Kodak** Lenses were preferred 2 to 1. In these challenging economic times, patients are looking for a perfect blend of high performance and sensible pricing.

### Performance + Brand + Value

When all factors were considered, wearers preferred **Kodak** Lenses 56% more often. That's more than a 2 to 1 preference over all lenses tested.

**Kodak Lens**

Competitors

+ 56%

### Progressive Lens Wearer Study

A study was conducted at the University of Arkansas Sensory Science Center to test six progressive lenses with 64 diverse wearers in November and December of 2010.<sup>1</sup> Without knowledge of lens brands, the wearers tested each lens and were asked about their impressions concerning visual quality. They then tested each lens with knowledge of the brands. When performance, brand and value are considered, **Kodak** Lenses are the resounding choice.

1. Data on file.

### Vision First Design™

This proprietary technology is a patented approach that lets us deliver on patients' expectations of the **Kodak** Lens brand. Vision First Design reverses the conventional progressive lens design sequence using a revolutionary mathematical process. Designers begin by defining the optical qualities that constitute superb vision and allow those calculations to determine the corresponding lens surface. The desired power is specified at virtually every point on the lens resulting in smooth power progression, binocular balance and vertically-aligned axis of peripheral astigmatism.

### Economic Climate

Now is the time to support highly-perceived values in the marketplace. Many economists project that consumers' current, more frugal habits are not just going to reverse as the economy improves. But consumers will spend money on items they see a good value in. According to economic author Kimberly Amadeo,

**you don't have to lower your prices if you can demonstrate you provide a better value.**

The quality of **Kodak** Lenses deliver on the promise of the brand. Combined with a sensible price, you have a great value to present to patients.

### Tying It All Together

**Kodak** Progressive Lenses offer your patients a potent combination of performance, highly-regarded brand and unmatched value. With a range of options from full-backside digital lenses to traditional cast designs, you'll find the right solution for every presbyope. Dispense the lenses that will improve your patients' vision, confidence and budget. **Now that's a combination that will have patients lined up to see you.**





PERFORMANCE / TRUST / VALUE

---

signetarmorlite.com • 800.759.0075



Kodak and the Kodak trade dress are trademarks of Kodak, used under license by Signet Armorlite, Inc.  
Vision First Design is a trademark of Signet Armorlite, Inc.

©2011 Signet Armorlite, Inc.

P/N 361-002 01/11