

ANTI-REFLECTIVE COATINGS

Anti-reflective coatings benefit your patients in two important areas: better vision and more cosmetically appealing. The key to successfully selling AR coatings is focusing on the patient's vision and educating them about the improved vision they can obtain with an AR coating. AR coated lenses do mean higher maintenance but the rewards far outweigh the extra work. New technology has increased the scratch resistance and longevity of the lenses. AR coatings allow 99.5% of visible light to travel through the lens, which improves the patient's vision. Not having the distraction of visible reflections on the surface of the lens will also improve the vision and look more cosmetically appealing. **Call Empire Optical to set up a tour of our in-house Zeiss AR coating facility.** Knowing how this coating is manufactured will help you better understand AR coatings:

Step 1: Cleaning and removing of scratch coatings with acid and ultrasonic Lens cleaners.

Step 2: Roughing and etching of lenses so the coating will better adhere.

Step 3: Baking process of intense heat to remove gases from within the lens.

Step 4: Lenses are entered into a large chamber where multiple layers of coatings Are applied to the lenses.

- 2 layers of monomer directly on lens
- 10 layers of titanium/magnesium crystals
- 2 additional layers of monomer and scratch guard

With AR Coatings Everyone Benefits

High Index lenses - Visual clarity is improved, less peripheral distortion allows Your patients to adapt to high index lenses more easily.

Night Driving- Glare from on-coming headlights and street lights is Dramatically reduced, improving vision.

Computer Vision- Glare from computer screens and over-head fluorescent lights Are virtually eliminated.

ZEISS® SET COATINGS

The Inventors of AR Technology

A Zeiss ET Coating is more than just an ordinary anti-reflective coating. Carl Zeiss invented AR coating in 1935. Since that time Zeiss has manufactured its own proprietary AR coating equipment, invented AR Coating for plastic lenses and perfected AR coatings. When you recommend Zeiss ET coatings, your patients will experience the most precise, natural vision. Zeiss ET Coatings, produced on Zeiss state-of-the-art coating equipment, undergo the most stringent quality control procedures. Satisfaction is guaranteed with the original AR coating: Zeiss ET.

Empire's In-House Zeiss AR Gives Exceptional Quality and Service

Available in: Super ET, Gold ET, Foundation SET, Foundation GET and Cool Blue

- Zeiss ET shows a success rate of 99.8%. No cracking peeling or crazing.
- Extremely fast turnaround time with Empire's In-House coating facility. **There is no need for your patients to wait around for other out-of-state AR coatings.**
- No Confusion on which lenses can be AR coated, with the unique Zeiss proprietary coating and equipment a wide variety of lenses can be coated.
- Zeiss ET coatings offer superior scratch resistance on any lens. The new extremely tough ***Zeiss Foundation scratch guard*** that utilizes glass in the scratch coat is now available on ET coatings in plastic only!
- Empire's two year guarantee gives you and your patients a peace of mind. You don't have to worry about your patient having to repeatedly come in for AR re-coats!
- The Zeiss Foundation ET and GET AR Coating offer an extremely hard Scratch Resistant Coating that will give your patients an added peace of mind, especially with our extraordinary **5 year warranty!** Available on SV and Progressives in CR39, 1.54 and Polycarbonate materials.