

**MH OPTICAL SUPPLIES**

128 Leuning Street  
S. Hackensack, NJ 07606

**New Hampshire Optical**

32 Library Street  
Allenstown, NH 03275

**NHO Optical Maine**

197 Lisbon Street  
Lewiston, ME 04240

**Pelican Optical LLC**

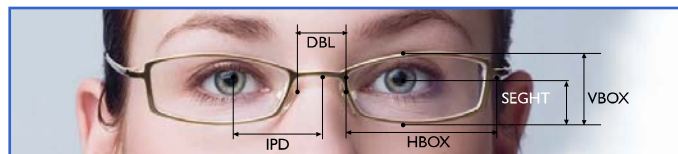
6850 Whitfield Industrial Ave  
Sarasota, Florida 34243

## Your Independent Choice!

### Advanced Free-Form Designs

Today's advanced free-form designs digitally place the person's prescription on the back surface of the lens. They account for the frame, lifestyle, and the way the frame is worn on a person's face.

Lens manufacturers have developed tools and techniques for measuring the face wrap of frames, pantoscopic tilt, vertex distance, near viewing distance, and panoramic angle. When these factors are included in the calculation of the surfacing parameters, the



resulting prescription produces an outstanding visual experience. These lenses are optimized for the position of wear creating small power changes to reflect the fitted lenses as they are perceived by the wearer. Your patients will see more of the world in a greater clarity, with lenses that are customized to their exact visual needs.

Further customizing designs to any lifestyle, advanced free-form designs are available in all materials. Traditional progressive lenses cannot account for the visual requirements of each and every individual wearer. Upgrading to free-form optics is much like upgrading from a regular television to a picture perfect HD TV, there is no comparison!

#### This Month's Articles:

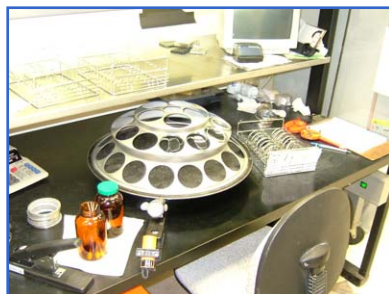
- Advanced Free-Form Designs
- 15 Years of AR
- Drivewear
- Granite Hard/Slick AR
- Permanent Tints



MH Optical Supplies  
VSP® Contract Laboratory #445

New Hampshire Optical  
VSP® Contract Laboratory #726

Pelican Optical  
VSP® Contract Laboratory #866



### 15 Years of In-House AR

Using the most advanced, state of the art technology has been a part of MH Optical's philosophy from the time it entered the lab business. In April of 1996, MH Optical was one of the first independent surfacing labs to open in-house AR facilities. "The market was going in that direction, and I felt it was important to get involved," replied MH Optical President, Mitchel Hirsch when asked about the early investment.

Fifteen years later MH Optical is still very proud

of its AR facility. Maintaining the MH philosophy, the lab has undergone several upgrades keeping the technology and lab equipment current. Innovation is key, evident by the company's great success.

We process Zeiss Carat Advantage, Super ET, Gold ET and Flash Mirrors. In addition to the Zeiss line we are very proud of our own Granite Hard/Slick Premium AR.

**Did You Know?**

- MH, New Hampshire Optical and Pelican Optical are all authorized VSP Labs.
- All labs offer the latest in free-form, digitally processed progressive lenses.
- Crizal and Varilux lenses are available at all of our labs
- We offer "real time" job status checking of your orders as well as online ordering through our web sites.
- We offer an assortment of optical supplies from Hilco.

Please Contact Customer Service for more information

**Drivewear**

While Eyewear and Sunwear are vital tools in our quest towards optimum vision, today's modern world demands more. Drivewear lenses are capable of sensing and reacting to varying light conditions both outside and behind the windshield of the car.

Advanced photochromic eyewear, such as Transitions Lenses, do not get dark in the car because the windshield blocks the UV light needed to activate them. Polarized sunwear blocks dangerous glare, however they do not change tint in varying light conditions. Drivewear Lenses combine the strengths of photochromic and



polarized lenses into one appropriate visual solution.

Driving is an extremely complex task even under the best of conditions. Glare from reflected sunlight can blind any driver. In addition, overcast conditions where there is less light can be just as dangerous. Drivewear Lenses are polarized at all times and designed to shift between light and darker color as visual conditions change, it is the ultimate in driving eyewear.

Drivewear represents the highest utilization of technology of any lens ever introduced into our industry. The three different stages of Drivewear Lenses have all been designed to maximize the eye's natural abilities, both outside in direct light and behind the windshield of a car. These stages can maximize useful light information, or remove and filter excess light.

Literally everyone of driving age is an ideal candidate for Drivewear lenses!

**What's Old Can Be New Again!**

**Start your own UV Sunglasses Collection!**  
Send us your old metal or plastic frames and for \$12.00 we will insert **NEW UV Glazed Tinted CR-39 Lenses!**

Choose to tint your lenses Grey or Brown in **solid or gradient**



**Send in your old frames today!**

## Granite Hard/Slick AR

Granite AR compares favorably to the best, premium AR coatings on the market today. It offers a patient-friendly solution for all your AR needs. Not to mention, patients love the light green hue of their lenses coated with Granite Hard/Slick AR.

We start with a rock solid foundation. Then lay our premium, extremely durable AR coating on the lens surface. The process is finished with our Super Hydrophobic topcoat. This results in one of the finest coatings available.

What are the benefits of lenses with an anti-

reflective surface? AR **reduces glare**, resulting in 99% light transmission. This allows patients to see with **better night-vision**. Due to the reduction in headlight glare driving at night becomes much safer. In addition, Granite **reduces eye fatigue**. Lastly, AR **increases cosmetic appeal**. People can see you, not your lenses.

Everyone is a Granite Hard/Slick AR candidate. Drivers, computer users, professionals, seniors, sunglass wearers, and high index wearers can all benefit from Granite AR.



“The Complete AR Solution”

A good way to increase revenue for your business is by using our premium Granite Hard/Slick AR!



Clear Vision with Granite AR Coating

## Frames in Stock

- *Eight to Eighty*
- *Liberty Sports*
- *Limited Edition*
- *Serafina*
- *Affordable Frames*
- *Lido West*
- *Hilco Safety*

We carry a huge stock of frames. Your patients will love our selection!

**AFFORDABLE** designs



Close Out Specials Also Available

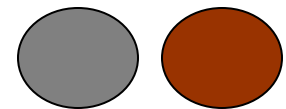
## New Permanent Tints

Are you tired of tints fading?

New permanent tint colors are now available at MH Optical. Unlike standard tints these lens tints do not fade. They are now available in both grey and brown.

Lenses are made from impact resistant polycarbonate. They are also AR compatible for non polarized sunglasses.

Lenses can be ordered in single vision, Free-Form PALs, Exceed Deluxe, i-Form, or Proforma.



Available in Grey and Brown



50% Off Coupon



June 2011



### New Permanent Tints

Tired of Tint Fading? Get Permanent Color!  
Great for Sunglasses! Poly SV or PAL.

**Receive 50% off a Pair of Permanent Tinted Lenses!**

Tints available in **grey/brown** in Single Vision, Exceed Deluxe, and i-Form PALs

Additional charges may apply for AR coating, edging, etc...

50% Off Coupon





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V: 800-445-3090 • F: 800-235-3050  
 South Hackensack, NJ  
 Lab to Lab Services Available  
[www.MHOptical.com](http://www.MHOptical.com)



32 Library Street  
 Allenstown, NH 03275  
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[www.NHOptical.com](http://www.NHOptical.com)

## Lab Highlights: *The New NHO*

To better meet the needs of our customers, New Hampshire Optical has moved to a new, more efficient facility in Allenstown, New Hampshire. Our new lab is larger with a greater potential for growth. As business expands, so will our lab with new technology, equipment and practices.

New Hampshire Optical is also proud to announce that we have gone green with energy efficient operations.

Come Grow with Us!



**The New and Improved NHO  
 Allenstown, NH**

## Sample of Current Promotions

- Varilux Digital Lenses with Transitions and Crizal. Earn \$10.00 for every pair sold! Valid May 1<sup>st</sup> thru July 31<sup>st</sup>.
- Spare Pair Program. Available in Exceed lenses with Granite Hard/Slick AR. When ordering two pairs, receive 50% off the second.
- Varilux Pair 50 Program. Purchase one pair receive the second at 50% off.
- The Road to Better Vision. Earn cash and instant rewards on ZEISS Transition lenses. Valid May 1st thru July 31<sup>st</sup>.

**MH OPTICAL SUPPLIES**  
 128 Leuning Street  
 South Hackensack, NJ 07606

Coupon Inside!

