

Nanofilm introduces the Clarity Lens Care Winter Collection for holiday thank-yous, displays, and stocking stuffers

October 27, 2011 – Valley View, OH – The winter forecast for lens care is totally cool and crystal clear. The source of the prediction: the Winter Collection of Ultra Clarity™ lens care products from Nanofilm. The Winter Collection features colorful graphics from snowflakes to a spunky little reindeer. The assortment includes 1-ounce sprays, a 4-ounce easy-pour bottle, and a care kit in an elegant draw-string organza bag. The launch is just in time for eyecare professionals to order for patient thank-you gifts, seasonal displays and stocking stuffers.



The limited-time Ultra Clarity Winter Collection has several component choices:

- One-ounce lens care sprays are available in four designs: To You, From Me; Ryan the Reindeer; Winter Wonderland; and Snowflake. Each design is available with two lines of imprint. (30-count case; MSRP \$1.99)
- The Snowflake 4oz. lens care bottle features a new easy-pour spout for refilling spray bottles. (15-count case; MSRP \$3.99)
- The Winter White Kit includes a choice of any 1-ounce spray design, custom imprinted, plus the 4-ounce Snowflake easy-pour bottle in a white organza drawstring bag. (15-count case; MSRP \$5.99)

Ultra Clarity™ lens care is highest rated lens for effectiveness and safety on all eyeglass and sunglass lenses and coatings, including anti reflective coatings. It's the formula that's been the choice of millions worldwide for more than a decade.

“The Ultra Clarity Winter Collection offers a bit of fun and joy for the season, wrapped around serious lens care,” says Jodi Groh, Nanofilm Director of Marketing. “It looks wonderful on the shelf, and patients will love taking it home.”

Inquiries about the product can be directed to Nanofilm’s Customer Service Team at 216-447-1199 or info@nanofilmtechnology.com.

About Nanofilm: Nanofilm, founded in 1985, is a global optical leader in lens care and coatings. Millions of people around the world use Nanofilm products, including Ultra Clarity™, Clarity Clean It™, Clarity Defog It™, EcoClens™ and other lens care products, as well as nanotechnology-enabled coatings.