

## Blocknotes

### Changing the Industry Dynamics

**F**rom its inception until present, the eyewear business has consisted of relatively small privately owned entities. This has been the case in both the frame business, contact lens distribution, laboratories and professional / dispensing. During the last decade, and continuing now, outside capital investments have begun to attempt to reshape our industry.



Michael Block

I believe this is a good time to discuss the different types of investors and the types of investments that they make.

•**Angel Investors** are usually wealthy individuals who may be friends or family members who provide seed money to help someone get started bringing an idea to fruition. Usually an angel investor expects their initial investment to be returned along with a small profit if the business becomes profitable.

•**Venture Capital firms** are very similar to what you may have seen on Shark Tank. These groups offer to make an investment in already established but growing companies that need capital to expand. Typically, venture capital firms will offer much needed capital in exchange for 20-30 percent or more of the companies in which they invest.

•**Private Equity firms** invest in established companies both private and public. They look to find ways to create efficiencies in these companies by both increasing their top line revenues and finding ways to trim costs to create better profitability. Private equity investors tend to gain control of public companies and take them private with the goal of either reselling them or offering them back to the public markets as a more profitable entity. Private Equity investors also invest in privately held companies. Often, owners of privately held companies are looking to partially or fully cash out of their company and put away money securing their personal financial futures while remaining on to run the day-to-day operations or maintain a seat on

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## BBG Bottom Line

### PRIVATE EQUITY AND YOU?

Block Business Group has relationships with experienced private equity investors with proven track records investing in optical retail stores and dispensaries. If you have an optical retail store or dispensary doing approximately \$1 million in annual sales and you are interested in transitioning out of your business, we would be pleased to introduce you to these investors. If you are interested please contact Rachel Block Smith at 800-524-1480 ext. 222 or [rachel@blockbg.com](mailto:rachel@blockbg.com).

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the board of directors to help guide the company's future. In this scenario, private equity investors also try to create efficiencies by increasing sales, cutting costs, or merging similar companies to make the privately held company ready for sale usually within five to seven years of their initial investment.

•**How is Private Equity effecting our industry?** Currently there are private equity firms that have invested in frame companies, contact lens distribution, doctor alliances, equipment companies, retail and publishing. Often, private equity will attempt to disrupt current distribution and delivery systems of an industry in an effort to create greater efficiencies. We are beginning to see and hear about potential changes in the way frames, lenses and contact lenses are being distributed. On the retail and professional side we are beginning to observe some consolidation not only in big retail but with independent practices as well. Some of these changes may prove to be positive for the industry and others may just not work. Time will tell.

**BBG**

## Elite Vendor News

### Luxottica Announces Calvin Harris as the New Face of Emporio Armani for Spring / Summer

The DJ, singer, songwriter and music producer of international fame will be the worldwide spokesperson for the Emporio Armani Eyewear and Emporio Armani Watches lines.

"Calvin Harris is a young cosmopolitan man, able to drag crowds with his music and energy. He isn't a professional fashion model and this creates a more sincere and engaging link with my audience" said Giorgio Armani. "It's amazing working with Giorgio Armani for Emporio Armani. I feel a particular affinity with the ethos of the brand and I have always appreciated its style," said Calvin Harris. Visit [luxottica.com](http://luxottica.com) or call 800-422-2020.



### Lafont Adds Handcrafted PLAIRE for Spring

"When I design each frame, my goal is to enhance a woman's natural beauty, taking careful consideration to complement rather than overpower," says chief designer Thomas Lafont. "The PLAIRE was designed specifically to mimic mascara - taking a bright-eyed look into play with half a dozen colorful options to choose from. Two-toned layers of acetate finish off the makeup look with a contrasting eye shadow effect." Visit [lafont.com](http://lafont.com) or call 800-832-8233.



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### Safilo Introduces FENDI Sunglasses Capsule Collection

This unique, limited edition collection for Spring / Summer 2015 is created in collaboration with French designer Thierry Lasry, inspired by graphic designs from the late 80's and early 90's that Silvia Venturini Fendi and Thierry Lasry have carefully selected from the FENDI archives. Two unique patterns have been created - one is inspired by the Cubism movement which combines colors through layers, the other by the Kinetic movement, which combines colors through geometric shapes. Featured are Fanny and Silvy. Call 800-631-1188 or visit [safilo.com](http://safilo.com).



### WestGroupe Adds Kliik denmark Style K-534

This semi-rimless stainless, modern steel frame features contrasting metallic accents on temples and end pieces. In vibrant color combinations of fuchsia burgundy, purple turquoise, grey white and cobalt purple with size 50/18/140. WestGroupe customers call 855-455-0042. U.S. Western states customers call Classique Eyewear 866-604-5700. Visit [kliik.com](http://kliik.com).



### Charmant Introduces ELLE Sunwear for Spring / Summer

This new collection carries the poise and beauty of Paris, the city and its women. Frame profiles reveal slender, tailored lines and a smooth touch on frame curves and angles. Colors feature fabulous new shades and innovative executions. Shown are models EL14801, EL14809 and EL14813. Visit [charmant.com](http://charmant.com) or call 800-645-2121.



### Spy Optic Expands Eco-Conscious Recompose Collection With Non-Toxic Revolution

This limited edition frame is made from 100% biodegradable Plantate™ (all-natural plant polysaccharide material) and features the Happy Lens™, a color contrast enhancing lens technology that studies suggest creates an uplift in mood and alertness. Features sturdy 5-barrel hinges and 100% UV protection. Visit [www.spyoptic.com](http://www.spyoptic.com) or call 855-655-8980.



### Aspex Eyewear Adds Paradox Styles

All Paradox styles feature modern and sophisticated designs and vibrant color compositions. Featured are models P5004, a ladies' plastic with spring hinges in marbled crystal brown, marbled crystal cherry red, and marbled crystal turquoise, and P5010, a mens' plastic and metal frame available in taupe & bronze, blue, and black. Visit [aspexeyewear.com](http://aspexeyewear.com) or call 888-416-3937.



### Ogi Launches Luxury 'North Division' With Two New Brands

Inspired by minimalism, Red Rose designs embrace modern heritage applying 100% pure titanium to create simple, iconic shapes with universal appeal. Features screwless design and infused microns of precious metals in the coloring process. Driven by the couture style, iconic artwork and grand architectural masterpieces of France, handcrafted Bon Vivant Eyewear appeals to fashion enthusiasts who desire a unique, wearable frame. Featured top are Red Rose models Leonardo and Salvato, and bottom, Bon Vivant models Therese and Henriette. Call 888-560-1060 or visit [ogiframes.com](http://ogiframes.com).





# Elite Vendor News

## Modo Releases Eco Biobased Models

Eco Biobased frames are made of 63% sustainable, renewable, non-food castor seed oil. The Spring / Summer collection presents four new men's and four women's styles. A high-tech integrated spring hinge is invisible and functional and allows a better and more comfortable fit. Through the "One Frame One Tree" program Eco plants a tree for each frame sold. Featured are Danube, Indus and Mackenzie. Call 800-223-7610 or visit modo.com.



## Marchon Announces Karl Lagerfeld is Kolor Collaboration

Karl Lagerfeld and Italia Independent announce that iconic sunglass style KLO03S is now available in three bright new colorations. The capsule collection, initially introduced in Paris in September 2013, now features bold additions of blue, pink and green with a joint logo accented on left temple. Call 800-645-1300 or visit marchon.com.



## Tura Adds Models R530 and R526

Tura's house brand continues to craft fashionable accessories for the face by featuring jewelry-like details in its eyewear designs. The new shapes are very wearable, feature the highest quality materials, hand set Swarovski crystals, metal details, uplifting front shapes, rich Italian acetate and sophisticated colors. Call 800-242-8872 or visit tura.com.



## Morel Introduces the ÖGA Avlang

This new version features injected TR90 fronts, and is designed revolving around a fine-walled, stainless steel 4mm tube combining robustness and lightness. Also featured is an exclusive double-flex screwless hinge. A diecast colored section at the joint of the endpiece and temple provides a touch of color. Three models with three colors each. Call 800-526-8838 or visit morel-france.com.



## Altair Introduces bebe Eyewear for Spring

This release is an extension of the best-selling capsule collection, bebe Black. Inspired by luxury brands with an emphasis on stones, studs and fashion-forward shapes, three optical and two sunglass styles were developed in the ultimate classic color scheme of black. Features jewelry-like embellishments and trendy yet wearable shapes. Featured are BB5094, BB5095, BB5096, BB7143 and BB7144. Call 800-505-5557 or visit altaireyewear.com.



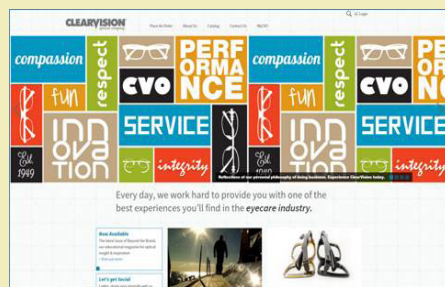
## Rem Eyewear Adds New TUMI Sun Styles

Fitted with TPN™ lenses, superbly contoured acetate and stainless steel temples paired with rubberized temple tips, TUMI Lite model Helix is beyond comfortable and features back blue AR coating on the lens. TUMI Arrivé model Wakato has a full titanium frame including the hinge and is also paired with TPN™ lenses. Visit remeyewear.com or call 800-423-3023.



## ClearVision Optical Relaunches Website

The newly designed site provides optimized viewing from various mobile platforms. It also showcases a more robust online catalog with enhanced functionality and search capabilities, and an improved, easily navigable design. Also included are a "Behind the Scenes" look into ClearVision's employees and culture, philanthropic endeavors and more. Call 800-645-3733 or visit cvoptical.com.



## ProDesign Adds Essential Models 1737-1743

Craftsmanship is in focus in these Italian acetate frames. Features 3-dimensional depth of material, and a mix of classic natural tones and vivid transparent colors. Lamination is at the middle of the temple to match the beautiful block acetate material of the front, with clean sharp tones of extruded acetate on the tips. Call 800-654-6099 or visit prodesigndenmark.com.



## Fatheadz Delivers Oversized Frames

Fatheadz is the original cost effective solution to price sensitive buyers, featuring a full line of metal and plastic over-sized frames with eye sizes up to 65mm. With endless styling, this line is perfect for larger headed customers.



Call 800-561-6640 or visit fatheadzeyewear.com.

## Elite Vendor News

### Marcolin Renews Licensing Agreement With Timberland

Marcolin announced the early renewal of the licensing agreement for the design, production and worldwide distribution of Timberland® optical frames and sunglasses, extending the partnership until December 31, 2018 with the possibility to expand it for an additional two years. Featured is Timberland sun collection model B9066. Call 800-537-9265 or visit marcolin.com.



### Eastern States Introduces Diva Spring Sun Collection

Three metal and two plastic styles play on Diva's use of artistic, jewelry inspired treatments and Austrian Swarovski crystals. Classic fashion shapes feature a progressive twist utilizing intricate metal contouring, clever angles and cuts. With no greater than a six base, each style is RXable. Brilliant acetate temple colors sport multi-shade striations and marble finishes that work with wearable front shades. In colors such as violet, burgundy, forest green cognac and classics of black and brown. Call 800-645-3710 or visit eseyewear.com.



### Silhouette Receives Highly Sought-After iF Design Award

The thinnest fullrim eyewear in the world, the Urban LITE, was awarded the renowned iF Design Award for excellent design and outstanding design achievements. The iF Design Award is awarded by an independent, international panel of experts in Hamburg, with products submitted in categories of audio/video, lighting, interior design, computer, and more. With High-Tech SPX material, the ultralight and ultra-thin fullrim eyewear weighs just 4.1 grams, approximately 40% less than average plastic eyewear. Urban LITE features an ultra-thin eyewear rim of 0.6mm and is available in eight color combinations and two different lens shapes. Visit silhouette.com or call 800-223-0180.



### Supplier Announcements

#### Modern Optical Adds Seven Styles to Modz Titanium

Creative mixing of titanium with materials such as TR90 and handmade zyl produces unique design elements. Featured is Majestic, a woman's frame that embodies grand style with rich colorations and fluid contours. A titanium soft brown design with metal trim sweeps into handmade zyl temples accented with a patterned interior. Call 800-323-2409 or visit modernoptical.com.



#### Wiley X Introduces Youth Force™ WX Flash for Kids

Designed with style and comfort in mind, the Flash makes serious sports eye protection "cool" so youngsters will want to wear these glasses at play, practice or with friends. Flash meets stringent ASTM F803 Sports Protective Eyewear standards. Frames change quickly from spectacles to goggles and then back again, and come with a removable elastic button strap that plugs into temple tips. Call 800-776-7842 or visit wileyx.com.



#### Opticote Meets All of Your AR Needs

Opticote offers seven different kinds of AR coating for a wide range of materials including glass. AR improves the wearer's vision and outward appearance, no more glare in photographs, and is an added safety measure for driving, especially at night. Opticote™ AR offers superior durability and performance. Visit opticote.com, call Michael 800-248-6784 x 103, or e-mail rxsales@opticote.com.



#### Plan B Adds IceCream Model

IceCream 9002 has a feminine shape and style, with temples decorated with a pretty press pattern. Petite 51 eye size is ample enough for a progressive lens. In colors bright purple, teal and pink. Call 888-399-7742 or visit planbeyewear.com.



#### Bushnell Offers Serengeti Gift With Purchase

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800-221-9035 | serengeti-eyewear.com

#### BrillenEyes Announces Spring '15 Release

Ladies line Ella Laguna Beach (left) presents ten new styles. Continually inspired by the Southern California coastline, styles incorporate feminine colors and shapes with subtle aquatic design details. Dutzy Eyewear (right) also adds ten new styles. The all stainless steel release includes three ladies, three men's, three unisex and one kids style in rich, earth tone color combinations. Call 949-215-9661 or visit brilleneyes.com.





## Supplier Announcements

### OWP Adds Mexx Collection Men's Style 5154

Mexx Eyes has enjoyed great success with its aluminum temple designs. Model 5154 is the first men's model with an aluminum front. The result is a sporty look combined with temple tips in layered acetate, in colors ranging from black/gray or jeans/red to anthracite/green, with flex hinge. Visit [owp.de/en](http://owp.de/en) or call 877-569-7872.



### Smilen Introduces Red Carpet Collection

The name Red Carpet has always been synonymous with high fashion and celebrity status. With innovative new designs and provocative colors this collection lives up to its name. The five models featured epitomize the sophisticated look of this series (RC66, RC67, RC68, RC69, RC71). Call 800-887-5675 or visit [smileneyewear.com](http://smileneyewear.com).



### Best Image Optical Introduces the Tanlay

This stainless steel women's frame from Plume Paris is a moderate feline eye-shape, available in wine stripe, olive stripe and chocolate stripe, with size 49/21/138. Call 800-688-7661 or visit [bestimageoptical.com](http://bestimageoptical.com).



### A&A Optical Launches SeventyOne™

An ode to yesteryear, SeventyOne™ features eyewear styles for millennials, and features timeless shapes, organic color variations, and a unique fusion of materials and textures. Included are metal frames crafted with distinctive color stories and acetate frames welded with bold metal accents. Call 800-492-4465 or visit [aaopticalco.com](http://aaopticalco.com).



### Revolution Adds Robert Graham Model Wilson

Robert Graham eyewear offers high quality craftsmanship and sophisticated silhouettes, along with infusing iconic fabric and trim designs to reflect the essential characteristics of the brand's American eclectic spirit. Wilson comes in black/tortoise, clear beige, blue tortoise, brown tortoise and yellow tortoise. Visit [revolutioneyewear.com](http://revolutioneyewear.com) or call 800-986-0010.



### Eyes of Faith Adds Wear & Share Styles

In this release are ophthalmics and sunglasses in high-quality acetates and lightweight steel / acetate combos. Eyes of Faith's Wear & Share® promise transforms a portion of every purchase into eyecare or eyewear for someone in need, delivered during optical missions domestically and abroad. Call 888-777-9390 or visit [eofoptical.com](http://eofoptical.com).



## R&R Eyewear Launches Vinyl Factory Eyewear

Vintage inspiration mixes with Pop-Art to create a unique collection with Vintage spirit with modern, but old-style designs. Each frame is named after a famous musical artist, is hand-made including laser engraving and metal coloring and plating. Sunglasses feature polarized lenses with AR coating. Visit [rreyewear.com](http://rreyewear.com) or call 866-996-3937.



## Zyloware Launches Leon Max Limited Edition

Four styles with eight skus represent affordable highend luxury eyewear. Frames combine unique designs including rich materials and constructions including thick, sculptural zyl frames with intricate beveling and cutting features. 7-barrel hinge makes frames durable and strong while embracing the vintage feel. Gold logo treatment featured inside right zyl temple. Featured are 6004, 6001 and 6002. Call 800-765-3700 or visit [zyloware.com](http://zyloware.com).



## Costa on Mission to Keep Plastic Out of Oceans

A swirling, floating, melting mess of plastic trash and debris roughly the size of Texas spins in an ever-growing orbit in the north Pacific ocean known as the "Great Pacific Garbage Patch." Costa launched a campaign to educate customers about this growing problem and how to 'kick plastic'. View the video at <http://bit.ly/kickplastic>, visit [costadelmar.com](http://costadelmar.com) or call 800-447-3700.



APRIL 2015 PROMOTION

### Block With The Best!

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- Superior adhesion, even on AR coated lenses!
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**As low as \$4.95** (8 or more!)

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\$54.95 each  
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- Also reduces twisting!

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To learn more, contact your CooperVision representative today or visit [CooperVision.com/practitioner](http://CooperVision.com/practitioner).



## L'Amy Adds Ann Taylor Ophthalmic Styles

With a metal front, sophisticated style AT209 has clean and simple lines. Ultra chic AT313 is an oversized rounded design with colorblock detailing on the temples. Modern style AT315 features a tortoise colorblock element on the front end pieces. Visit [lamyamerica.com](http://lamyamerica.com) or call 800-243-6350.



## Red88 Eyewear Adds MYMUSE by OKO Paris Ophthalmic Models

In addition to women's sunglasses models, MYMUSE by OKO Paris® has developed an ophthalmic line. Frames are acetate and combined acetate / metal jewels, in current or retro-vintage models. Cameron is featured. Visit [red88eyewear.com](http://red88eyewear.com) or call 888-716-2020.



## Clariti Adds Styles

Airmag sunglass model A6320 comes with a polarized magnetic sunclip, and is made with carbon fiber in colors gold, light gun and dark gun. Elegant Konishi KF8427 features a lovely engraved pattern on the eyewire and endpieces, with memory metal function on the nose bridge. Call 800-372-6372 or visit [claritiewear.com](http://claritiewear.com).



## BBG Lab Notes

### Carl Zeiss Vision Offers New ONEZEISS Program

Interested in purchasing Meditec Equipment for your practice? Are you worried about the monthly payment? Speak with your Carl Zeiss sales rep to find out how the New ONEZEISS Program can help! **In addition...** Carl Zeiss Vision's Welcome Program provides a 50% discount to Block members for each new ZEISS account for the first six months of purchasing. ZEISS accounts must be established in February, March or April 2015 to receive this special offer. In addition, existing accounts that average less than \$1,000 in sales per month for the previous quarter are also eligible for this 50% discount. At the conclusion of the Welcome Program, the everyday discount for Block members is 33% on discountable products and services regardless of monthly volume. Call 800-518-7716 or visit [zeiss.com](http://zeiss.com).



### P.O.G Offers Zero Glare DES Plus UV

Children are more susceptible to UV and blue light-related damage than adults.



Zero Glare DES plus UV, a protective coating, protects your kids' eyes, helps to ease the muscle, neck, eye and headaches brought on by electronic device-induced Digital Eye Strain. Eighty percent of children report burning, itchy or tired eyes due to DES. Call 800-497-9239 or visit [poglabs.com](http://poglabs.com).

### Earn Rebate Credits with Luzerne

**Elite Vendor Program:** Bill \$7,000+ per month with Luzerne, and BBG will rebate your account 1% monthly. Call 800-233-9637 or visit [luzerneoptical.com](http://luzerneoptical.com).



## Hoya Extends Discounts

Hoya has extended its tremendous discounts to any new or reactivated account through April 30, 2015. Accounts that bill \$1,000 per month will receive significant savings for 90 days. Also, purchase \$1,000-\$3,999 per month to receive special discounts on non-Hoya brands and even higher discounts on Hoya-brand progressives and coatings. Purchase \$4,000+ per month, and discounts increase even more. The National Hoya Honors Program is available to Block accounts with at least \$1,000 per month in net purchases. Visit [hoya.com](http://hoya.com) or call 972-221-4141.



## Envision Your Rewards With Shamir

Shamir and Block have teamed up to provide BBG members with special, enhanced re-wards for lenses purchased under your Block account at an authorized BBG lab. Enroll to take advantage of this program. Visit [shamirlens.com](http://shamirlens.com) or call 877-514-8330.



## BBG Welcomes Robertson Optical

ROL is a technologically integrated, independent ophthalmic lab network with internal state-of-the-art Digital Freeform lens capabilities, premium AR coating centers, MEI specialty finishing capabilities, and glass lens processing. ROL's exclusive premium Digital Freeform Cozé Collection includes Cozé ADL and Cozé Wrap, Cozé, and Vista offering Shamir, Carl Zeiss customized lenses, Carl Zeiss / AO Sola lenses, Kodak and Seiko. Premium AR coatings include ROL's exclusive premium Royal AR Collection with backside UV. ROL is an approved VSP, VCP and VBA network. Three locations service the entire US: Loganville GA (800-929-2765), Columbia SC (800-922-5525), and Greenville SC (800-223-0890). You can also visit [robertsonoptical.com](http://robertsonoptical.com).



## i-see Optical Lab Extends Exciting Offer

i-see Optical Lab offers you extraordinary savings on the best in quality and value. i-see 5 Progressive Lenses offer your patients a smooth, easy design. Starting at just \$21.95, BBG members receive 1 free pair with every 5 pairs that they buy (in any material). i-see Optical also offers BBG members \$10 off per pair of Varilux Digital Lenses voted as the most prescribed Progressive Lens. Open an account with i-see Optical and bill through BBG. After two months of ordering (no minimum required) receive a \$50 Amex Gift Card. Visit [iseelabs.com](http://iseelabs.com) or call 800-257-7724.

