

PR Release – New Polarizing Display Technology

INVU ultra polarized launches new head-turning display technology

Zurich, June 2017

Polarizing plano and prescription sunglasses are the fastest growing segments in the industry. Opticians around the globe have embraced this trend because polarizing sunglasses offer their customers a true advantage that justifies “upselling” to a better product. Until now the stumbling block has been how to demonstrate the unique benefits of polarized lens technology to customers in an eye catching way that fits the modern environment of today’s optical retailers.

INVU ultra polarized by Swiss Eyewear Group has the perfect solution. The revolutionary LCD display technology that is available exclusively from Swiss Eyewear Group allows optical retailers to showcase the benefits of polarization in a self-explanatory, modern and head-turning way. “The feedback from opticians who have been part of the pilot roll-out of this display has been unbelievable! INVU ultra polarized sunglasses are “flying off the shelves” and the entire polarized category, including prescriptions lenses, has seen a huge sales increase” says Jerry Dreifuss, CEO of Swiss Eyewear Group.

The new, proprietary display is available in 3 different sizes for optical retailers worldwide through local INVU and Swiss Eyewear Group distribution partners.

Swiss Eyewear Group (International) AG is a registered, privately held company with its headquarters in Zürich Switzerland. INVU is a registered trademark of Swiss Eyewear Group (International) AG.



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