

OPTIMUM OPTICAL® READERS & SUNGLASSES

Timeless Style Tailored to Your Life

For nearly 10 years, the name Optimum Optical has been a trusted source for well-crafted contemporary readers. This year, the program has been entirely reinvented. Introducing 40 fresh new styles in seven powers. Optimum Optical Readers bring the same exceptional quality you've come to expect using only the highest standards of materials, coupled with even more fashion distinction, and all at the same low price point.



How is this possible? We work with exceptional artisans and fabricators, and source only the best components available. In addition, we buy in high volumes in order to pass that savings onto retailers. Each pair of readers comes with flexible spring-mounted hinges and ultra-sharp anti-glare and anti-scratch coated lenses in powers from +1.25-+3.00. The 240-pc assortment consists of classic and iconic expressions along with modern twists.



Optimum Optical Sunglasses are the new kids on the block with 24 distinctive designer styles that include 100% UVA/UVB protection. The sunglasses have all the same great features of the readers, including enhanced durability and scratch-resistant coated lenses – again for the same low price. The looks you want without breaking the bank!

Both programs offer Snap Shell Cases in crushed faux leather with pressed logo in five attractive colors. One for each pair – free with an assortment order. Even our floor and counter displays received upgrades with a revamped look using clean lines and a minimal aesthetic. These head-turning displays are free with opening unit orders.

The readers have a suggested retail of \$17 and sunglasses should be priced based on geography and demographic. These are one-price, high-margin programs for retailers that offer lasting value to the consumer. A win-win for everyone!



Optimum Optical programs are available for purchase online: Readers (#OA-U240) Sunglasses (#SOPT-U48). Or call us at (800) 548-6784 to place an order.