

## MEI to debut at 100% Optical to promote their EzFit compact solution for opticians and small labs



### MEI – BOOTH B120

MEI moves another step to go straight into the European world of opticians, planning to officially debut at 100% Optical next January.

Participating in this European trade show confirms MEI's effort to penetrate the retail sector by showcasing its milling technology to small labs and shops and making direct contact with the EzFit target audience, including opticians.

100% Optical will offer MEI the possibility to give up-close demonstrations to local and international industry professionals and to further explain to them the many advantages of their compact solutions for opticians and labs.

In particular, MEI's booth at 100% Optical will be showcasing one of the most successful EzFit solutions: EzFit No Block.

This machine represents an important achievement for MEI since, thanks to this product, for the first time small labs and high-end or high volume retail stores can now carry out ophthalmic lens edging without blocks (until now this was only possible with high-output MEI machinery designed for large-scale companies).

Based on TBA (Throw the Block Away) technology, which is already present in some MEI machines, the NoBlock system streamlines the workflow and makes it even more competitive for small labs and optical chains. "Industrial companies have stopped using centering blocks for some time now and we thought it was important to offer this benefit to smaller companies as well", commented MEI CEO and Technical Director, Stefano Sonzogni.

**EzFit No Block** is part of the EzFit range which also includes the Standard, Advanced and TBA versions: a broad, diversified offer of compact machines that validates the company's mission to customize its product line to really meet the needs of every customer.

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