



VISUAL MERCHA- -NDISING

THE COMPLETE GUIDE

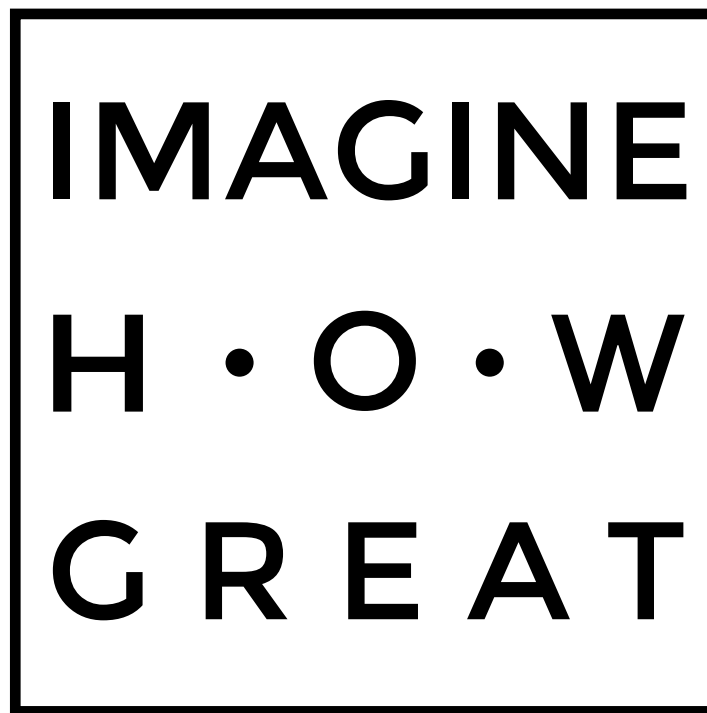
TELL A STORY

*“Great things are not done by
impulse, but by a series of
small things brought together.”*

VINCENT VAN GOGH

Artist

FREE WORKSHOP:
MERCHANDISING 101



we can be together!

The Eye Designs Group is excited to now offer **FREE Merchandising Workshops**. Join our experts at our East Coast or West Coast showrooms for a day to learn how to most effectively merchandise your practice to increase sales and enhance the patient experience.

Email info@eyedesigns.com or call 800.346.8890 to get information about dates and to reserve your spot. Hurry, seats are filling fast!





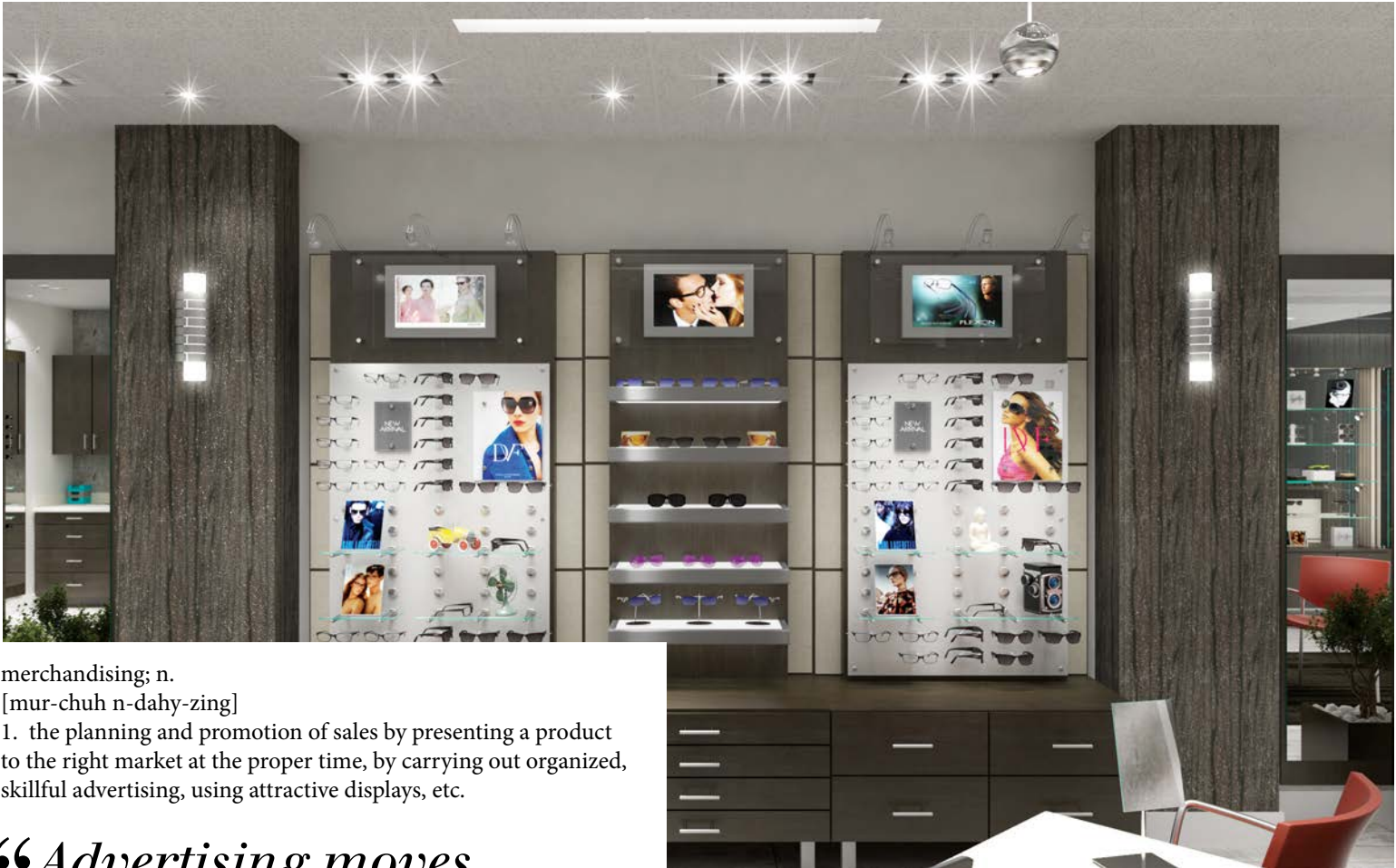


THE EYE DESIGNS GROUP DIFFERENCE

The Eye Designs Group brings your vision to the next level. Our full office solutions and patented merchandising technologies create ophthalmic environments that impress. We are a complete resource of industry experts who focus on building you a better business by delivering superior service and innovative designs that produce unparalleled results.

We will work closely with you on your new location, renovation or relocation. We help you define your particular needs while maintaining your budget and personal style. The Eye Designs Group will provide you with the comprehensive solutions you need to maximize your practice's performance.

WHAT IS *MERCHANDISING*



merchandising; n.

[mur-chuh n-dahy-zing]

1. the planning and promotion of sales by presenting a product to the right market at the proper time, by carrying out organized, skillful advertising, using attractive displays, etc.

*“Advertising moves
people toward goods;
merchandising moves
goods toward people.”*

~Morris Hite

Merchandising is any practice that aids in the sale of goods or services to consumers. With regards to retail sales, this would be the types of merchandise and the methods of displaying them that attracts the eye and encourages sales.

Visual merchandising refers to the use of sight to entice your audience. This is done by using attractive displays and arrangements, demonstrations, informative signage, and packaging. Knowing where to place items within each arrangement, proper placement within the retail environment and the overall impression of your space all contribute to visual merchandising.

Merchandise simply laid out on a table or placed on shelves does not imply any sort of worth or attract attention. It is key to have a plan for your products within your space. Effective merchandising

increases sales and keeps you ahead of the competition, therefore you need to stand out in your field and work smartly to draw the attention to you and your merchandise. Decorative displays, products, arrangements and environments suggest worth, variety and individuality, and generate a desire to obtain the product or service, therefore increasing your bottom line.

It is important to order adequate amounts of merchandise, enough to supply demands but not so much that it goes out of style while you have it in stock. Ordering the wrong amount of merchandise will tie up your space with undesired items, causing consumers to go elsewhere to find a wider variety of items that visually appeal to them.

Timing is also an integral part of effective merchandising to attract sales. Back to School, holidays, summer vacations, and other special events all offer opportunities to enhance your merchandising plan. Reminders to help children see the blackboard, extra contacts for vacation and new sunglasses for the beach are all effective means to draw attention to your merchandise and elevate sales. Variety and rotating your displays, stock and merchandise are imperative to proper merchandising.

Here at the Eye Designs Group, we have the knowledge, experience and tools to guide you through your optical merchandising challenges. Our experienced team has decades of experience in what works with not only getting customers intrigued enough to walk in your door, but enticed to buy your products. We have proven success in implementing plans that work to upgrade sales and improve capture rate. We've worked with thousands of Eye Care Professionals in as many environments and our staff of experienced sales managers and interior designers are up to date on the latest techniques, trends and environments. They come from a variety of related backgrounds and know how to look at your practice not just as a service provider, but as a customer.

The Eye Designs Group offers the tools you need to display and brand your frames and accessories in a manner that makes them attractive to your patients, increasing sales. We will walk you through the methods of planning your layout, the usage of signage and branding, and the importance of using accents in your displays. We will show you how to improve product positioning to make an impact. Don't believe us? Review our testimonials from other Eye Care Professionals who have found success with Eye Designs and contact us to find out how you too can increase your sales by 20-40%.

Where to place your highest margin merchandise

There are six vertical height zones for displays, but only four of them work for eyewear. Zones 1 and 6 are not effective for eyewear. Zones 2 and 5 can work with the right kind of frame holders. Zones 3 and 4 are the sweet spot for display.



01 ZONE 1 - STRETCH LEVEL

Above 6 feet. This is the least valuable display zone. Products placed above this height get little attention from shoppers.

02 ZONE 2 - ABOVE EYE LEVEL

5 to 6 feet. Frames can be displayed successfully on shelves within this level if you use tiered displays that present the frames face out close to the front edge of the shelf.

+ AVERAGE AMERICAN WOMAN 5'4"

03 ZONE 3 - EYE LEVEL

4 to 5 feet. Products at eye level sell best. Place your highest-margin, best-selling styles here. One study found that eye-level merchandise received 35 percent more attention than products on lower shelves.

04 ZONE 4 - BELOW EYE LEVEL

3 to 4 feet. This level is approximately at a shopper's waist height, below eye level but within easy reach. This zone is second in terms of shopper attention, so it's still a good place for high-margin merchandise.

05 ZONE 5 - TOUCH LEVEL

2 to 3 feet. Frames can be displayed as low as 2 feet above the floor if they are on a countertop or shelf facing up.

06 ZONE 6 - STOOP LEVEL

Less than 2 feet. Most shoppers don't like to bend down, so this zone is the retail equivalent of the boondocks, relegated to low-margin products. Keep all your merchandise above the 2 foot level.

TOP 10 FACTS:
VISUAL MERCHANDISING

- 01 83% of human information is obtained through sense of sight.
- 02 A patient will determine product interest in 3 – 8 seconds based on first impression.
- 03 Visual merchandising immediately communicates information and sends a message to your patient.
- 04 Everything a patient sees forms an image in their mind and contributes to the desire to purchase your products and services.
- 05 Visual merchandising motivates the patient to make a purchase both planned and on impulse.
- 06 Patients understand what they are seeing and understand product offerings which allows them to make decisions quicker and leads to more efficient selling.
- 07 Visual merchandising attracts attention and elevates the perceived value of product by enhancing the shopping experience.
- 08 All visual components of your optical from storefront, to entrance, to layout, to traffic flow, to signage, to merchandising, to lighting determine the success and failure in selling merchandise. This combined experience is the basis for patients to return to your optical and become regular patients.
- 09 Visual merchandising allows you to differentiate yourself from competition. You can create a unique and consistent image of your business as a leader in the eyecare industry.
- 10 Visual merchandising contributes to a positive buying experience which transitions to more sales, higher profits, better cash flow, and higher capture rate, the ultimate goal of merchandising.



THE ACCESSORIES YOU NEED
ANYTIME, ANYWHERE

SHOP [OPTICALDISPLAYS.COM](https://opticaldisplays.com)

THE DIFFERENCE



NO MERCHANDISING COSTS YOU MONEY

DECREASE IN SALES +
CONFUSED CUSTOMERS +
NO BRAND IDENTITY +
CLUTTERED & STRESSFUL RETAIL ENVIRONMENT +
UNPRODUCTIVE SELLING TIME +

No merchandising can lead to an uninformed and frustrated customer. Without proper merchandising your retail space can be hard to navigate, which ultimately can lead to a decrease in sales. Products become lost, boring or unimportant. A bland selling environment does not excite a customer about your product and can negatively affect their shopping experience.

It is very important to show frames and products in different ways, integrate signage and brand messaging and to use lifestyle props within your displays. You don't want your retail environment to become stale or cookie cutter.

IS AMAZING...



Proper merchandising educates customers and leads to an overall better patient experience. A properly merchandised retail environment can increase sales and lead to more repeat business. Engage customers with branding, signage and lifestyle props. Showcase frames in multiple ways utilizing shelving, rotating frame holders and a well balanced, symmetrical retail space.

Create seasonal displays, informative and lifestyle sections within your space. This will lead to a faster and more efficient sales process, which ultimately leads to a happier customer.

PROPER MERCHANDISING MAKES YOU MONEY

- + UPGRADE & MULTIPLE SALES
- + ENGAGE CUSTOMERS
- + EDUCATED & WELL INFORMED CUSTOMERS
- + BETTER OVERALL PATIENT EXPERIENCE
- + INCREASE THROUGHPUT

YOUR FRAMES NEVER HAD IT
THIS GOOD

MERCHANDISING

SYSTEMS

The Eye Designs Group offers a number of different merchandising systems that allow for versatility and the ultimate shopping experience. Our systems all include interchangeable components such as frame holders, shelving, signage and more allowing you to create a dynamic retail environment that engages your patients and captures their attention.



VERSA

The patented VERSA Merchandising™ System has revolutionized the way frames are displayed. It is a system of frame holders, signage, shelving and merchandising elements that bring visual clues to help the shopper make informed decisions on product styles, brands and price points.

Learn all about the VERSA Merchandising™ System on page 14.



FLOT

Designed to take the concept of a simple floating shelf to a new level, FLOT™ will transform the way you display eyewear. Using a collection of various shelf sizes and accessories the FLOT™ Merchandising System creates a story that helps visually capture your customers.

Learn all about the FLOT™ Merchandising System on page 28.



SYNERGY PRO

The SYNERGY PRO™ ROD System is designed as a retail display with interchangeable merchandising components such as shelves, signage and mirrors to create environments that sell frames by brand, life styles and price points. The SYNERGY PRO™ ROD system combines multiple frame holder options on one rod.

Learn all about the SYNERGY PRO™ ROD System on page 36.

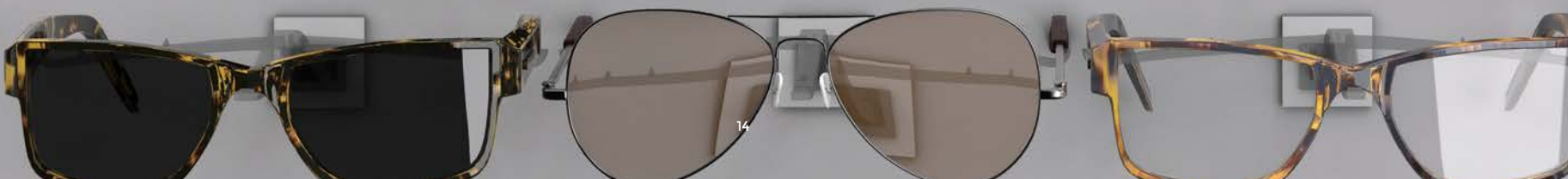


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VERSA

MERCHANDISING SYSTEM

The patented VERSA Merchandising™ System has revolutionized the way frames are displayed. It is a system of frame holders, signage, shelving and merchandising elements that bring visual clues to help the shopper make informed decisions on product styles, brands and price points.

The best part, VERSA Merchandising™ components allow you to control your retail environment.

The VERSA Merchandising™ components are all interchangeable, allowing you to configure your display the way you want, quickly and easily.

learn more →

FEATURES

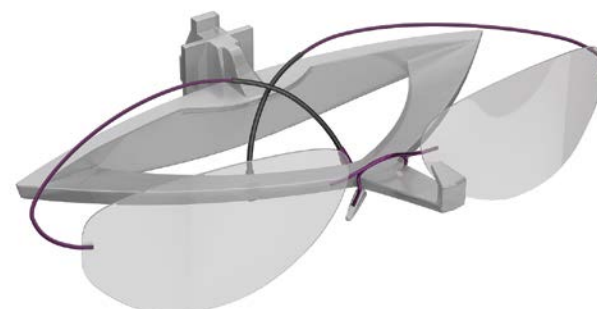
OF VERSA MERCHANDISING™

The VERSA MERCHANDISING™ System features an assortment of frame holders that allow you to showcase any frame. A variety of signage systems enable you to direct customers to where you want them to shop by indicating gender, brands, new arrivals and special features. You can also break up rows of frames easily by adding plexiglass shelving.



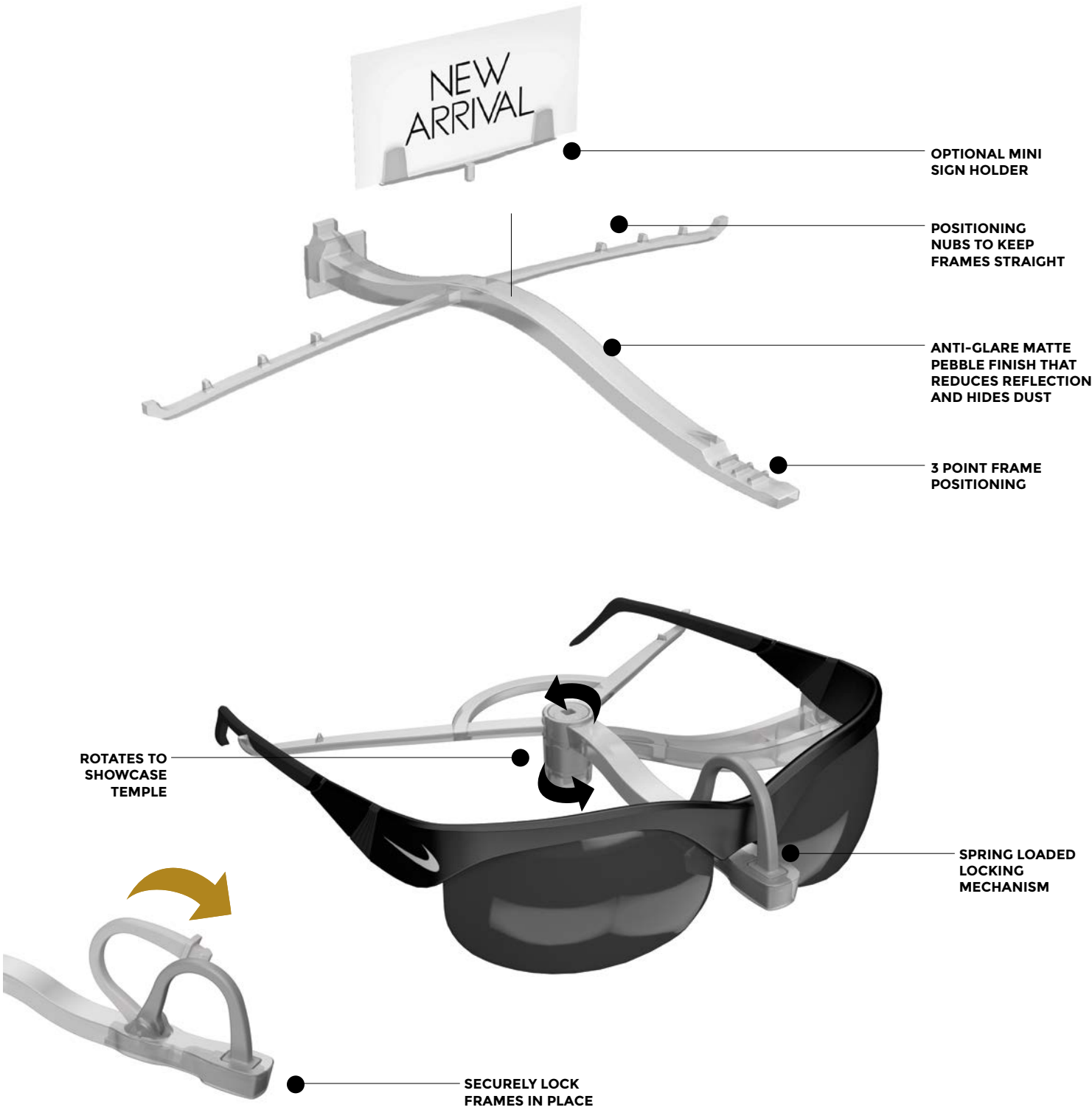
- 01 EASILY ADD SIGNAGE AND BRANDING
- 02 FRAMES ARE SHOWCASED AWAY FROM THE BOARD
- 03 EASILY ADD SHELVING
- 04 SECURE FRAMES WITH LOCKING FRAME HOLDERS
- 05 VARIOUS FRAME HOLDERS AVAILABLE

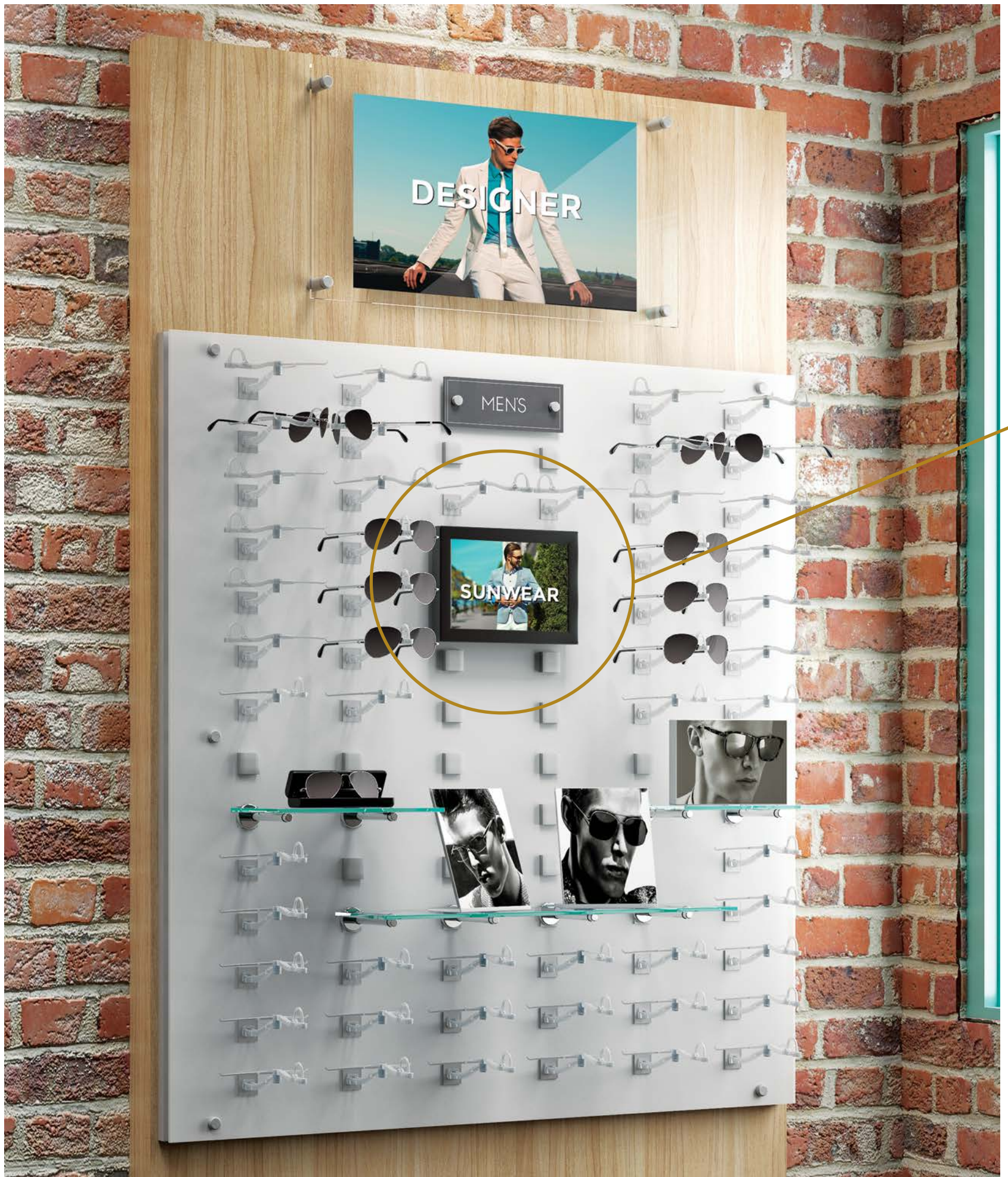
Frame holders and shelves for every type of frame and accessory.



JOIN THE
REVOLUTION

The WAVE™ Frame Holder is designed with elegant streamlined curves. It features 3 point frame positioning so all frames sit at the same angle. Constructed of an ultra strong polycarbonate material, it's built to last.







VUE

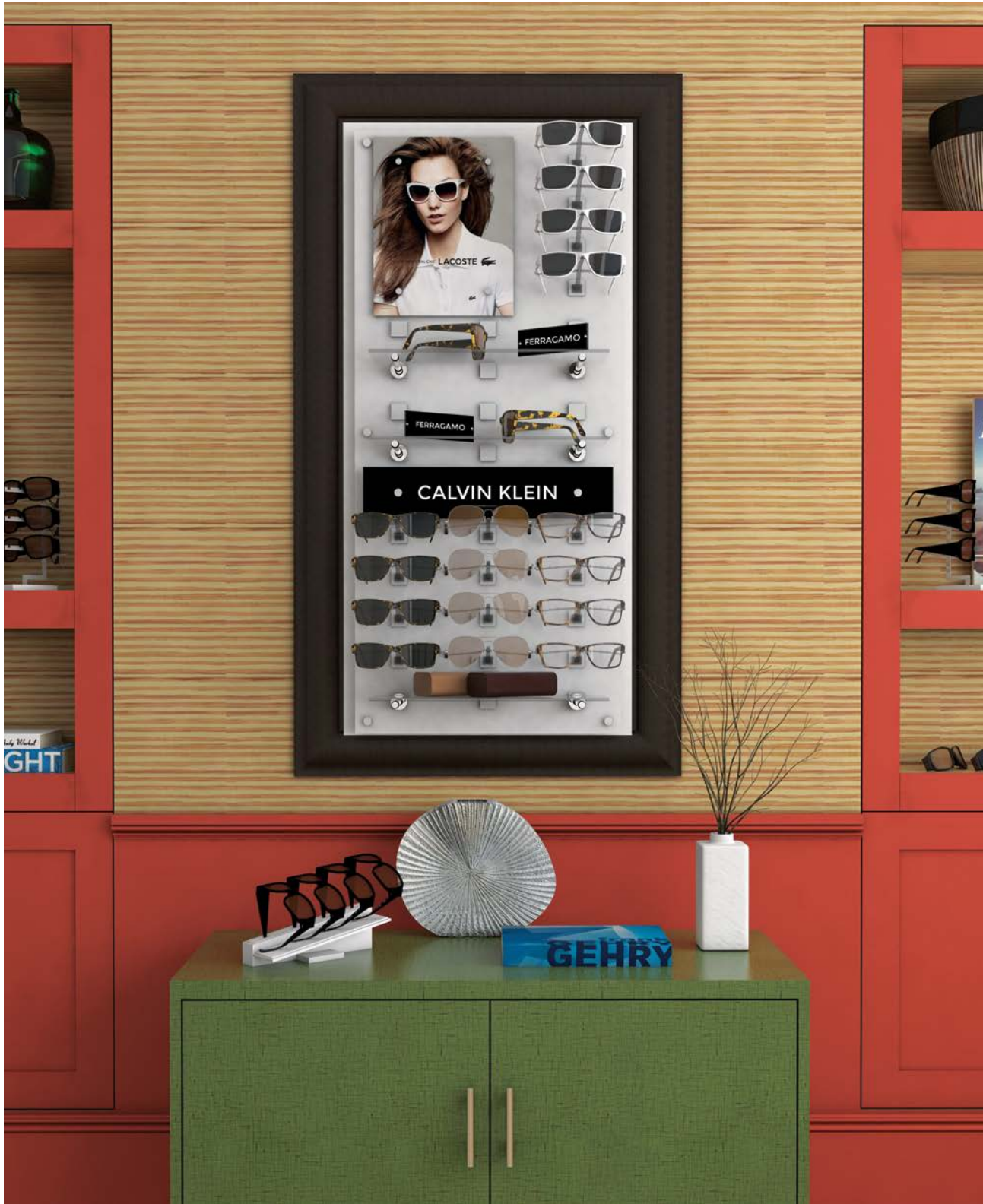
Add motion and dynamic content...

Utilize VUE to display a slideshow of brands, current sales or videos. VUE utilizes our Insight software to deliver dynamic digital content to your Versa frame boards. At its core VUE is a proprietary tablet holder designed specifically for our Versa Merchandising System. It houses an Android tablet, which displays digital content including digital signage, videos and touch interactive content. This content is tailor made for your optical, built and maintained by us, through a cloud based system.

The future of retail is digital, fluid and beautiful content.

VUE
D343

LATITUDE STORAGE / VERSA WALL



VERSA MERCHANDISING ACCESSORIES

The VERSA MERCHANDISING™ System features a number of accessories including frame holders, shelving, signage and more. All accessories are interchangeable and allow for you to create a dynamic retail environment.



WAVE™ FRAME HOLDER
D83 - SET OF 15
MINI SIGN HOLDER SOLD SEPARATELY



WAVE™ LOCKING FRAME HOLDER
D76 - SET OF 15
MINI SIGN HOLDER SOLD SEPARATELY



WAVE™ 360° ROTATING FRAME HOLDER
D270 - SET OF 5



WAVE™ FRAME HOLDER WITH METAL LOCKBAR
D264 - SET OF 5



SWIVEL CLIP & FLOWER VASE
D77 - SET OF 10



WAVE™ 360° ROTATING FRAME HOLDER WITH METAL LOCKBAR
D262 - SET OF 5



VECTOR HINGELESS FRAME HOLDER
D67 - SET OF 10
MINI SIGN HOLDER SOLD SEPARATELY



KIDS SHORTIE FRAME HOLDER
1" plexi mount clip
D300 - SET OF 10



WAVE™ 360° ROTATING LOCKING FRAME HOLDER
D86 - SET OF 5
MINI SIGN HOLDER SOLD SEPARATELY



KIDS OUTIE FRAME HOLDER
3" plexi mount clip
D301 - SET OF 10



SWIVEL CLIP (CLEAR)
D58 - SET OF 10



LARGE LOCK BAR
D87 - SET OF 15



REMOVAL KEY
 Unlocks Wave™ Locking Frame
 Holders with metal lockbar
 (D262 & D264).
D167 - SET OF 5



WAVE™ REMOVAL KEY
 Unlocks Wave™ Locking Frame
 Holders (D76, D86, D87).
D124 - SET OF 5



VERSA COVER PLATE
 Available in black and chrome.
 SET OF 10.
D307BL - BLACK
D307CH - CHROME



TORX DRIVER
D109



FINISHING CAP
 Caps end of frame holder when
 lockbar is removed.
D88 - SET OF 10



TRIANGLE FRAME HOLDERS
 Available in cherry, maple or red
 oak with black, brass or chrome
 frame holder.
D12BL - CHERRY + BLACK
D12BR - CHERRY + BRASS
D12CH - CHERRY + CHROME
D13BL - MAPLE + BLACK
D13BR - MAPLE + BRASS
D13CH - MAPLE + CHROME
D11BL - RED OAK + BLACK
D11BR - RED OAK + BRASS
D11CH - RED OAK + CHROME



VERSA LARGE MIRROR
 11" X 14"
D29



**VERSA RECTANGULAR
 MIRROR**
 6.75" X 8.75"
D30



VERSA OVAL MIRROR
 7" X 8.5"
D31



VERSA FRAME ACCESSORY KIT
 4 Wire Case Holders, 4 Chain Holders, 10 Vector Hingeless Frame Holders,
 10 Swivel Clip/Vase Holders, 1 Accessory Hook
D118



4" X 11" ACRYLIC SHELF WITH STANDOFF
D05BR - BRASS STANDOFFS
D05CH - CHROME STANDOFFS
D05BL - BLACK STANDOFFS



5" X 11" ACRYLIC SHELF WITH STANDOFF
D06BR - BRASS STANDOFFS
D06CH - CHROME STANDOFFS
D06BL - BLACK STANDOFFS



6" X 11" ACRYLIC SHELF WITH STANDOFF
D07BR - BRASS STANDOFFS
D07CH - CHROME STANDOFFS
D07BL - BLACK STANDOFFS



5" X 18" ACRYLIC SHELF WITH STANDOFF
D122BR - BRASS STANDOFFS
D122CH - CHROME STANDOFFS
D122BL - BLACK STANDOFFS



5" X 25" ACRYLIC SHELF WITH STANDOFF
D123BR - BRASS STANDOFFS
D123CH - CHROME STANDOFFS
D123BL - BLACK STANDOFFS



5" X 13.5" FROSTED OVAL SHELF WITH STANDOFF
D50BR - BRASS STANDOFFS
D50CH - CHROME STANDOFFS
D50BL - BLACK STANDOFFS



7" x 7" VERSA SHELF
 Designed to work with our VERSA Merchandising system, this frosted acrylic shelf prevents distracting reflections and disguises dust. The center cutout allows light to pass through to items on display below.
D337 - SET OF 5



HALF ROUND SHELF
 7"W x 3 1/4"D
D16BR - BRASS
D16CH - CHROME
D16BL - BLACK



SHOP WITHIN A SHOP
D5SWSCAT - 5 SHELVES



SHOP WITHIN A SHOP
D3SWSCAT - 3 SHELVES
 HEADER SIGNAGE NOT INCLUDED



CHERRY STANDOFF PANEL WITH SHELVES
12" x 12"
D10BR - BRASS STANDOFFS
D10CH - CHROME STANDOFFS
D10BL - BLACK STANDOFFS



MAPLE STANDOFF PANEL WITH SHELVES
12" x 12"
D08BR - BRASS STANDOFFS
D08CH - CHROME STANDOFFS
D08BL - BLACK STANDOFFS



RED OAK STANDOFF PANEL WITH SHELVES
12" x 12"
D09BR - BRASS STANDOFFS
D09CH - CHROME STANDOFFS
D09BL - BLACK STANDOFFS



CHERRY LUCITE VERSA LOCKBOX
12" x 12"
LUCITE12CH-BR - BRASS STANDOFFS
LUCITE12CH-CH - CHROME STANDOFFS
LUCITE12CH-BL - BLACK STANDOFFS
12" x 24"
LUCITE24CH-BR - BRASS STANDOFFS
LUCITE24CH-CH - CHROME STANDOFFS
LUCITE24CH-BL - BLACK STANDOFFS



MAPLE LUCITE VERSA LOCKBOX
12" x 12"
LUCITE12MPL-BR - BRASS STANDOFFS
LUCITE12MPL-CH - CHROME STANDOFFS
LUCITE12MPL-BL - BLACK STANDOFFS
12" x 24"
LUCITE24MPL-BR - BRASS STANDOFFS
LUCITE24MPL-CH - CHROME STANDOFFS
LUCITE24MPL-BL - BLACK STANDOFFS



RED OAK LUCITE VERSA LOCKBOX
12" x 12"
LUCITE12RO-BR - BRASS STANDOFFS
LUCITE12RO-CH - CHROME STANDOFFS
LUCITE12RO-BL - BLACK STANDOFFS
12" x 24"
LUCITE24RO-BR - BRASS STANDOFFS
LUCITE24RO-CH - CHROME STANDOFFS
LUCITE24RO-BL - BLACK STANDOFFS



ACCESSORY HOOK
D85 - SET OF 10



WIRE CHAIN HOLDER
D60 - SET OF 4



WIRE CASE HOLDER
D59 - SET OF 4



LENS CENTER DISPLAY
D53



5 TIERED DISPLAY WEDGE
D89 - FOR MATRIX AND VERSA WALLS ONLY



DISC
SET OF 10
D299BL - BLACK
D299BR - BRASS
D299CH - CHROME
D299RO - RED OAK
D299CR-AM - AMBER STAIN
D299CR-TR - TRADITIONAL STAIN
D299CR-CL - CEDAR STAIN



CHILDREN'S DISC
D49 - INCLUDES 1 RED, 1 BLUE, 1 YELLOW



CHILDREN'S BLOCKS
D38



MOUNTING BRACKET PACKAGE
Includes 6 Black Discs, 6 3" Plexi Mount Clips, 6 Metal Mounting Brackets, 6 Plastic Mounting Brackets, 6 Plastic Panel Clips, 6 Panel Mounting Spring Clips
D52



FACETED PANEL
D90 - FOR MATRIX AND VERSA WALLS ONLY



KIDS VERSA WALL ACCESSORY KIT
1 Spiderman Action Figure, 1 Mickey Mouse Plush Toy, 1 Goofy Plush Toy, A, B, C Letter Blocks, 1 Extra Large Pencil with 2 Nose Clip Frame Holders, 1 Acrylic Shelf with 4" Black Stand-Offs, 3 Black, 3 Red, 3 Yellow and 3 Blue Discs, 30 Nose Clip Frame Holders. Compatible exclusively with Eye Designs display systems.
KIDSWALLACCESS



SPORTS VERSA WALL ACCESSORY KIT
1 Golf Ball Display, 1 Baseball Display, 1 Tennis Ball Display, 1 Basketball Display, 1 Catcher's Mask with Frame Holder, 1 Baseball Bat with 4 Nose Clip Frame Holders, 1 Hockey Puck Display, 2 Fishing Lures, 1 Sports Sign, 1 Frosted Oval Shelf with 5" Stand-Offs, 4 Black Discs, 15 Wave™ Frame Holders. Compatible exclusively with Eye Designs display systems.
SPORTSWALLACCESS

SUN CENTER VERSA WALL ACCESSORY KIT
1 Sunwear Sign, 8 Wave™ 360° Frame Holders, 1 Rectangle Mirror, 1 Swivel Clip + with Flower Vase, 1 Decorative Flower, 1 Acrylic Shelf with 5" Black Stand-Offs, 4 Mini Sign Holders, 1 Sports/Lens Preprinted Mini Sign Sheet, 4 Black Discs, 22 Wave™ Frame Holders. Compatible exclusively with Eye Designs display systems.
SUNCENTERACCESS





GRAPHIC PANEL 8.5" W x 3" H
D196



GRAPHIC PANEL 5.5" W x 8.5" H
D198



GRAPHIC PANEL 11" W x 14" H
D199



GRAPHIC PANEL 15.5" W x 3" H
D197



SIGNAGE DISCS
SET OF 12
D78 - BRASS
D79 - CHROME
D80 - BLACK
D81 - WHITE



LITERATURE HOLDER
D22



LARGE MAGNETIC SIGN HOLDER
D325 - 11"w x 14" h



MEDIUM MAGNETIC SIGN HOLDER
D318 - 6.75"w x 8.625" h



SMALL MAGNETIC SIGN HOLDER
D324 - 6.75"w x 2.125" h



MINI SIGN HOLDER
D65 SET OF 15

MINI SIGN KIT

60 mini sign holders and 48 mini signs
D66

SIGNS INCLUDED:

MEN'S (1) WOMEN'S (1) DESIGNER (2) NEW ARRIVAL (3) SPORT (1) POLARIZED (1) LOW VISION (1) COMPUTER (1) READERS (1) RIMLESS (1) CHAINS (1) UNISEX (1) CASES (1) CLIP ON (1) SAFETY (1) SALE (2) FEATURE (1) TEEN (1) KID'S (1) VALUE (1) SPECIALTY (1) PREMIUM LENSES (1) RX SUN (1) SUN (2) WEEKLY SPECIAL (1) LIMITED EDITION (1) BUY ONE GET ONE (1) FRAME + LENS COMBO (1) PERFORMANCE (1) ADVENTURE (1) CLASSIC (1) RETRO (1) LUXURY (1) LENS OPTIONS (1) SCRATCH RESISTANT (1) ANTI-REFLECTIVE (1) POLYCARBONATE (1) HIGH INDEX (1) LIGHT WEIGHT (1) SINGLE VISION (1) POLARIZED (1) BIFOCAL (1) PHOTOCROMATIC (1)

VERSA ACCESSORY PACKAGE

D245



**1 LARGE SIGN HOLDER
WITH SUN INSERT**
11"W x 14"H



**2 SMALL SIGN HOLDERS
WITH DESIGNER INSERT
AND NEW ARRIVAL
INSERT**
8.5"W x 3"H



**2 MEDIUM SIGN HOLDERS
WITH WOMEN'S INSERT
AND MEN'S INSERT**
5.5"W x 8"H



10 CHROME DISCS



1 MINI SIGN KIT
INCLUDES 60 MINI SIGN
HOLDERS AND 48 MINI
SIGNS

**15 WAVE 360 ROTATING
LOCKING FRAME HOLDERS**
360° ROTATING LOCKING
FRAME HOLDERS



**10 VECTOR HINGELESS
FRAME HOLDERS**



**2 - 5" X 18" ACRYLIC SHELF WITH
STANDOFF**
INCLUDES 3 5" STANDOFFS PER
SHELF



**2 - 5" X 25" ACRYLIC SHELF WITH
STANDOFF**
INCLUDES 4 5" STANDOFFS PER
SHELF



1 MEDIUM MIRROR
7"W x 8.5"H





*FLOT*TM

MERCHANDISING SYSTEM

Designed to take the concept of a simple floating shelf to a new level, FLOTTM will transform the way you display eyewear. Using a collection of various shelf sizes and accessories the FLOTTM Merchandising System creates a story that helps visually capture your customers.

*Create a clean, modern
retail environment that is
clutter free and elegant.*

FLOTTM Merchandising components are all interchangeable, which allows you to configure your display the way you want, quickly and easily.

learn more →

FEATURES

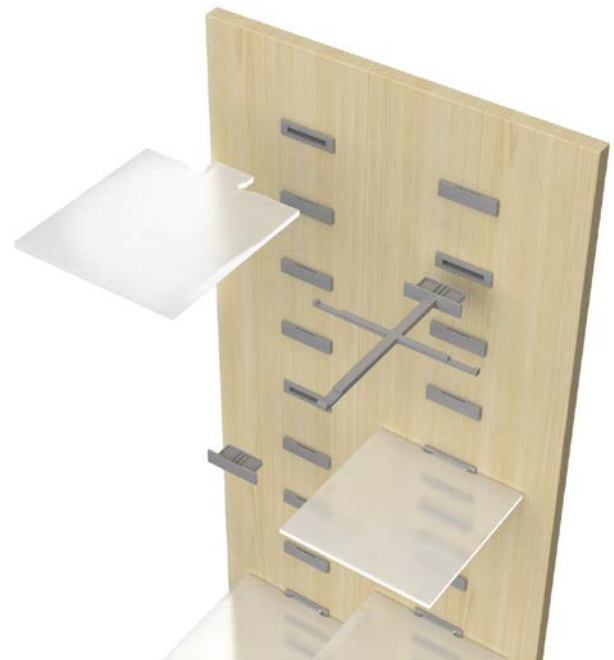
OF FLOT™ MERCHANDISING

FLOT™ shelves snap into place creating a clean linear look to showcase frames. FLOT™ plugs can be used on a variety of solid surfaces including Lucite panels. Optional LED edge lit shelves are available for even more impact.



- 01 MULTIPLE SIGNAGE OPTIONS
- 02 FRAME HOLDERS TO BREAK UP SHELVING
- 03 VARIOUS SHELVING SIZES AVAILABLE
- 04 ACCESSORY HOLDERS
- 05 CLEAN LINEAR LOOK

Creating a clean & modern selling environment has never been easier!



OWN YOUR *MERCHANDISING*

FLOT™ allows for complete control over your merchandising. All shelving and accessories are interchangeable and easy to rearrange. Have fun and merchandise the way you want, easily.



discover
FLOT™ products →



FLOT™ WALL

FLOT™ WALLS create a clean, linear frame display. Available in various sizes both in laminate and Lucite. Walls are easy to install and come with all mounting hardware.



LAMINATE FLOT WALL

FLOT™ WALL available in 4 sizes.
Attaches directly to a wall with provided
mounting hardware.

Frame count 14/28/42/56 varies based
on size of display.

FL1452
FL2152
FL2852
FL3552



LUCITE FLOT WALL

FLOT™ WALL available in 4 sizes. Sits off
of a wall with provided standoffs.

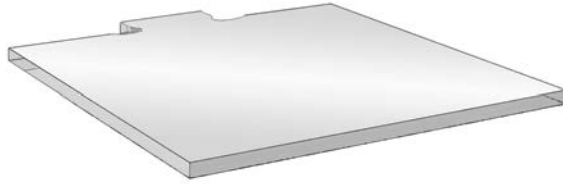
Frame count 14/28/42/56 varies based
on size of display.

FLLWP1452
FLLWP2152
FLLWP2852
FLLWP3552



FLOT™ ACCESSORIES

A series of versatile accessories are available to help transform the FLOT™ Merchandising System into a dramatic selling space. Choose from a selection of larger shelves, signage graphic panels, accessory and case holders and a simple frame holder.



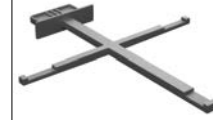
FROSTED SHELF

FLOT™ Frosted Shelf available in 1/2 depth shelf, 1 wide, 2 wide, 3 wide, 4 wide, 5 wide and 6 wide.

D247 - 1 WIDE - 7"
D248 - 2 WIDE - 14"
D249 - 3 WIDE - 21"

D279 - 4 WIDE - 28"
D280 - 5 WIDE - 35"
D281 - 6 WIDE - 42"

D250 - HALF SHELF - 7"



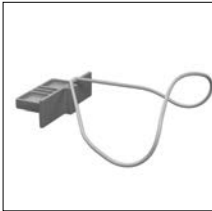
STRAIGHT FRAME HOLDER

D258 - SET OF 5



ACCESSORY HOOK

D259 - SET OF 5



CASE HOLDER

D260 - SET OF 5



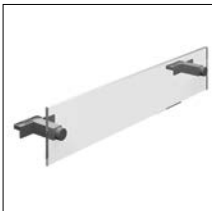
VERTICAL GRAPHICS PANEL

D251 - 5.5"W X 8.5"H



LARGE GRAPHICS PANEL

D252 - 11"W X 14"H



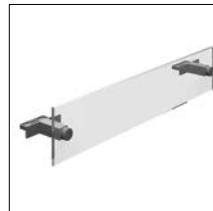
GRAPHICS PANEL

15.5" W x 3" H
D254



GRAPHICS PANEL

8.5" W x 3" H
D253



GRAPHICS PANEL

19.5" W X 4" H
D265



MINI SIGN HOLDER

D256 - SET OF 15



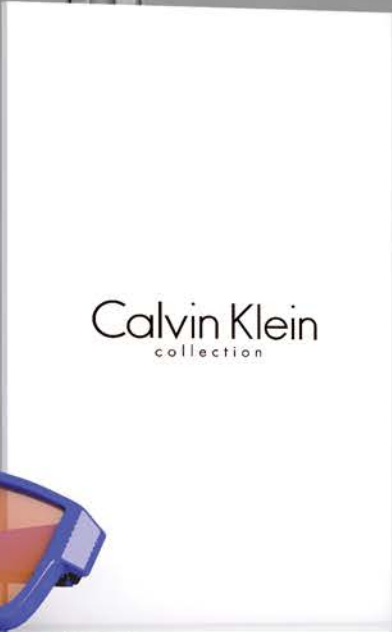
MIRROR ASSEMBLY

D257



COVER PLATE

D255 - SET OF 10





SYNERGY PRO™ ROD

DISPLAY SYSTEM

The SYNERGY PRO™ ROD Display System is designed as a retail display with interchangeable merchandising components such as shelves, signage and mirrors to create environments that sell frames by brand, lifestyle and price points. The SYNERGY PRO™ ROD system combines multiple frame holder options: straight non-locking, straight locking, rotating non-locking and rotating locking all on the same rod.

Unlimited flexibility in the display of frames and point of purchase materials to increase capture rate.

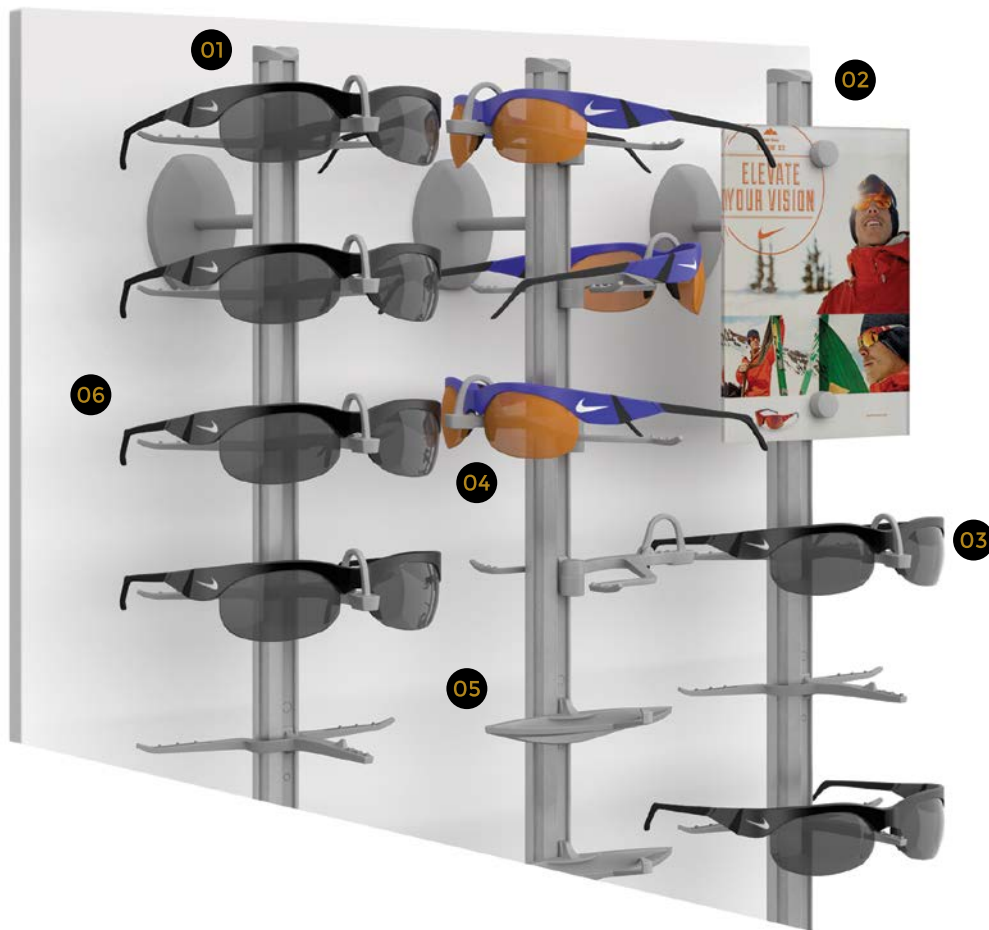
All components are securely locked to the rod with an easy turn of a key. The SYNERGY PRO™ ROD is the only rod system that allows you to create the flexible, dynamic retail selling environment you want.

learn more →

ADVANTAGES

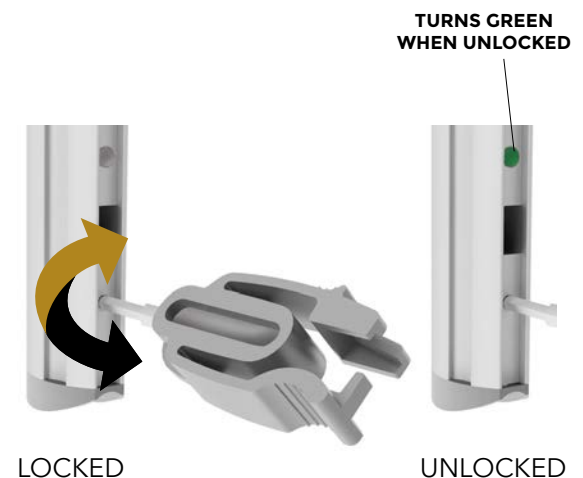
SYNERGY PRO™

SYNERGY PRO™ is the only rod system that can be used as a retail selling tool with merchandising flexibility. Incorporate shelving and branded messaging to draw attention to frame collections, styles and individual product features. Increase security with frame holders that not only lock to the rod, but can *individually* secure each frame with a spring loaded metal lockbar.



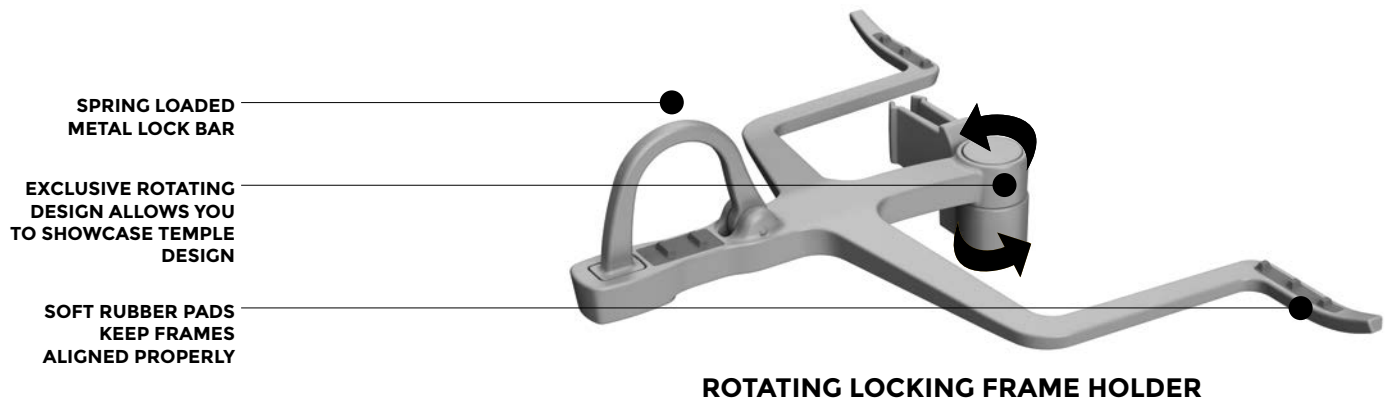
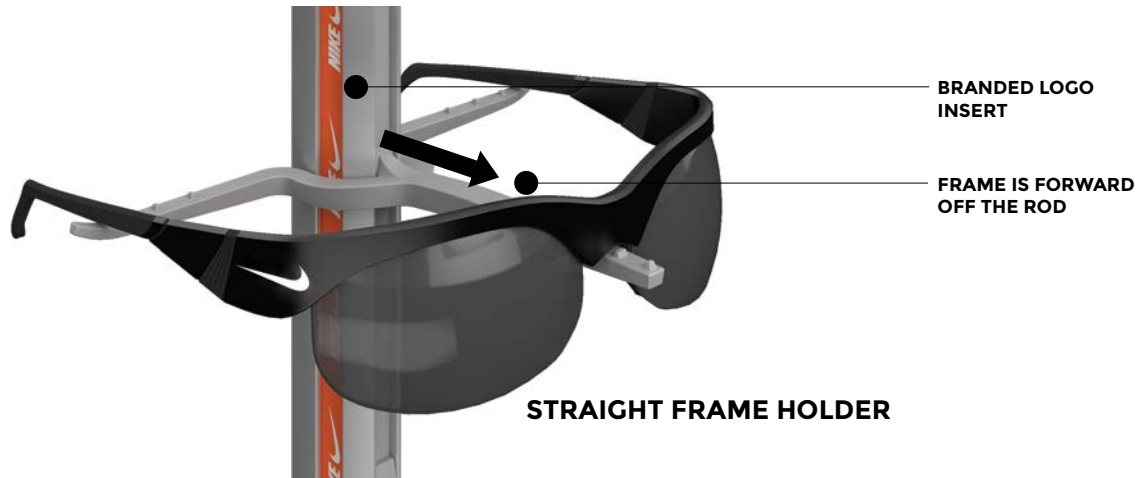
- 01 YOUR FRAMES STAND AWAY FROM THE ROD**
- 02 MULTIPLE SIGNAGE HOLDERS**
- 03 SECURE LOCKING FRAME HOLDERS**
- 04 VARIOUS FRAME HOLDERS**
- 05 HINGELESS FRAME HOLDERS**
- 06 VARIOUS SHELVING OPTIONS**

All frame holders and merchandising elements are locked into place with a simple turn of the SYNERGY PRO key!



GET A LITTLE *ATTENTION*

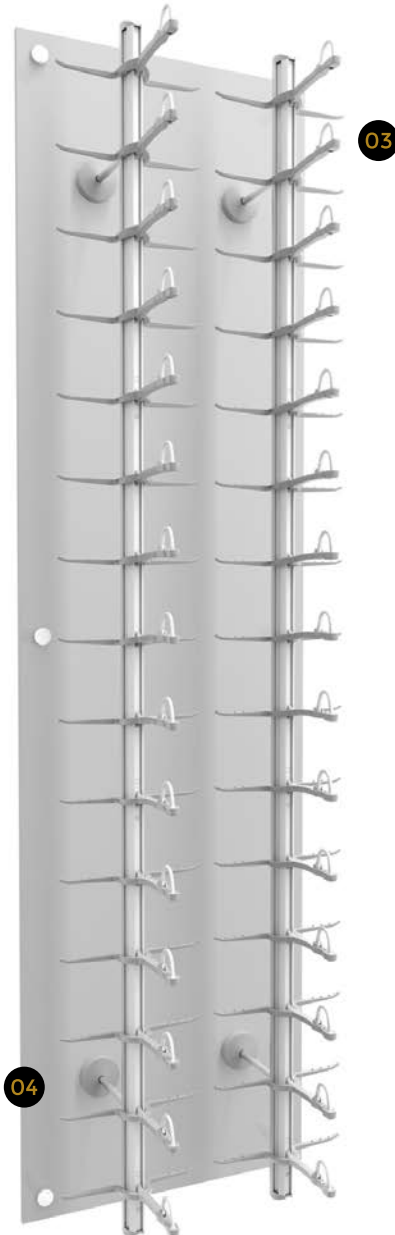
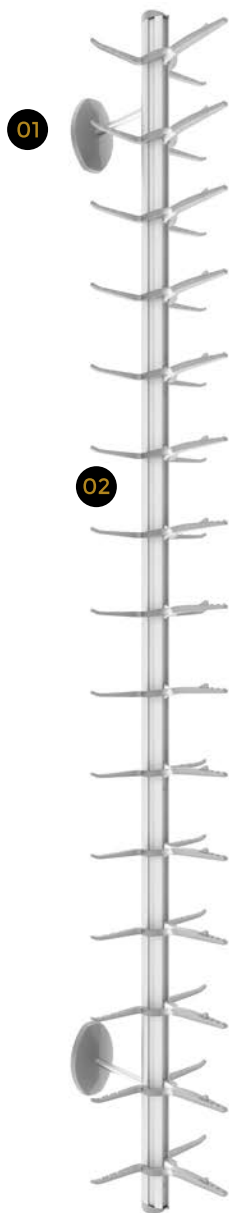
The SYNERGY PRO™ ROD is the ONLY rod that allows you to interchange multiple frame holders on the same rod. You have the ability to showcase a variety of frame styles on a single rod. Check out these features and styles to choose from.





SYNERGY PRO™ ROD

The SYNERGY PRO™ ROD is sold in non-locking wall mount, locking wall mount, non-locking Lucite mount and locking Lucite mount versions. Locking versions mean that the rod comes with locking frame holders that secure your frames to the frame holder. All rods come equipped with an internal locking mechanism that secures all frame and accessory holders directly to the rod itself.



PANEL SOLD SEPARATELY.
SEE PAGE 43

**S SYNERGY PRO WALL MOUNT
ROD DISPLAY SYSTEM**

Wall mounted SYNERGY PRO™ ROD.
Comes with 15 SYNERGY PRO™ Frame
Holders in either locking or non-locking.
All mounting hardware included. Rods
sold individually.

Frame count 15

D168 - NON-LOCKING
D169 - LOCKING

**S SYNERGY PRO LUCITE MOUNT
ROD DISPLAY SYSTEM**

Lucite mounted SYNERGY PRO™ ROD.
Comes with 15 SYNERGY PRO™ Frame
Holders in either locking or non-locking.
All mounting hardware included. Rods
sold individually.

Frame count 15

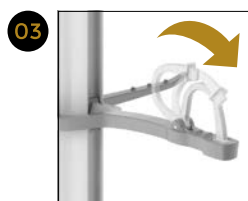
D170 - NON-LOCKING
D171 - LOCKING



WALL MOUNT
HARDWARE



DURABLE ALUMINUM
AND POLYCARBONATE
CONSTRUCTION

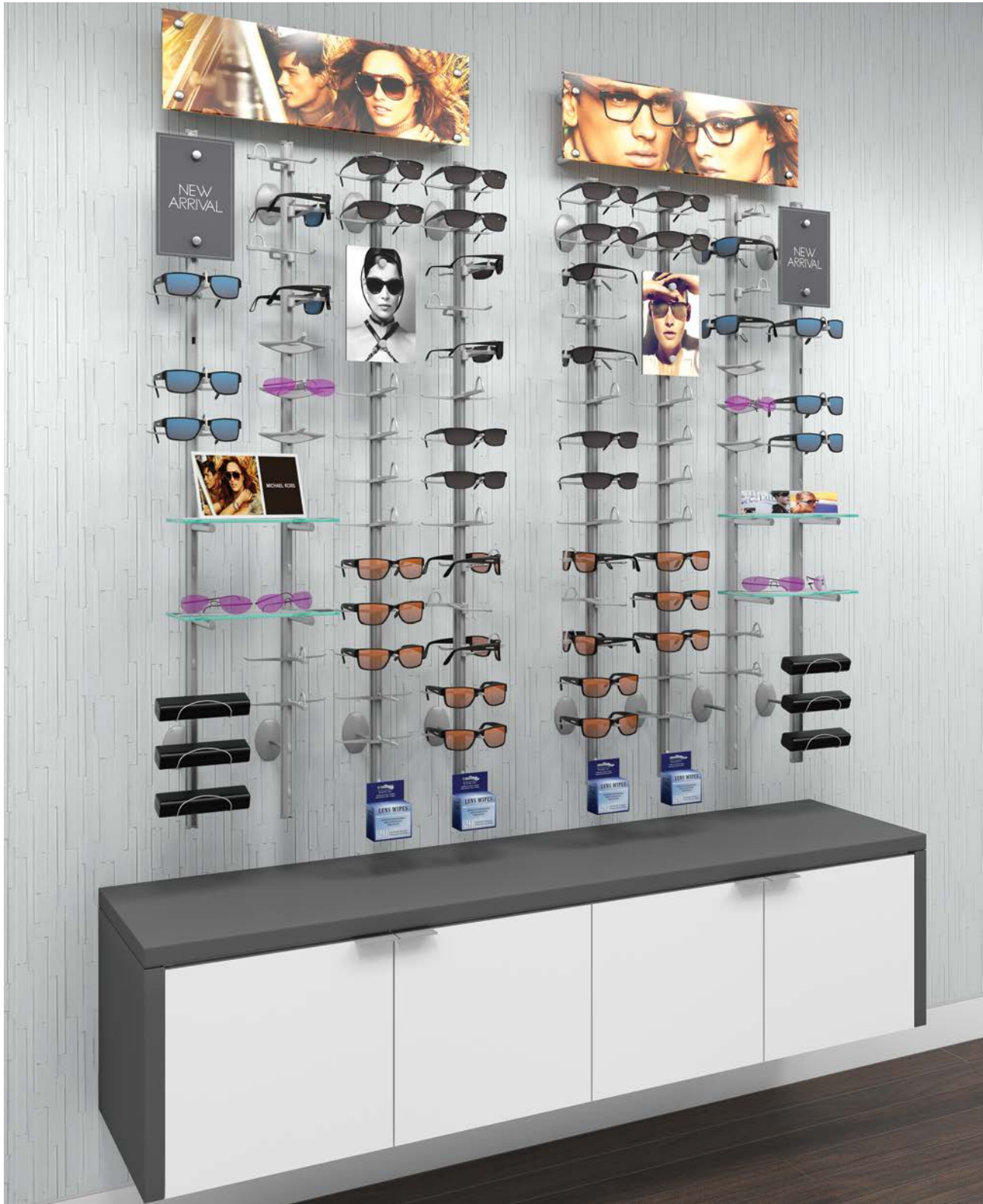


SPRING LOADED
METAL LOCK BAR



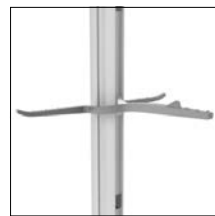
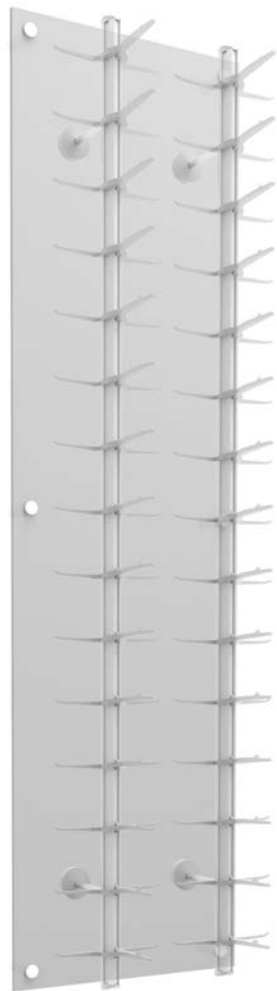
MOUNT DESIGNED
FOR FROSTED LUCITE
PANELS

LATITUDE STORAGE

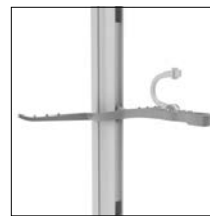


SYNERGY PRO™ ROD ACCESSORIES

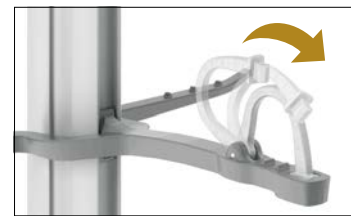
The SYNERGY PRO™ ROD Merchandising System features a number of accessories, all of which are interchangeable and lock securely to your rods. Choose the accessories and mounting panels you want to create a dynamic selling environment.



**STRAIGHT
NON-LOCKING
FRAME HOLDER**
D149 - SET OF 5



STRAIGHT LOCKING FRAME HOLDER
D150 - SET OF 5



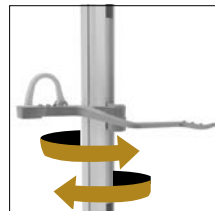
**ROTATING
NON-LOCKING
FRAME HOLDER**
D152 - SET OF 5



**STRAIGHT LOCKING
FRAME HOLDER
EXTENDED**
D151 - SET OF 5



**VECTOR HINGELESS
FRAME HOLDER**
D155 - SET OF 5



**ROTATING LOCKING
FRAME HOLDER
EXTENDED**
D153 - SET OF 5



**ROTATING LOCKING
FRAME HOLDER
EXTENDED**
D154 - SET OF 5

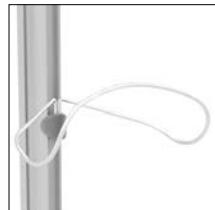


ACCESSORY HOOK
D156 - SET OF 5

SYNERGY PRO LUCITE PANEL

Frosted Lucite panel that provides a neutral background for your frames. Available in short or long panels and widths to accommodate 2, 3 or 4 SYNERGY PRO™ RODS. **Rods sold separately.**

D172 - 2 RODS/SHORT D175 - 2 RODS/LONG
D173 - 3 RODS/SHORT D176 - 3 RODS/LONG
D174 - 4 RODS/SHORT D177 - 4 RODS/LONG



CASE HOLDER
D157 - SET OF 5



**GRAPHIC PANEL
HORIZONTAL**
D158 - 8.5"W X 3"H



**GRAPHIC PANEL
VERTICAL**
D159 - 5.5"W X 8.5"H



**END CAP GRAPHIC
HOLDER**
D160 - SET OF 2



FIXED SIGN HOLDER
D161 - SET OF 5



**CLIP ON MINI-SIGN
HOLDER**
D162 - SET OF 5



HOLE FILLER
D166 - SET OF 10



MIRROR
D163 - 5"W X 7.5"H



SINGLE SHELF
D164 - 6.75"W X 7" DEEP



DOUBLE SHELF
D165 - 11"W X 5" DEEP



REMOVAL KEY

Unlocks SYNERGY PRO™ Locking Rod systems (D169 + D171) and SYNERGY PRO™ Locking Frame Holders (D150, D151, D153 + D154)
D167 - SET OF 5

All signage inserts sold separately. See page 46 for signage inserts.

SYNERGY PRO™ ROD

STARTER KITS

Get off to a great start with your new SYNERGY PRO™ RODS by utilizing our pre-built SYNERGY PRO™ Starter Kits.

We've made it easy!

Our starter kits are a combination of the key elements you need to create a dynamic retail shopping experience.



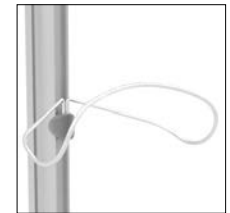
SINGLE SHELF
D164 - 6.75"W X 7" DEEP



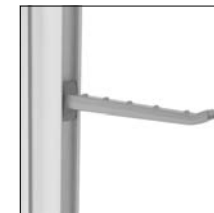
DOUBLE SHELF
D165 - 11"W X 5" DEEP



MIRROR
D163 - 5"W X 7.5"H



CASE HOLDER
D157 - SET OF 5



ACCESSORY HOOK
D156 - SET OF 10



HOLE FILLER
D166 - SET OF 10

+ SYNERGY PRO™ SHELVING KIT
D316

+ SYNERGY PRO™ SIGNAGE KIT
D317



**GRAPHIC PANEL
HORIZONTAL**
D158 - 8.5"W X 3"H



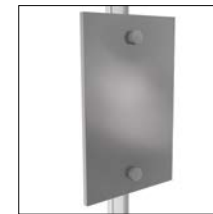
**GRAPHIC PANEL
VERTICAL**
D159 - 5.5"W X 8.5"H



**END CAP GRAPHIC
HOLDER**
D160 - SET OF 2



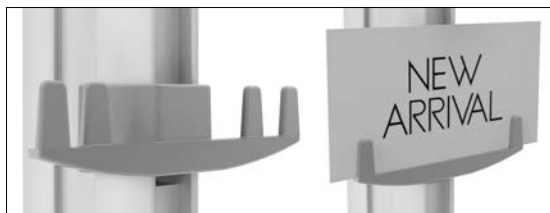
FIXED SIGN HOLDER
D161 - SET OF 5



MIRROR
D163 - 5"W X 7.5"H



HOLE FILLER
D166 - SET OF 10



CLIP ON MINI-SIGN HOLDER
D162 - SET OF 5



MINI SIGNS
D63 - SET OF 48



GRAPHIC PANEL INSERTS
SET OF 8

MINI SIGNS: (set of 48) Set includes (1) ADVENTURE, (1) BIFOCAL, (1) ANTI-REFLECTIVE, (1) BUY ONE GET ONE, (1) CASES, (1) CHAINS, (1) CLASSIC, (1) CLIP ON, (1) COMPUTER, (2) DESIGNER, (1) FEATURE, (1) FRAME + LENS COMBO, (1) HIGH INDEX, (1) KIDS, (1) LENS OPTIONS, (1) LIGHT WEIGHT, (1) LIMITED EDITION, (1) LOW VISION, (1) LUXURY, (1) MEN'S, (3) NEW ARRIVAL, (1) PERFORMANCE, (1) PHOTOCHROMATIC, (2) POLARIZED, (1) POLYCARBONATE, (1) PREMIUM LENSES, (1) READERS, (1) RETRO, (1) RX SUN, (1) RIMLESS, (1) SAFETY, (2) SALE, (1) SCRATCH RESISTANT, (1) SINGLE VISION, (1) SPECIALTY, (1) SPORT, (2) SUN, (1) TEEN, (1) UNISEX, (1) VALUE, (1) WEEKLY SPECIAL, (1) WOMEN'S **GRAPHIC PANEL INSERTS:** Includes 1 each: DESIGNER 5.5"w x 8.5"h, NEW ARRIVAL 5.5"w x 8.5"h, RX SUN 5.5"w x 8.5"h, SPECIALTY 5.5"w x 8.5"h, MEN'S 8.5"w x 3"h, PERFORMANCE 8.5"w x 3"h, SUN 8.5"w x 3"h, WOMEN'S 8.5"w x 3"h



THE ACCESSORIES YOU NEED
ANYTIME, ANYWHERE

SHOP [OPTICALDISPLAYS.COM](https://opticaldisplays.com)



SIGNAGE

The Eye Designs Group offers a number of signage inserts that work with all of our merchandising systems and their corresponding acrylic sign holders. We also can help you in producing custom signs to fit your specific needs.



MINI SIGNS

Signage inserts for mini sign holders (mini sign holders sold separately).

D63

SIGNS INCLUDED:

1 EACH: MEN'S, WOMEN'S, SPORT, POLARIZED, LOW VISION, COMPUTER, READERS, RIMLESS, CHAINS, UNISEX, CASES, CLIP ON, FEATURE, TEEN, KID'S, VALUE, SPECIALTY, PREMIUM LENSES, RX SUN, SAFETY, WEEKLY SPECIAL, LIMITED EDITION, BUY ONE GET ONE, FRAME + LENS COMBO, PERFORMANCE, ADVENTURE, CLASSIC, RETRO, LUXURY, LENS OPTIONS, SCRATCH RESISTANT, POLYCARBONATE, HIGH INDEX, LIGHT WEIGHT, SINGLE VISION, POLARIZED, BIFOCAL, PHOTOCHROMATIC, ANTI-REFLECTIVE

2 EACH: DESIGNER, SALE, SUN

3 EACH: NEW ARRIVAL



SIGNAGE 8.5" W x 3" H

Signage insert for 8.5" x 3" acrylic signage panel (acrylic panel sold separately).

SIGNS AVAILABLE:

DESIGNER D200
MEN'S D204
NEW ARRIVAL D208
PERFORMANCE D212

RX SUN D216

SPECIALTY D220
SUN D224
WOMEN'S D228



SIGNAGE 5.5" W x 8.5" H

Signage insert for 5.5" x 8.5" acrylic signage panel (acrylic panel sold separately).

SIGNS AVAILABLE:

DESIGNER D202
MEN'S D206
NEW ARRIVAL D210
PERFORMANCE D214

RX SUN D218

SPECIALTY D222
SUN D226
WOMEN'S D230



SIGNAGE 15.5" W x 3" H

Signage insert for 15.5" x 3" acrylic signage panel (acrylic panel sold separately).

SIGNS AVAILABLE:

DESIGNER D201
MEN'S D205
NEW ARRIVAL D209
PERFORMANCE D213

RX SUN D217

SPECIALTY D221
SUN D225
WOMEN'S D229



SIGNAGE 11" W x 14" H

Signage insert for 11" x 14" acrylic signage panel (acrylic panel sold separately).

SIGNS AVAILABLE:

DESIGNER D203
MEN'S D207
NEW ARRIVAL D211
PERFORMANCE D215

RX SUN D219

SPECIALTY D223
SUN D227
WOMEN'S D234



CUSTOM SIGNAGE

We can design and produce custom signs for your optical.

CONTACT YOUR SALES REPRESENTATIVE

FRAME RISERS



MAGNETIC CUBES

Arrange these 4 cubes in any direction to display your frames from all sides. With the option to use individually, in alternate directions and stack up high, Magnetic Cubes from the Eye Designs Group are an awesome way to highlight frames. The frosted floating shelves suspend frames in the air for an attractive presentation.

CUBE - $3\frac{1}{6}$ "W x $3\frac{1}{6}$ "D x $3\frac{1}{6}$ "H

SHELF - $6\frac{1}{4}$ "W x 7"D

OVERALL (1 CUBE & SHELF) - $6\frac{1}{4}$ "W x $7\frac{1}{4}$ "D x $3\frac{1}{6}$ "H

D276



STEP DISPLAY 6

The Step Display 6 features 2 shelves in a step design, each able to hold 3 frames.

$20\frac{5}{8}$ "W x $10\frac{1}{8}$ "D x $3\frac{1}{2}$ "H

D344

**+ SET OF 3 PLATFORMS
D134**



SHORT OPTICAL PLATFORM
6¼"W x 6¼"D x 1"H

D131



MEDIUM OPTICAL PLATFORM
6¼"W x 6¼"D x 2"H

D132



LARGE OPTICAL PLATFORM
6¼"W x 6¼"D x 3"H

D133

**+ SET OF 3 TOWERS
D138**



FRAME TOWER - 1 PIECE
6¼"W x 5"D x 3⅞"H

D135



FRAME TOWER - 2 PIECE
6¼"W x 5"D x 5⅞"H

D136



FRAME TOWER - 3 PIECE
6¼"W x 5"D x 9⅞"H

D137

**+ SET OF 3 RISERS
D142**



ALUMINUM RISER - 1 PIECE
7"W x 4"D x 4⅞"H

D139



ALUMINUM RISER - 2 PIECE
7"W x 4"D x 6⅞"H

D140



ALUMINUM RISER - 3 PIECE
7"W x 4"D x 8⅞"H

D141



$6\frac{1}{6}$ "W x $9\frac{1}{6}$ "D x $6\frac{5}{8}$ "H

D274



$6\frac{1}{6}$ "W x $13\frac{3}{8}$ "D x 11"H

D275

ANGLED FRAME TOWERS

The Angled Frame Tower features light aluminum supports in a stacked layout that elevates the frames for all angle viewing and ease of trying on. Soft rubber pads keep frames in proper position. Available in a 3 or 5 piece display.



INCASE DISPLAY

These stands are engineered to hold up to 5 frames at an angle that showcases temple design and highlights small collections. With its shallow design it is perfect for presenting frames in low profile displays and showcases.

$3\frac{3}{8}$ "W x $10\frac{5}{8}$ "D x $3\frac{1}{2}$ "H

D277

**SLOTTED DISPLAY 1**

White base with 1 shelf designed to showcase a single pair of frames. Use the magnetic sign holder to advertise brand, style or more.

7¼"W x 7¼"D x 3¼"H

D338

**GEOMETRIC FRAME STANDS**

Set of 5 frame stands, each a different unique shape.

D329

**SLOTTED DISPLAY 3**

White base with 3 shelves designed to showcase 3 pairs of frames. Features keyholes on back of unit for easy wall mounting. Use the magnetic sign holder to advertise brand, style or more.

20¼"W x 7¼"D x 3¼"H

D339



TRIANGLE FRAME RISERS

These simple triangle shaped frame risers take up minimal space and allow the frame to be the focus.

Set of 6 (3 white & 3 silver, various sizes)

D277



PEDESTAL FRAME RISER

Available in brass or black. Ideal for countertop, shelf or table display. Sold individually.

4"W x 3"D x 4 1/4"H

D18BR / D18BL



WIRE FRAME RISER

Available in black, brass or chrome. Ideal for countertop, shelf or table display. Sold individually.

4"W x 3"D x 5 1/4"H

D17BL / D17BR / D17CH



STACKERS

Individual acrylic circular shelves showcase temples and allow frames to be viewed from all angles. Can be displayed in a cabinet, on a shelf, countertop, etc. Sold as a set of 3.

DIAMETER - 8 1/8"
1 STACKER - 2 1/4"H
3 STACKERS - 8 1/2"H

D91



D VW1FOVW

D VW1FSVW

D VW1FFVW

D VW1FCVW

DESIGNER SQUARES

Highlight designer and specialty frames with these individual white squares in 4 unique designs; oval design with oval plug, square design with square plug, flat design with round plug and circle design with round plug. Set includes 1 of each or purchase individually. Black frame also available.

1 STACKER - 9"W x 9"H

D84 - SET OF 4
1FRAMEVW - BLACK FRAME

**CHROME TABLE MIRROR**

Contemporary chrome free standing table mirror. Mirror measures 5" x 8" and does not magnify.

D93

MESSAGING BLOCKS

Personalize your optical with our Messaging Blocks. These stylish blocks use magnets to hold stock or custom inserts between two clear acrylic panels. These are a great way to relay your messaging clearly and effectively and our wide range of sizes allow you to insert messaging anywhere in your office. Advertise sales, designate styles or brands, tell a brand story and more to entice your patients to browse.



ACCENT BLOCKS

Our smallest acrylic messaging blocks are perfect to fit in smaller places to relay subtle but effective messaging. Great to use on a smaller shelf or to further categorize your frames. Used with our Branding Block, you can place these Accent Blocks to identify new arrivals, gender, or other groupings within the branded collection. Sold as a set of 8 blocks with 42 stock inserts.

ACTIVE, BEACH, BUSINESS, BUY 1 - GET 1, CASES, CASUAL, CHAINS, CLASSIC LOOK, COMPOSITE MATERIALS, COMPUTER, CUSTOM FIT, DESIGNER, EUROPEAN STYLE, FEATURED, GAMING, HAUTE, HIGH FASHION, IMPORTED, KID'S, LIGHT WEIGHT, LUXURY, MEN'S, MINIMAL, NEW ARRIVALS, NEW COLLECTION, OUTDOORS, PERFORMANCE, POLARIZED, PREMIUM LENSES, READERS, RIMLESS, SAFFETY, SALE, SOLUTIONS, SPORTS, SUNWEAR, TEEN'S, TRENDY, UV PROTECTION, VALUE, VINTAGE, WOMEN'S

D342

SIZE - 3"W x 1"H



BRANDING BLOCKS

Personalize your branding with these acrylic logo blocks. Sized to fit in frame trays or be displayed on a shelf. Sold as a set of 8 with 8 custom inserts with brand names or other phrases you select.

D348

SIZE - 6"W x 2"H



SPARK BLOCKS

These square shaped blocks are great to "Spark" conversations with your patients. Place them strategically around your office to inform patients of various lens options available to them to fit their needs and concerns. Sold as a set of 8 blocks with 8 stock inserts.

- Ask us about the benefits of Premium Lenses!
- Does glare bother you while driving at night with your glasses on?
- Does bright sunlight bother you while driving?
- Why should you consider a UV coating on your lenses?
- Do you spend more than 3 hours a day on an electronic device?
- Do you want the very best vision possible with your eyeglasses?
- Have you forgotten your sunglasses when you really needed them?
- Does the weight and thickness of your eyeglasses bother you?

D320

SIZE - 4"W x 4"H



POINT OF SALE BLOCKS

Our largest block is a fantastic option for larger displays, tables, window displays and more. Advertise sales, special offers and more with these Point of Sale Blocks. Set includes 4 blocks and 25 stock phrases.

20% SAVINGS
 25% SAVINGS
 30% SAVINGS
 40% SAVINGS
 50% SAVINGS
 AS SEEN IN...
 BEST PRICE GUARANTEE
 BEST SELLER
 BLUE LIGHT PROTECTION
 BUY 1 - GET 1
 BUY 1 - GET 25% OFF
 BUY 1 - GET 50% OFF
 DISCOVER YOUR NEW LOOK
 DOCTOR RECOMMENDED
 DON'T FORGET TO ASK ABOUT OUR PREMIUM LENSES
 EXCLUSIVELY HERE
 EXTENDED WARRANTY
 EYE GLASS ACCESSORIES
 LENSES INCLUDED
 NEW ARRIVAL
 NEW STYLE
 ONE DAY SALE
 OUR DOCTORS ARE PROUD TO COVER YOUR EYEWEAR NEEDS
 SEE THE BENEFITS
 SUNGLASS SALE

D346

SIZE - 6"W x 6"H

STORYTELLING BLOCKS

Identical in size to our Point of Sale Block, these storytelling blocks are a great way to inform your patients about the stories behind the brands you sell. Why tell a brand story? Because it gives your patients a way to understand the reasoning behind the style and quality, and provides them with something to connect and relate to. Set includes 4 blocks and 4 custom inserts about brands you select.

D347

SIZE - 6"W x 6"H

**COLLECTION PRESENTATION TRAY**

Three piece set including 1 large tray, 1 small tray and 1 acrylic logo block (graphic insert not included). Use all three pieces together or separately.

Large Tray - 20 $\frac{1}{8}$ "W x 10 $\frac{1}{4}$ "D x $\frac{1}{2}$ "H

Small Tray - 7"W x 7"D x 1 $\frac{1}{2}$ "H

D330

**PRESENTATION TRAY WITH LOGO BLOCK**

White tray with dark wood accents. Present frames to patient or single out special offers. Includes acrylic logo block (graphic insert not included).

7 $\frac{1}{4}$ "W x 11 $\frac{1}{4}$ "D x 2 $\frac{1}{8}$ "H

D333

**PRESENTATION MAT WITH LOGO BLOCK**

White satin presentation mat with acrylic logo block (graphic insert not included). Perfect for use on Milan or Celine display storage base or on a dispensing table.

26 $\frac{1}{2}$ "W x 12"D x $\frac{3}{4}$ "H

D331

**PRESENTATION TRAY**

Black fabric presentation tray with 4 compartments. Lined in ivory satin.

7 $\frac{1}{4}$ "W x 11 $\frac{1}{4}$ "D x 1 $\frac{1}{2}$ "H

D125



FABRIC FRAME TRAY 1 COLUMN

White satin frame tray with 1 column. Available with 7 compartments as shown or with no dividers making 1 large compartment.

D283 - 1 COMPARTMENT - $6\frac{5}{8}$ "W x $14\frac{1}{8}$ "D x $1\frac{1}{8}$ "H

D284 - 7 COMPARTMENTS - $6\frac{7}{8}$ "W x $16\frac{5}{8}$ "D x $1\frac{1}{8}$ "H



FABRIC FRAME TRAY 2 COLUMNS

White satin frame tray with 2 columns. Available with 10 or 12 compartments (10 compartments shown).

D285 - 10 COMPARTMENTS - $13\frac{1}{8}$ "W x $12\frac{1}{8}$ "D x $1\frac{1}{8}$ "H

D286 - 12 COMPARTMENTS - $13\frac{3}{8}$ "W x $14\frac{1}{8}$ "D x $1\frac{1}{8}$ "H



FABRIC FRAME TRAY 3 COLUMNS

White satin frame tray with 3 columns. Available with 3, 12 or 15 compartments (12 compartments shown).

D288 - 3 COMPARTMENTS - $19\frac{7}{8}$ "W x $12\frac{1}{8}$ "D x $1\frac{1}{8}$ "H

D289 - 12 COMPARTMENTS - $19\frac{7}{8}$ "W x $9\frac{1}{8}$ "D x $1\frac{1}{8}$ "H

D287 - 15 COMPARTMENTS - $19\frac{7}{8}$ "W x $12\frac{1}{8}$ "D x $1\frac{1}{8}$ "H



PLASTIC FRAME TRAY

White plastic frame tray. Available with 12 or 21 compartments (21 compartments shown). Both sold in sets of 5.

D305 - 12 COMPARTMENTS - $19\frac{1}{4}$ "W x $9\frac{1}{4}$ "D x $1\frac{1}{8}$ "H

D306 - 21 COMPARTMENTS - $19\frac{1}{4}$ "W x $16\frac{1}{8}$ "D x $1\frac{1}{8}$ "H



FRAME TRAY STORAGE

Under cabinet frame tray storage unit. Includes 10 plastic frame trays. Frame count 120.

$21\frac{1}{8}$ "W x $11\frac{1}{4}$ "D x $20\frac{1}{4}$ "H

UCABFSTORAW



SMART OFFICE

Make your day easier. The SMART OFFICE system organizes daily use items like eye drops and tissues, along with paperwork, to make your lane more efficient. It gives you the opportunity to promote recommendations for various eyewear prescriptions and lifestyle applications along with second pair options. It's an excellent way to increase sales and doctor-recommended services. Various components and configurations are available to help maintain a clutter-free desktop.



SMART OFFICE 3 PANEL KIT

Kit includes 3 SMART OFFICE panels, 1 pencil/literature holder, 1 file holder, 1 graphic panel holder, 2 tissue/glove dispensers, 1 metal shelf drops holder, 1 metal shelf canister holder, 1 metal shelf, 5 Wave™ 360° locking frame holders and 2 accessory hooks.

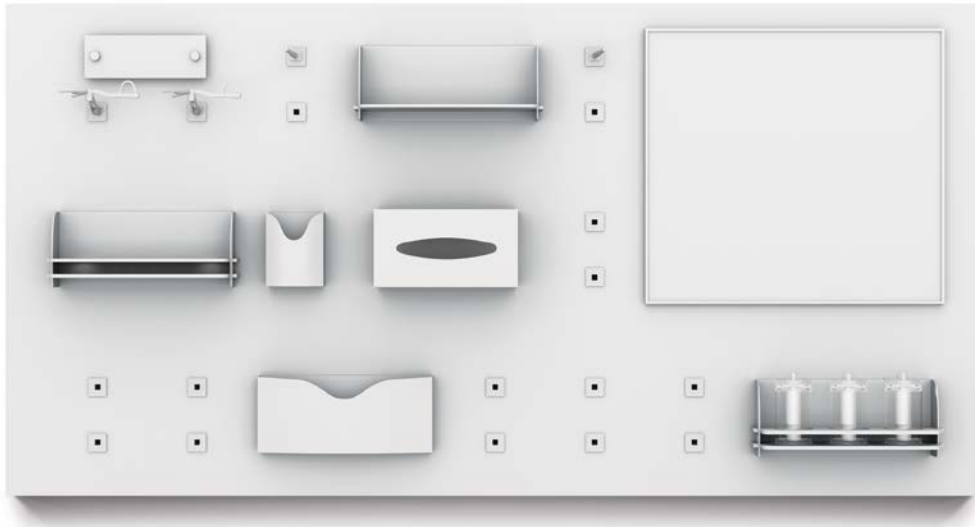
SMARTOFFICE3PANEL



SMART OFFICE 2 PANEL KIT

Kit includes 2 SMART OFFICE panels, 1 pencil/literature holder, 1 file holder, 1 graphic panel holder, 1 tissue/glove dispenser, 1 metal shelf drops holder, 1 metal shelf canister holder, 5 Wave™ 360° locking frame holders and 1 accessory hook.

SMARTOFFICE2PANEL



SMART OFFICE FULL WALL PANEL

Kit includes 1 SMART OFFICE panel, 1 pencil/literature holder, 1 cork board, 1 file holder, 1 graphic panel holder, 1 tissue/glove dispenser, 1 metal shelf drops holder, 1 metal shelf canister holder, 1 metal shelf, 5 Wave™ 360° locking frame holders and 2 accessory hooks.

EXAMSOEG



SMART OFFICE NARROW PANEL

Kit includes 1 horizontal SMART OFFICE panel, 1 file holder, 1 tissue/glove dispenser, 1 metal shelf drops holder, 1 metal shelf canister holder and 5 Wave™ 360° locking frame holders.

EXAMSO70VE



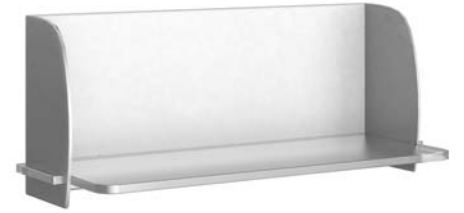
METAL SHELF WITH ACRYLIC CANISTERS

D191



METAL SHELF DROPS HOLDER

D194



METAL SHELF

D263



HAND SANITIZER DISPENSER

D190



SHARPS DISPOSAL UNIT

D193



TISSUE/GLOVE DISPENSER

D192 - Horizontal
D241 - Vertical



PENCIL/LITERATURE HOLDER

D240



FILE HOLDER BLACK

D129



PHONE MOUNT

D272

phone not included



BULLETIN BOARD

D273



MONITOR RAIL

D238 (36" rail)
D239 (42" rail)

MONITOR ARM

D195
monitor not included



ACRYLIC 3 COMPARTMENT
TISSUE/GLOVE DISPENSER

D323



GRAPHICS PANEL KIT
8.5" X 3"

D196



WAVE 360° LOCKING ROTARY
FRAME HOLDER WITH METAL
LOCKBAR SET OF 5

D262

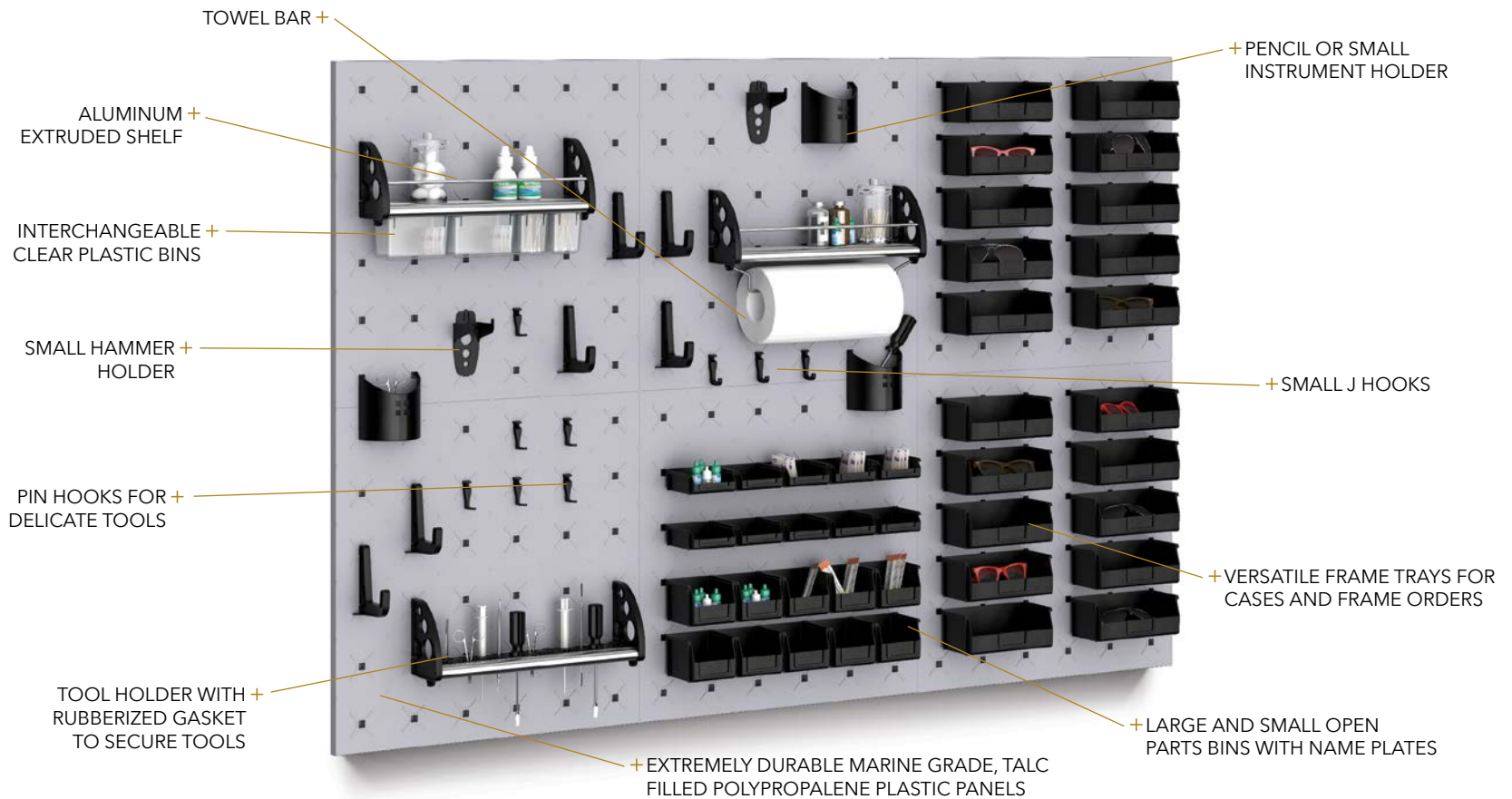


ACCESSORY HOOK SET
OF 10

D85

LAB KITS

Add increased functionality to your lab with the Eye Designs Group's OPTICAL LAB KITS. These intelligently designed wall mounted panels with tool holders, shelves, hooks and bins allow you to remove counter top clutter and organize your lab in style. The OPTICAL LAB KITS are available in three different configurations.



LAB KIT 1 FOR SMALL TOOLS

Kit includes 2 plastic panels, 1 16" small shelf, 2 clear small hanging bins, 2 clear large hanging bins, 2 pencil holders, 1 hammer holder, 2 large J hooks, 6 small pin hooks, 2 long J hooks and 1 16" multi-tool holder.

D235



LAB KIT 2 FOR SMALL PARTS STORAGE AND PAPER TOWELS

Kit includes 2 plastic panels, 1 hammer holder, 2 large J hooks, 6 small J hooks, 1 pencil holder, 10 small open bins, 10 large open bins and 1 16" small shelf with paper towel holder.

D236



LAB KIT 3 FOR FRAME STORAGE AND ORDERS

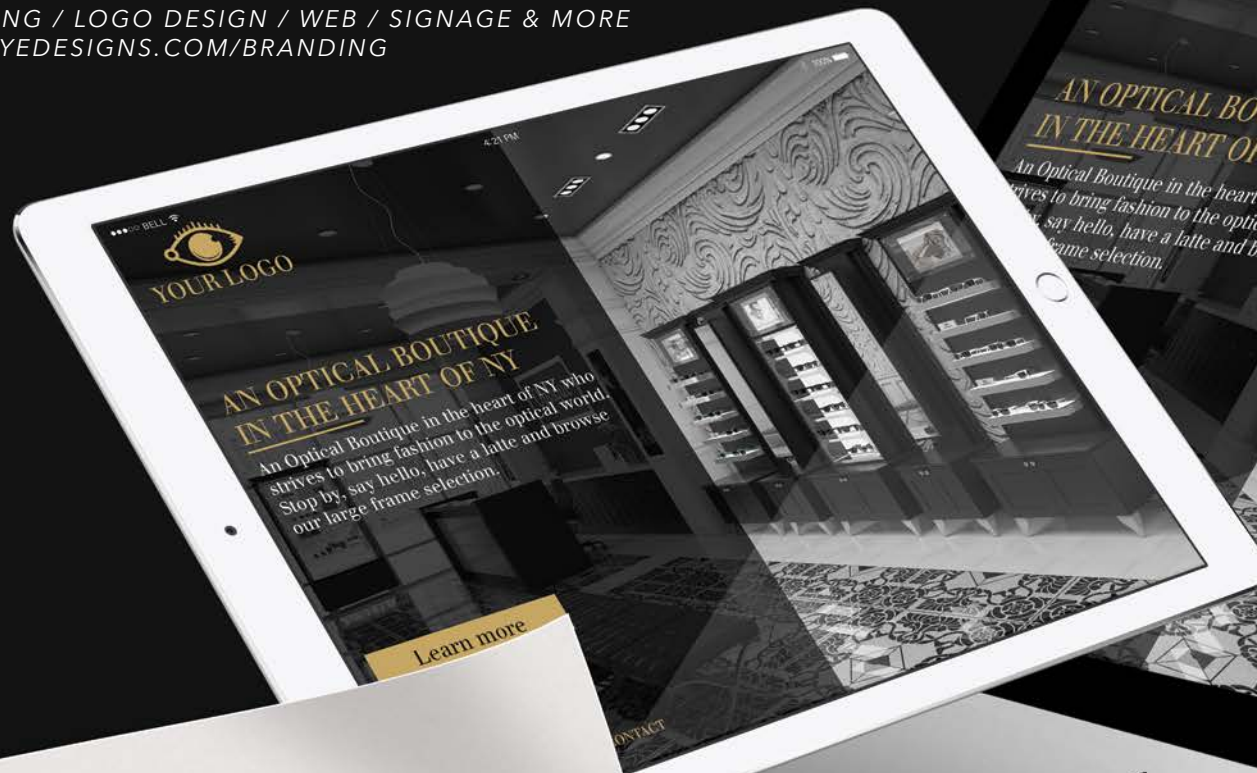
Kit includes 2 plastic panels and 20 XL open bins.

D237

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BRANDING / LOGO DESIGN / WEB / SIGNAGE & MORE
WWW.EYEDESIGNS.COM/BRANDING





BRANDING & CUSTOM SIGNAGE

The Eye Designs Group recognizes how important it is to not only build a beautiful practice for our customers, but to also finish the experience from the patient's point of view. This means making sure that everything from practice branding to in-store signage is taken care of with perfection.

*“Your brand is what people say
about you when you’re not in
the room.”*

*~Jeff Bezos
Founder of Amazon.com*

The Eye Designs Group can assist you in building an effective, cohesive brand. We can do it all including designing the look of your optical, your logo, building your website and assisting with signage and marketing materials. Ask your sales representative how to get started.

www.eyedesigns.com/branding





LUM Retail Lighting Group™ is a lighting design service that focuses on creating properly illuminated optical environments incorporating the latest in lighting technology. LUM has paired the technology of our innovative LED bulbs with core architectural and decorative lighting fixtures. Years of research and engineering have gone into the selection and development of the LUM LED bulb specifically designed for optical and commercial retail installation.

See the difference.

Lighting design is a key factor to an optical's success and patient's experience. Proper lighting paired with our LUM LED bulb technology can influence your eyewear product's perception, color value and overall appeal. In addition, the drastic difference achieved through the technologically advanced LUM bulb provides light that closely simulates the properties of natural sunlight so your retail environment and products can shine.

www.lumlighting.com



ORVOS™

EXAM ENVIRONMENTS



THE PATIENT EXPERIENCE... BEYOND THE OPTICAL

ORVOS extends the patient's experience into your exam rooms. ORVOS Exam Environments allow you to practice the clinical side of eyecare in an efficient, ergonomic and engaging space.

You spend most of your day in the exam room, so you should benefit from the thoughtfully engineered exam lanes from the Eye Designs Group.

Choose from a large selection of products to fit various room configurations that help you maximize the flow of your exam lanes. Utilize the extreme versatility of our Smart Office System to organize your space and increase the lane's functionality.

WWW.ORVOSEXAM.COM

CONTACT US TODAY TO START YOUR JOURNEY!



*Send us your
plans for a free
space analysis.*

We appreciate you taking the time to learn about the Eye Designs Group. In addition to our full line of merchandising accessories showcased here in this catalog we also offer multiple collections of custom displays and comprehensive design services to help build your new or remodeled office. Being the industry leader with decades of experience in this field we will walk you through space planning, interior design, maximizing frame counts, and maximizing efficiency from the front of your office to the back.

Where to start? Visit www.eyedesigns.com/getstarted and complete a short survey about your project and a member of our highly knowledgeable and experienced sales team will contact you about your complimentary space analysis. They will answer any questions you have and explain the rest of the journey towards your new or remodeled office.

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