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GROWING YOUR PRACTICE WITH LENS CLEANERS

The sale of professional lens care products can play a key role in keeping your business afloat during tough economic times.

Kimberly Jones

The days of recommending mild soap and water are over. When you recommend mild soap, a patient interprets this as any common household soap. But professional lens care products are vastly different than those soaps designed for cleaning countertops or glass. And, if it's not common household soap that your patients reach for when cleaning their eyewear, chances are it's their clothing. Over 50% of eyeglass wearers admit using their clothing to clean their lenses, and the scratches are there to prove it.

WHAT'S AVAILABLE?

There are two main types of professional lens care products available—liquid solutions and disposable moist cleaning cloths. Liquid solutions are generally favored for at-home use where multiple users are common and should be paired with a micro-fiber cloth. They are ideal for the dirtiest of lenses or situations where a liquid is needed to carry away dirt particles before the lens is rubbed. Liquids are often sold in kits that include microfiber cleaning cloths, providing real value for your patients.

Moist cleaning cloths are individually packaged for single use and particularly suitable for convenient, on-demand cleaning needs. They prevent the dirt buildup and subsequent scratching that can occur when using rough fabrics. These products tuck easily into a bag, purse, or pocket, and bring consumers back for repeat purchases.

The companies mentioned below offer lens-cleaning products that if incorporated correctly into your routine will help increase your profits.

NANOFILM

Clarity Clean It™ spray from Nanofilm was developed specifically to meet the cleaning challenges of superhydrophobic, anti-reflective (AR) surfaces. It instantly spreads over any lens surface, unlike other solutions that bead up on an AR lens, lifting dirt and skin oils on contact. Nanofilm also offers Clarity Defog It™, an all-in-one liquid cleaner and anti-fog for superhydrophobic AR lens treatments as well as all other lens types. In addition, liquid lens cleaners also come in towelette form and in a variety of kits.

HILCO

The newest lens care kit from Hilco is perfect for the fall season with its warm microfiber cloths colors and liquid cleaner. Each lens care kit contains a 20ml Lens Cleaner bottle with coordinating cloth in a convenient storage pouch. Eyewear is kept clean with Hilco's trusted alcohol-free formula that effectively cleans all lens types, including AR, without streaking. The hues of green, orange, and yellow are prominent in all four fall lens cleaning kits.

Hilco's best-selling kit contains a liquid cleaner, pre-moistened towelettes, and a microfiber cleaning cloth. The pre-moistened towelettes are an effective and convenient lens cleaning solution that is safe for all types of eyewear. A



Nanofilm's Clarity Clean It line meets the cleaning challenges of superhydrophobic, AR surfaces.

liquid cleaner is available in hundreds of options for bottle sizes, shapes, personalization, and kit configurations—all with an alcohol-free formula that is safe for all lenses. Cleaning cloths are available in hundreds of colors and patterns with embossed or silk-screened personalization options.



Lens care kits from Hilco come with a spray bottle and colorful cleaning cloth.

AMCON

The Click & Spritz lens cleaning kit display from Amcon makes a colorful counter display that is pre-packed with a dozen Click & Spritz lens cleaning compacts. Each one contains a 1-oz. bottle of AR Kleen® multi-purpose lens cleaner and a 6 in. x 6 in. Soft as Silk microfiber cleaning cloth. All components fit neatly in a clear compact, which is ideal for keeping in purses, travel, bags, or desks.

When sold separately, the Soft as Silk microfiber cleaning cloths are available in eight colors. The microfiber blend makes them perfect for cleaning AR, glass, and plastic lenses. They are washable, reusable, and feature a pinked edge to prevent fraying. These cloths can be purchased with a clear vinyl case or in bulk with imprinting available on cloth or case.

Amcon's Vista Wipes™ pre-moistened lens towelettes are formulated to clean glass, plastic, and coated lenses. They are soft, non-linting, and provide quick and convenient cleaning. Vista Wipes are also excellent for cleaning camera lenses, computer screens, and mirrors. They can be purchased as 24 wipes per box for retailing or in bulk for office use.

AN EXTRA \$30,000 PER YEAR Turning lens care products into a profit center can be easier than bringing in 100 new patients a year. Imagine selling 500 patients one box of moist cloths priced at \$5. That's \$2,500 in sales. Because moist cloths are disposable and habit forming, one box will go quickly. If each of those 500 patients buys six boxes throughout the year, you'll realize additional sales of \$15,000. If each one buys a box a month, that's an extra \$30,000 for the year. How many patients do you see annually? You do the math.

LBI

Crystal Clean lens cleaner's advanced formula from LBI works on all kinds of eyeglass lenses. It comes in 1- and 2-oz. containers that let the patient simply spray on and wipe with either the Ultra Deluxe Chamois cloth or the 100% Silky style microfiber cloths.

ARNO OPTICAL

Sprays and microfiber cloth kits are also available from Arno Optical Corp. The kit comes in a soft plastic case that contains lens cleaner spray, a cleaning cloth, and a four-function screwdriver. Colorful microfiber cleaning cloths can be ordered in 100-piece sets in either 6 in. x 7 in. or 6 in. x 4 in.

PHOTOSILK

Patients who use cleaning cloths to care for their lenses quickly discover that having multiple cloths for different locations can be quite handy to maintain the quality of their lenses. Those who want to get creative with their cleaning cloths can turn to a company like Photosilk, LLC with cloths that are impeccably imprinted with photography, paintings, and designs. Photosilk's high-quality microfiber cloths are available in 6 in. x 7 in. Anyone wishing to create a personalized Photosilk can do so online by uploading a photograph.



Microfiber cleaning cloths from Photosilk are imprinted with photography, paintings, and designs.

MAKE THE CLEANING CONNECTION

Turning lens care products into a profit center involves a few minutes with each patient and a bit of repetition. It starts in the exam chair. At the time of lens selection, pair up cleaning preferences with the patient's lifestyle. Young children at home? Then towelettes are a must. Woodworking as a hobby? Then liquid is ideal. Always remember to make the cleaning connection.

Since lenses are generally cleaned as eyeglasses are dispensed, take a moment to explain to the patient what you are doing. It only takes two minutes to demonstrate both types of cleaning techniques. Display products at the dispensing table and ask customers at checkout if they need lens care products.

Lens care is a simple consumer process and should be part of a person's daily routine. Committing yourself to professional lens care not only demonstrates to patients the quality and value of your products, service, and professionalism, but it also ensures customer satisfaction and increased profit as well.

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WHERE TO FIND IT

Amcon

800-255-6161 • amconlabs.com

Arno Optical Corp.

800-822-2766 • arnooptical.com

Hilco

800-955-6544 • hilco.com

LBI

800-249-1058 • lbeyewear.com

Nanofilm

800-883-6266 • nanofilmproducts.com

Photosilk, LLC

888-828-4959 • photosilk.com