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GRANITE EYEWEAR

STYLISH WHENEVER
READERS 2017/2018

2017 09 19

READERS 2017/2018



P7

#6709 Frame Silver Strength +1,0-3,5



P6

#6646 Frame Multi Strength +1,0-3,5

NEW



P3

#6318 Frame Grey Strength +1,0-3,5

NEW



P6

#6629 Frame Brown Strength +1,0-3,5



P5

#6545-10 Frame Grey Strength +1,0-3,5



P6

#6643 Frame Silver Strength +1,0-3,5



P3

#6319 Frame Black/Blue Strength +1,0-3,5

NEW



P6

#6642 Frame Black Strength +1,0-3,5



P5

#6509 Frame Black Strength +0,5-4,0



P4

#6441 Frame Black/Demi yellow Strength +1,0-3,5

READERS 2017/2018



P5

NEW

#6645 Frame Gun Strength +1,0-3,5



P5

#6543 Frame Brown/Black Strength +1,0-3,5



P5

#6502 Frame Black Strength +1,0-4,0



P5

#6541 Frame Black Strength +1,0-3,5



P5

#6542 Frame Black Strength +1,0-3,5



P4

#6440 Frame Demi Blue Strength +1,0-3,5



P4

#6418 Frame Gun Strength +1,0-3,5



P4

#6439 Frame Demi Brown Strength +1,0-3,5



2pcs

P3

#6316 Frame Black Strength +1,0-4,0



2pcs

P3

#6317 Frame Black/Brown Strength +1,0-3,5

ACCESSORIES



#C-13 - Neck Cord Black



#C-14 - Neck Cord Mixed Colours



#C28 - Hard Case Small



#c30 - Cleaning Cloth Grey



#C15-1 - Chain Cord Black



#C15-2 - Chain Cord Silver



#C15-3 - Chain Cord Gold



#C15-4 - Chain Cord Purple



C15-5 - Chain Cord Red



#C16 - Cleaning Spray



#C17 - Anti Fog Cloth

WHY READING GLASSES?

After the age of 40 reduces the flexibility of the eye lens and the eye can't accommodate. This means that a previously normal sighted eye is not able to bend light rays properly when you look in close range, the light focus point ends up "behind" the eye. Refraction of light must be corrected. This can be fixed with reading glasses from Prestige. Eye lenses or medical treatment is also an option but then you have to contact an optician.

Presbyopia, also known as presbyopia, or farsightedness, affects almost everyone in later life. It is a natural part of getting older - suddenly you notice that your arms don't have the strength to keep the magazine at the right distance to see sharp. This is easily fixed with a pair of reading glasses from Prestige. The strengths are available from +1.00 to +3.50 (+0.5 to +4.0, some models). The easiest way to find the right strength is to try them on.

TROUBLE FINDING THE "RIGHT" MODEL?

You always have the opportunity to influence your sale by considering certain things. Think about what kind of store you have, what group you are targeting and what age group that moves in the shop. Do you have mixed customers, you should expose the trendy models in the lower strengths. The younger you are, the less strength you use in rule. Younger customers is often more fashionably minded. So it may be good to expose more models for this very trendy variety in the lower strengths. Higher ages will go higher in strength. A more traditional bow is then viable.

SMALL LENS

Reading glasses with small lenses are used when you need to see both up close and at far distant. For example, when you are sitting in a cash desk or like. Often you let your reading glasses "slip" down a bit on the nose. This way you can choose where to look.

RIGHT TYPE OF FRAME

If you "slip" up the glasses on your forehead (hair) the nosepart may stuck into your hair and then disappear. Then select a bow made entirely of plastic to avoid getting stuck.

READING GLASSES WITH SUN LENS (SUNGLASSES WITH STRENGTH)

Just like it sounds, these works better to read with in bright sunlight.

CLEANING

To keep the glasses in the best condition, it is important to keep them clean. Polish the lens and eyewear you are using with a soft cloth. Make sure that both the cloth and the bow is dry when the lens gets polished. Always keep the glasses in a protective case when not using them to prevent from getting scratched.

REMEMBER THIS:

It is only a licensed optician by a professional eye examination that can determine the exact prescription. With reading glasses from Prestige you don't need an optician's assessment but you need to try them on to find the right strength for you. Fast and easy. Reading glasses are not suitable as eye protection.

NORMAL SALE IS DISTRIBUTED AS FOLLOWS IN THE VARIOUS STRENGTHS:

STRENGTH, % OF SALES

| | |
|-------|-----|
| +1.00 | 15% |
| +1.50 | 25% |
| +2.00 | 25% |
| +2.50 | 20% |
| +3.00 | 10% |
| +3.50 | 5% |

It might be difficult to expose strengths to the list above, as it may seem messy. Therefore we recommend you to expose the same amount of strengths around the display. However, a small stock is highly recommended with the right models and strengths that are expected to sell the most. Who doesn't recognize themselves having trouble to find something you want, and then get told that your product is out of stock. A half-full display sells according to statistics less than one that is filled to the max. Therefore, be sure to load the display with glasses that tend to run out of stock.

STRENGTH

First timers often use strenght 1.00



