

EYECARE BUSINESS

PentaVision

Retail Strategies &
Profitable Practices

APRIL
2017

Athletes on Vision

PGA pro Bubba Watson
+ Formula One's
Carlos Sainz Jr.

The Wild, Wild Web

Picking a bone
with Warby Parker

The Sports Rx

2 ECPs' game
plans revealed

Cole Haan StudioGrand
CH7031 from Altair

Style+ Performance

Function meets serious fashion in today's new sports sunwear—
step inside for an **athleisure-inspired lineup** your customers will covet

CLEAN SLATE

A roundup of the fresh and functional
eyewear cleaners on our radar

PHOTOGRAPHED BY **DAVID KRESSLER**
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Seemingly simple (albeit essential), lens cleaning tools have come into their own as high-tech and fashion-forward products.

Take Peeps by CarbonKlean, a compact tool with a two-step cleaning process boasting the only lens-cleaning technology approved and used by NASA at the International Space Station.

Also in the fold is Eyfold (a brand founded just last year), which offers a sleek and minimalistic eyewear case-cum-cleaning-solution design that simultaneously protects and cleans eyewear for wearers on the go.

Clean house—and grab a profit-enhancing add-on sale—with these fun, fresh, and highly functional products. ∞

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CleanMachine

(clockwise from top)

The **eyeOs** 6" x 6" cloth is a rainbow display of colors, also available in a 12" x 12" design. eyeosreadingglasses.com

Hilco Leader style Dragon Flies 6" x 7" microfiber cloth features a charming pattern. hilcovision.com

Add your business's logo to **KleerSpex** washable microfiber cleaning cloths, which come with recyclable paper sleeves. kleerspex.com

Schatzii's Smart Cloth style Buddha's Feast is machine-washable and dual-sided, with a plush microfiber side for buffing and a patterned smooth side for polishing everything from eyewear to iPads. schatzii.com

Peeps by CarbonKlean in electroplated rose gold offers a retractable brush for removing dust, and soft-microfiber pads with an invisible carbon cleaning compound to tackle oil and fingerprints. carbonklean.com

EyFold's Street model in red leather closes around the lenses of eyeglasses for protection, while the microfiber lining offers a cleaning solution. eyFold.com

