

p.o.p. and merchandising program

NEW POP COMING SOON!

- All items are available to you at no charge with qualifying frame purchases.
- Duratrans are available upon request for all of our collections.
- Hanging banner: ask your sales consultant how you can qualify.
- Please speak with your personal sales consultant to find out how to receive these exciting visual displays.

BCBGMAXAZRIA

frame board highlighter
6.5" x 2.75"

BCBGMAXAZRIA

brand id
14" x 3.25"



counter card
8" x 10"
image: antonia

special instructions for bcbgmaxazria frames

armando "b": size options

Due to popular request, the armando semi-rimless frames are available in 2 "b" depth options. The armando can be ordered complete as shape "a" or "b," ("b" is deeper by 2mm).

As with all semi-rimless frames, the shape can be modified by re-threading the nylon cord onto the frame chassis to make a more narrow or deeper shape.

anjolie & paloma: replacing the nylon cord

1. Heat one end of the replacement nylon cord over a flame and touch it to a flat surface. This will create a knot at the end of the cord, which will keep it from going through the single hole on the temporal eyewire.
2. Insert the nylon cord through the temporal hole and gently pull the cord taut.
3. Thread the cord through the inner bottom nasal hole.
4. Loop the cord through the top nasal hole and insert the lens. To adjust tension, pull cord through nasal hole only.

anjolie, minerva & paloma: flat metal, t-wire semi rimless frames may require special lab finishing

1. After edging and inserting the lens, there may be gaps in the corners. To correct this problem, slightly flatten the top of the lens and re-groove. The lens should now ride up, and the gaps should be filled.
2. To reduce the chance of lens flaking, be sure to use "Logo" 2.0mm thick lenses. Before inserting the lenses, pre-adjust the frame front for proper face-form to accommodate the base curve of the lens.

savino: temple sleeve change

Do not remove the temple hinge screw or end piece screws.

Remove completely the screw on the inside of the temple sleeve. Gently heat the sleeve at the bend area and straighten. Gently pull back on the temple sleeve and slide it off the wire core. Replace the new, straightened temple sleeve by sliding it on the wire core and push to end. The temple sleeve will align with the hole in the wire core. Insert screw and tighten securely. Adjust temple bend as needed.

rocco: temple change

Do not remove trim screw from inside temple, (a completely assembled temple/spring hinge will be supplied to you), instead, remove screw from inside of end piece area and remove entire temple/spring hinge. Insert new temple/spring hinge assembly, align screw hole, insert screw and tighten.

ugo: split mono block hinge assembly

Remove both the eyewire and temple screws, (screws are identical). Insert the edged lens into the eyewire. Insert only the eyewire screw, tighten fully for fit and then back off one revolution. This allows easy insertion and alignment of the temple hinge. Insert the temple and insert screw and then tighten both screws securely.

anatares: temple change

Do not remove the trim screw on the inside of the temple or the temple hinge screw, (a completely assembled temple/spring hinge will be supplied to you), instead, remove the 2 screws from inside of end piece area and remove the entire temple/spring hinge. Insert new temple/spring hinge assembly, align holes, insert screws and tighten.

carmen & joy: temple adjustment

1. Gently heat acetate temple at the ear bend with its rounded core wire.
2. Headfit adjustments can be made at the extended end piece area by using your nylon fiber jaw pliers.
3. It is important not to heat or adjust the area of the logo design.

sybil & sybil global fit: temple adjustment

All adjustments to personalize your patient's comfort can be made at the front end piece and at the temple bend area. It is important not to heat or adjust the temple at the area of the open design.

For more information, see cvoptical.com.