

# Advanced AFFORDABLE



- **Unlimited Availability**
- **Super-Hydro Top Coat**  
for Cleanability & Scratch Resistance
- **Tintable**
- **VSP Approved**
- **One & Two Year Warranty**

## Help Your Practice

Satisfy the wants and needs of your value-minded patients while differentiating your practice with the best vision solution! Pech EZ-C delivers a high-quality and affordable no-glare solution that outperforms the competition.

## Tap Into the No-Glare Market

72% of eyeglass wearers are missing out on the benefits of no-glare lenses; of these, 62% are value-driven patients looking to get the most for their money. A simple discussion on the benefits of Pech EZ-C can provide an opportunity to move these patients into optimal vision at a moderate investment. Benefits include better visibility, increased durability, easy to clean and a one or two-year warranty replacement plan.



## How EZ-C Lenses Help Your Bottom Line

- Overall no-glare sales will increase by including a value option
- Offering a breadth of no-glare options helps your staff feel comfortable selling all selections to different types of patients
- A two-step sales approach will alleviate sticker shock and help make no-glare more attractive
- If you do your own edging, the *Pad Control System*<sup>™\*</sup> will reduce breakage by up to 4%

**Contact your Pech Sales Representative for more information.**

# PECH OPTICAL CORP.

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\*The Pad Control System provides the adhesion required to block the lens for edging, grooving, drilling and retouching.