



MEI: AN ITALIAN SHOP IS THE FIRST EUROPEAN OPTICIAN TO INSTALL EZFIT

June 2018. **The first European optical shop to have purchased and installed the EzFit all-in-one edger by MEI, engineered to bring edging technology to small labs and retail shops, is located in Calusco d'Adda (Bergamo).**

In an ongoing quest to find the most innovative, cutting-edge products able to materially meet the needs of its customers, **Foto Ottica Carminati** opted for the compact MEI machine for several reasons. Over the years, shop owner Marco Carminati has developed a growing passion for MEI. It was the **first company to introduce milling to the edging process of ophthalmic lenses**. And, he has long been impressed by the way **almost any ophthalmic lens company he visited throughout his career proudly demonstrated its MEI edgers** – synonymous with precision, flexibility and speed. “But, more than anything else, it was experiencing the **high caliber - both human and professional - of the people who not only work for MEI but who are themselves MEI**, that finally convinced me to take this step”, remarks Carminati.

The **NoBlock** version of EzFit – which performs lens centering automatically without the use of a block – was installed at the end of March in the Bergamo-based shop and immediately earned **rave reviews both for the quality of the work as well as the helpfulness of the MEI staff who oversaw its installation and optimization**. “Three months later, our satisfaction has not waned; on the contrary, it has grown. Not only have all the lens fittings been extremely precise but, even more, we realized that we have a reliable partner who is always ready to answer our questions and resolve any issues”, Carminati recalls.

The ease of operation and processing flexibility inherent to the machine’s DNA are winning features appreciated by Foto Ottica Carminati. **And, along with speed, precision and consistency of execution and shape, they also drive increased productivity**.

The customers’ reactions were interesting. Initially, they were curious about the new machine in the shop and, once they had seen how the lens is milled, **they gained an appreciation for the cutting process** and the shop’s ability to make eyewear and do it quickly. “I wanted to install the EzFit in the shop’s sales area because we have historically called ourselves manufacturers of optical goods and not just resellers. I feel that **displaying the machine can be a kind of prestigious calling card as well as an authentic element of differentiation**”, explains Carminati. “Many customers have complimented us on our ongoing ability to update our shop and our skills. I believe this is very positive feedback as well as extremely significant added value”.

Ultimately, it is **an edger that merits recommendation**, as Carminati points out: “Since it has been in the shop, I have not let an opportunity go by to promote EzFit and extol



the virtues of its breakthrough milling technology and countless advantages. I hope that those who love our work and seek out the very best will consider EzFit when they are ready to purchase a lens shaping machine and choose it over traditional grinding machines.”

Looking to the future? “Many opportunities are opening up for me and my staff that could blossom into a series of projects aimed at promoting and maximizing ways to customize eyewear”, concludes Carminati. “Other ideas are already raising their heads but, it’s too soon to talk about them...and, then, what kind of surprise would it be if everything were known in advance?”.

After installation of EzFit at Foto Ottica Carminati, several other installations in optical shops, primarily in Italy, have occurred in the last few months.

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