

## Eyewear Intelligence

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PUBLISHERS

+++ **Specsavers** is launching an exclusive **Balmain** line of 17 styles of prescription frames and sunglasses +++ **Nidek** has put out a new versatile and portable fundus imaging unit, the **VersaCam α** +++

### Marketing

MEI continues to invest in the promotion of its milling technology to optical retailers, which currently account for only about 10 percent of its annual sales of around €70 million. As it did at the recent **Vision Expo West** and **Silmo** fairs, it will show its compact **EzFit** machinery for the first time at the **Opti** and **100% Optical** shows in Munich and London next month. Opticians and small labs in North and South America ordered 60 units at the show in Las Vegas or immediately afterwards. The new **TBA** version of the **EzFit**, which costs €53,000, can do 20 jobs per hour with any materials, but it has been adopted even for a daily throughput of five or six jobs, according to officials of the Italian company, because of its high degree of automation, its versatility and the high quality of the work performed. The more sophisticated **No Block Developer** version costs €69,000.

**Barberini Eyewear** and the **Cortina Ski School** have announced a collaboration for the supply of sunglasses and ski goggles during the upcoming ski season. The instructors of the Cortina Ski School will be wearing selected **Platinum Glass** lenses from Barberini. Specifically, Cortina Ski chose the following lenses: **Photopolar** grey gradient silver (cat. 2-3); **Polar** black gradient platinum (cat. 3); and **Polar** black gradient gold (cat. 3). For sunglasses, Cortina Ski selected the metal and acetate **Saturno 160509** and **Magellano 171201**, the acetate **Luna 170305** and the injected **Explorer 160907** and **170902**. Through this collaboration and the **Barberini RX** program, the skiing instructors who need prescription sunglasses will have their visual needs met. Three types of goggles - for men, women and unisex - will be customized with the logos of both companies. The goggles are also available in carbon frames, with or without cover.

+++ **Kirk & Kirk** has launched a collection of cleaning cloths for glasses in partnership with a London artist, **Ray Richardson** +++ **Maui Jim** has been awarded the 2017 Best Marketing Campaign in the sunglass category from *Duty Free News International* +++ **Blackfin** collected the **Silver V. Award**, organized by *V. Magazine*, at the recent Hong Kong **Optical Fair** +++

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