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NANOFILM INTRODUCES CLARITY ECOCLENS™ ECO-FRIENDLY LENS CLEANER

January 29, 2010 – Valley View, OH – In response to a growing demand for earth-friendly products, [Nanofilm](#), the leading maker of professional lens care, is launching Clarity EcoClens Lens Cleaner. The new product, a solution made from biodegradable components in a 100% recycled plastic bottle, gives consumers the advanced cleaning they expect from Clarity. The bottle will also be silk-screened to eliminate label material. To further reduce environmental impact, the product will be shipped in 100% recycled cardboard cartons.

“People want to live out their eco-conscious values in every area of life,” states Jodi Groh, Nanofilm’s Director of Marketing. “With EcoClens Lens Cleaner, consumers can keep their eyeglasses and the environment Clarity clean.”

Clarity EcoClens Lens Cleaner provides the high performance that’s the hallmark of Clarity products. The formula earns the highest ratings for safe cleaning of soils, fingerprints and dirt without leaving streaks or haze. It’s proven safe and effective on all eyeglass lenses, including anti-reflective and superhydrophobic surfaces. It’s also effective for camera lenses, computer screens, binoculars and other optics.

Clarity EcoClens Lens Cleaner is available in a 1-ounce spray bottle for \$2.49 (MSRP). “We’ve priced EcoClens to making it affordable for people to live out their environmental beliefs,” states John Swett, Nanofilm’s Vice President of Sales and Marketing.

The new eco-friendly cleaner adds to Nanofilm’s expanding product line, which is part of the company’s campaign to emphasize the importance of lens care. Nanofilm research shows that approximately half of the 16% of lenses that must be remade every year are the result of consumer-caused damage. “Improper cleaning ruins eyeglasses every day, which destroys consumer trust and costs the optical industry millions of dollars in remakes,” adds Groh. “We’re offering a growing variety of product choices so no one ever leaves an optical professional’s office or retail shop without proper lens care.”

EcoClens will be introduced to the trade at [Vision Expo East](#), March 18-21, 2010, at the Jacob K. Javits Convention Center in New York City. The product will be sold at retail and e-commerce websites.

[Nanofilm](#), founded in 1985, is a global optical leader in lens care and coatings. Millions of people around the world use Nanofilm products, including Clarity Clean It™, Clarity Defog It™ and other lens care products, as well as nanotechnology-enabled coatings.

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