

# Quality products with a premium Brand.

Full UV  
protection



## **ZEISS Finished Single Vision portfolio.**

A portfolio without compromise.

Now even easier to order.



Seeing beyond

# ZEISS, the only choice for finished single vision lenses.

As an Eye Care Professional you have responsibilities to your customers, your profession and your business. Your customers depend on you to provide them with the best vision solutions. As a professional you want to provide lenses that offer the best quality and performance. And as a business person you want to grow your practice.

# 75%

of eyeglass patients purchase single vision lenses.\*

ZEISS is known for industry-leading precision and quality, and ZEISS finished single vision (FSV) lenses are no exception. With outstanding performance, first-rate optics, and great value, they meet the specific needs of virtually every single vision patient and practice.

## 5 Reasons to choose ZEISS for your FSV lenses

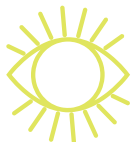
- Protection
- Performance
- Perception
- Portfolio
- Prestige



# 1| Protection

Full UV protection in all ZEISS finished single vision lenses

**ZEISS UVProtect is built into the lens, so it does what a coating can't.**



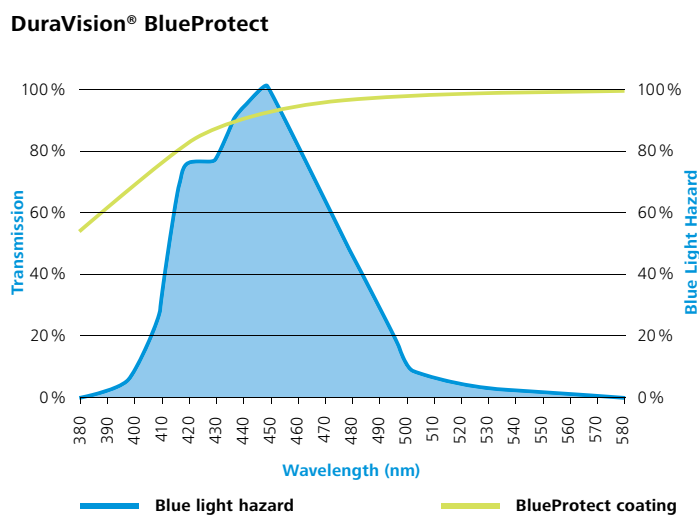
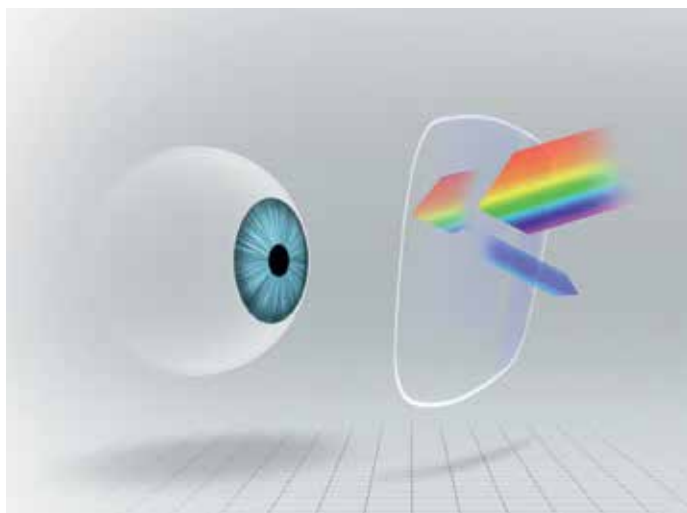
Full UV protection for the eyes and surrounding skin.



Full UV protection in all clear ZEISS lenses, up to 400 nm.\*



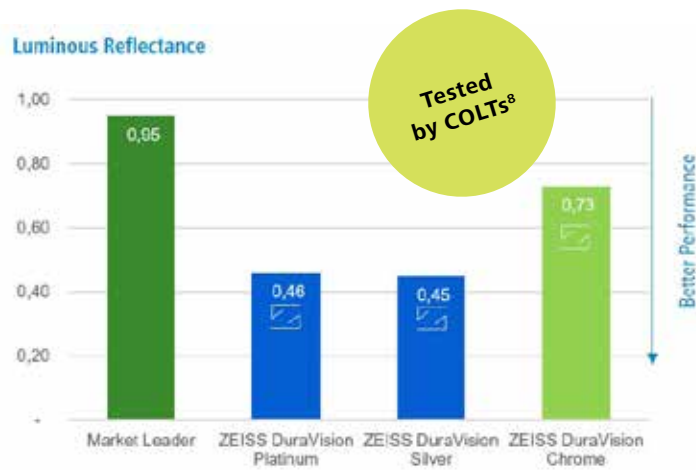
**ZEISS DuraVision BlueProtect** reflects part of the blue-violet light coming from digital devices. This results in less transmission in the blue light spectrum (380–455 nm). It also preserves high transmission levels of beneficial blue light (>460 nm), which helps to regulate sleep cycles.



\*Data on file

## 2| Performance

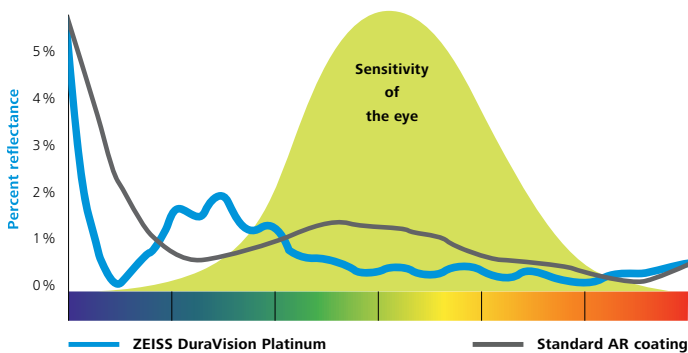
Market leading clarity, durability and long-lasting cleanability.



ZEISS DuraVision Platinum and Silver have

# 50%

**fewer reflections** than premium coatings from the best selling AR brand\*



**Blue reflex coatings** are the best. Standard AR coatings use green hue reflection colours, which is also the colour the human eye is most sensitive to. This is why ZEISS uses a blue reflection colour, because it is less noticeable and distracting.

**Blue reflex coatings** require more precision. Most manufacturers settle for green coatings, which are more forgiving in the AR process.

## Long-lasting scratch resistance and cleanability

Ultra thin layers are densely packed in all of our DuraVision coatings.

**This makes our DuraVision coatings 3x tougher\*.**

Most premium AR coatings offer great **initial cleanability**. However this often degrades quickly. ZEISS DuraVision Coatings are designed to retain the highest level of **cleanability over many years** of simulated wear.



\*Data on file





# 3| Perception

Outstanding performance with a great look.

ZEISS DuraVision BlueProtect lenses protect your eyes from potentially harmful blue light and look great while doing it.





















Consumers agree ...




# 79%

say ZEISS DuraVision BlueProtect lenses **look better** than the best-selling blue light coating.\*

# 4| Portfolio

Complete and easy to use.

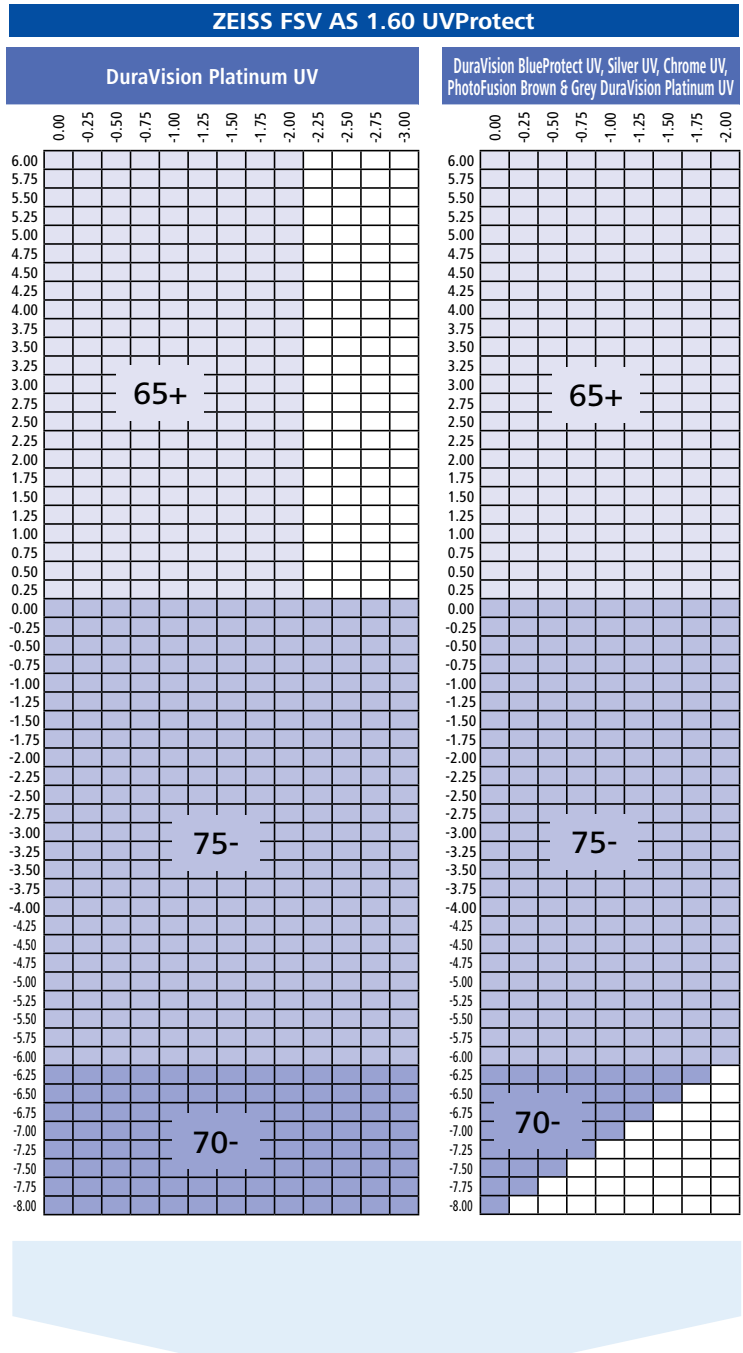
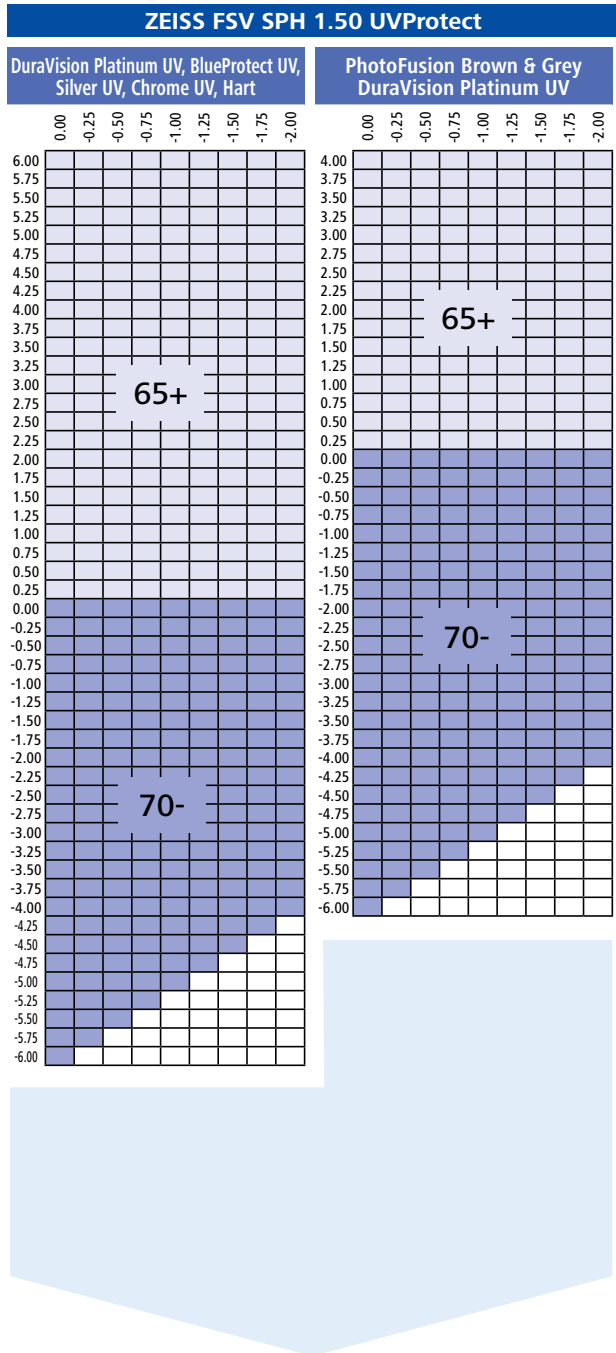
									
		UV protect material	Back UV AR protection	Anti-Reflective	Scratch Resistant	Easy Clean	Long-lasting cleanability	Dust and Dirt Repellant	Special Features
<b>DuraVision BlueProtect UV</b>	Combines protection from potentially harmful blue light with toughness and long lasting cleanability.			✓	✓+	✓	✓+	✓	
<b>DuraVision Platinum UV</b>	Provides the highest clarity, toughness and long lasting cleanability.			✓+	✓+	✓	✓+	✓	
<b>DuraVision Silver UV</b>	High clarity combined with long lasting cleanability.			✓+	✓	✓	✓+	✓	
<b>DuraVision Chrome UV</b>	Traditional green AR providing clarity and long lasting cleanability. Similar to competitor's premium AR.			✓	✓	✓	✓+	✓	
<b>Hart</b>	ZEISS scratch resistant coating helping your lenses stand up to everyday challenges.				✓				

 Best in class protection     High Performance     Best in class performance

\*Data on file

# 4 | Portfolio

Virtually all materials with several coating options.

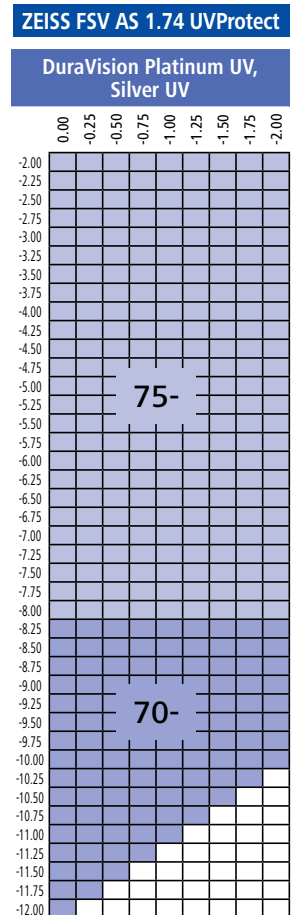
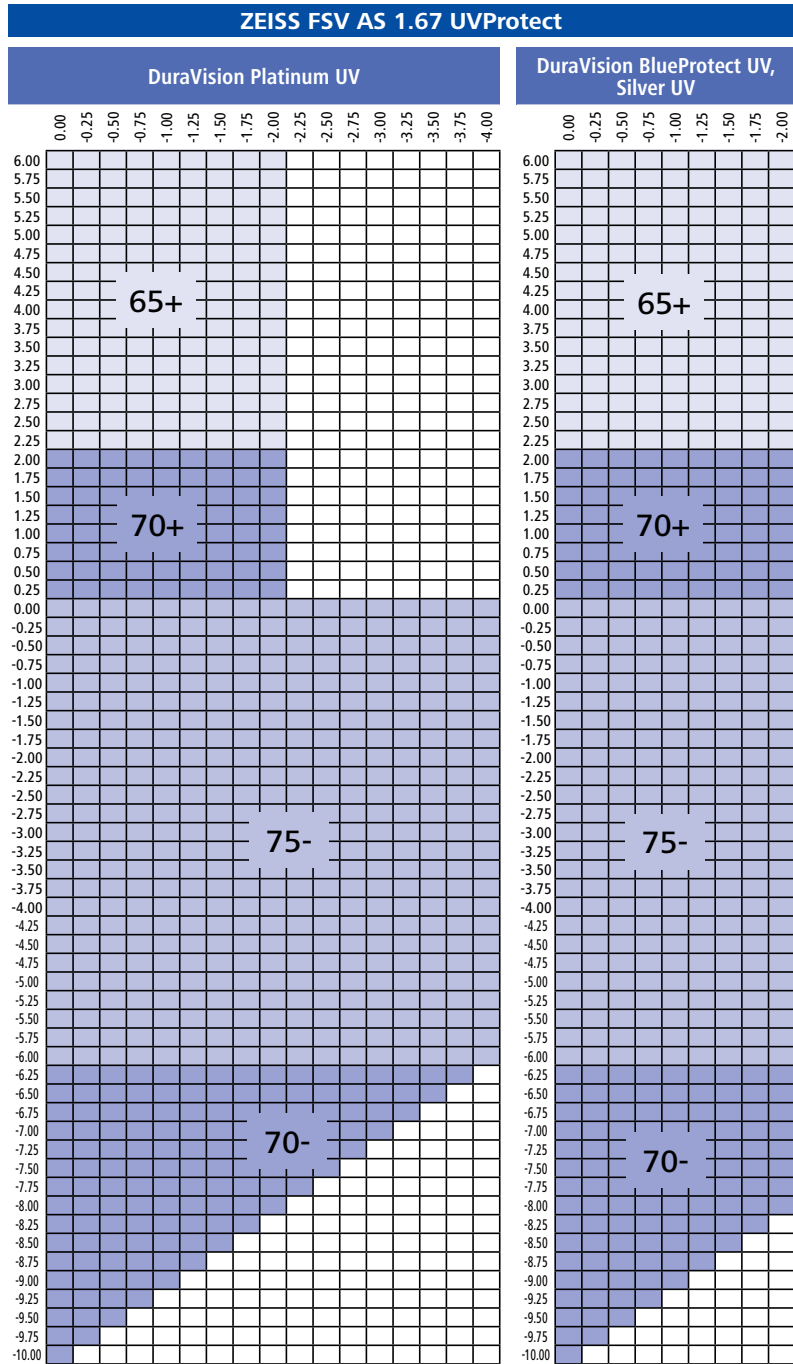
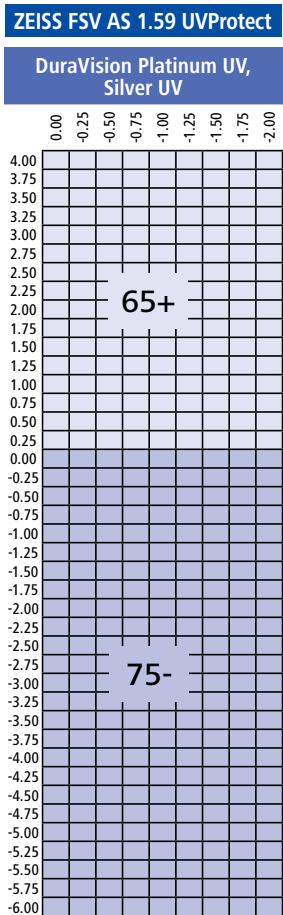


ZEISS FSV SPH 1.50 UVProtect	Pricing per Pair
DuraVision Platinum UV	\$52.00
DuraVision BlueProtect UV	\$59.00
DuraVision Silver UV	\$33.00
DuraVision Chrome UV	\$20.00
Hart	\$10.00
PhotoFusion Brown & Grey DuraVision Platinum UV	\$95.00

ZEISS FSV AS 1.60 UVProtect	Pricing per Pair
DuraVision Platinum UV	\$66.00
DuraVision BlueProtect UV	\$72.00
DuraVision Silver UV	\$44.00
DuraVision Chrome UV	\$35.00
PhotoFusion Brown & Grey DuraVision Platinum UV	\$130.00

To place an order, go to

**ZEISS FSV & Edge Program!** Interested in ZEISS finished single vision lenses but don't have an edger in-house? You can now order ZEISS FSV lenses and have our lab edge them for you. Simply order from the lab like you place your regular lab orders and pay a \$20 edging fee in addition to below ZEISS FSV prices. Additional charges may apply depending on the edge type.



ZEISS FSV AS 1.59 UVProtect	Pricing per Pair
DuraVision Platinum UV	\$62.00
DuraVision Silver UV	\$43.00

ZEISS FSV AS 1.67 UVProtect	Pricing per Pair
DuraVision Platinum UV	\$83.00
DuraVision BlueProtect UV	\$90.00
DuraVision Silver UV	\$65.00

ZEISS FSV AS 1.74 UVProtect	Pricing per Pair
DuraVision Platinum UV	\$130.00
DuraVision Silver UV	\$110.00

# 5| Prestige

170 years of innovation and excellence in optics.

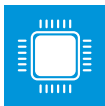
As a pioneer in the field of optics, ZEISS continues to challenge the limits of human imagination. Our passion to help you see your world better fuels our innovations in every area where visual perception is key.

## Our promise engraved.

The Z engraving on each and every ZEISS lens is our promise of expertise and excellence in various fields of optics:



Vision Care /  
Consumer Products



Semiconductor  
Manufacturing  
Technology

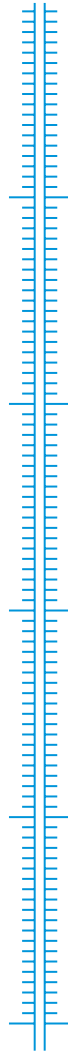


Research &  
Quality Technology



Medical  
Technology

13| External research made by Gallup group 2015



## ZEISS makes great lenses and is also trusted by...

### Space Exploration

ZEISS camera lenses were trusted to capture man's first steps on the moon.



### Hollywood

ZEISS cine lenses have won several Academy Awards for movies such as The Lord of the Rings, Slumdog Millionaire and Birdman.



### Surgeons

ZEISS Medical Technologies are used in 2/3 of all cataract surgeries worldwide.



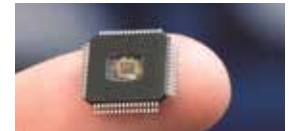
### Researchers

ZEISS microscopes have been used in the research of 35 Nobel prize winners (e.g. Insulin discovery in Canada).



### Engineers

Around the world, 80% of digital device like smartphones and tablets use ZEISS technology.



### Google Earth

Google Earth uses ZEISS precision camera lenses to obtain spectacular images of the earth.



To learn more or place an order,  
go to <https://stocklenses.zeiss.ca>

### Carl Zeiss Vision Inc.

1-800-268-6489

[www.zeiss.ca](http://www.zeiss.ca)

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Made and  
Manufactured in  Canada



Seeing beyond