

# Kodak LENS

## Kodak Lens Retail Solutions

The **Kodak Lens** retail solutions were developed by Signet Armorlite to enable independent Eye Care Professionals to:

- Leverage the strength and heritage of Kodak branding
- Provide simple tools that create opportunities for ECPs to increase Average Selling Prices (ASPs)
- Dispense better Rx's which lead to happier patients and improved advocacy from patients

### SOLUTION 1: KODAK LENS CORNER

#### Signet Armorlite Commitments

- Kodak Lens store-in-store "Educational Center"
- Kodak Lens window "cling"
- Kodak Lens merchandising kit
- Featured placement in online ECP locator
- Simplified pricing structure
- **\$2,500 Value**

#### Practice Commitments

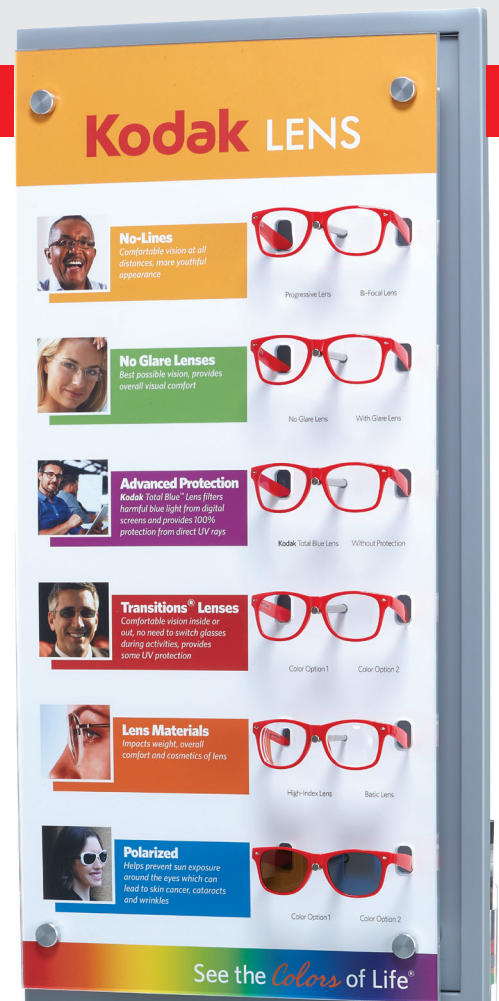
- 2 year agreement
- **5 pair** minimum commitment of Kodak Lens PALs with AR per week
- PracticePlus® enrollment



KODAK Lens-branded window "cling"



KODAK Lens merchandising kit



KODAK Lens freestanding "Educational Center"

**Contact your Kodak Lens Brand Consultant for more information.**

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See the **Colors of Life**®

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## SOLUTION 2: KODAK LENS EXPERIENCE

### ALL THE BENEFITS OF THE KODAK LENS CORNER SOLUTION, PLUS:

#### Signet Armorlite Commitments

- Acrylic Kodak Lens "See the Colors of Life" sign
- Acrylic Kodak Lens frame board headers
- Kodak Lens wall mural
- Up to \$5,000 Value

#### Practice Commitments

- 10 pair minimum commitment of Kodak Lens PALs with AR per week



Acrylic KODAK Lens "See the Colors of Life" sign

Acrylic KODAK Lens frame board headers

KODAK Lens wall mural



See the Colors of Life®

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