

p.o.p. and merchandising program

- 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.



large and small brand ids

large: 9" x 3.5"
small: 4.5" x 1.75"



frame board highlighter

6.5" x 2.75"



graphic id holder

9" x 12"



mirror

8" x 12"



in-case display

14.25" x 7.25" x 1"



3 panel counter card

15" x 8"

images: 215 | 215 & 956 | 956



retail "try-on" tray

14.25" x 7.25" x 1"

special instructions for cole haan frames

208: flat metal, t-wire semi rimless frames may require special finishing

1. If after edging and inserting the lens there are gaps in the corners, 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 use "Logo" 2.0mm thick lenses. Before inserting, pre-adjust the frame front for proper face-form to accommodate the base curve of the lens.

203, 204 & 954: temple sleeve change guide

1. Do not remove the temple hinge screw.
2. Gently heat the temple at the bend area and straighten. Remove the screw on

the inside of the temple sleeve. Slide the sleeve off the wire core.

3. Slide the new, straightened temple sleeve on the wire core and push to end. The sleeve will align with a hole in the temple wire core. Insert the screw and tighten to secure temple sleeve. Adjust temple bend as needed.

212: leaf spring temple removal and replacement

1. Remove the screw from the hinge and remove the temple. Tension on leaf spring will be released and leaf will float free and be removable.
2. To replace the temple sleeve place the leaf spring into position and align notch. Insert the temple into the front hinge.
3. To align the hinge barrel, pinch the inside and outside of the leaf spring between

your thumb and forefinger. Use the other hand to place screw into aligned hinge barrel, release temple and fully tighten screw. We recommend a tweezer or screw holder for additional ease of screw insertion.

946: leaf spring temple removal and replacement

1. Remove the screw from the hinge and remove temple. Tension on leaf spring will be released. Leaf will float free.
2. To replace the temple, place the leaf into position and insert the temple into the front hinge.
3. To align the hinge barrel, pinch the inside and outside of the leaf spring between your thumb and forefinger. Use the other hand to place screw into aligned hinge barrel, release temple and fully tighten screw. We recommend a tweezer or screw holder for additional ease of screw insertion.

optical and sunglass: leather and wood temple maintenance

To maintain the supple feel of the leather and the rich and smooth look of the genuine wood trim, please advise your customers to use an appropriate cleaner for this material.

When applying any leather or wood cleaner, customers should test the product on the least obvious area of the temple before applying to the entire temple.

Customers should never use water on the leather temple, as it may cause the leather to discolor.

Gently clean bamboo with a soft, damp cloth to preserve its color and beauty.

For more information, see cvoptical.com.

COLE HAAN

order online at cvoptical.com