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# **ORDERING INFO** & GUARANTIES

# P R I S M O P T I C A L 10954 NW 7<sup>1</sup> A ve Miami, FI 33168 S</

#### How To Order In 6 Easy Steps

- 1. Send in your original prescription or a photocopy. Or send your current lenses and we will copy your prescription from them.
- 2. Determine your frame size by using the Frame Fitting guide on page 32.
- 3. Choose your frame. Make sure it is available in the width you need.
- 4. Select the type of lens material and design you need from pages 33 & 34
- 5. Choose your options from pages 35 & 36.
- 6. Fill in the order form with your selections above. ORDER BY MAIL, TELEPHONE, FAX, INTERNET OR E-MAIL.

## What Else You Need To Know:

- We can put our lenses into your optical frames but cannot be responsible for the frame should they be damaged in the process.
- We keep your complete record on file for future orders

## Shipping And Delivery:

- Single Vision lens eyeglasses are normally shipped within 4 working days from when you order is received.
- Anti-reflective coated lenses, heavy prescriptions, bifocals and progressives are usually shipped within 10 working days from when your order is received.

#### **Overnight Express Mail:**

If you need your eyeglasses right away, most plastic lenses can be shipped the next working day if the order is received before 10 AM Eastern Time. All other orders shipped Overnight Express Mail will be delivered to you within 24 hours from the time we ship it. Express Mail is \$32.00. Please note: Overnight Express Mail takes 2 days in some areas and is not available on COD orders.

#### Telephone, Fax, Email or Online Orders

Telephone Orders - 1-800-637-4104 Fax Orders - 1-800-617-5367 E-mail Orders - contact@prismoptical.com Online Orders - www.prismoptical.com

#### **IRON-CLAD GUARANTEE**

Prism Optical, hereby guarantees that your eyeglasses will:

- Look right on your face
- Fit just right over your ears, eyes & nose bridge
  Have the right prescription, just as your doctor ordered it

You have a full month from the time you receive your glasses to examine them. If you are not fully satisfied you can return your order for a full, prompt refund!

#### **ONE YEAR EXTENDED FRAME WARRANTY**

No matter what you do to your frames: drop them, sit on them, step on them - Prism Optical, at its discretion, will repair or replace them for a full year from date of purchase. Simply mail in the broken frames with all the parts, (there will be an additional charge for any missing parts) include \$35.00 for labor, shipping and handling. Your repaired or replaced glasses will be on their way to you in just a few days.

2

- This warranty does not cover: Lenses. If lenses need to be replaced, please be sure to include payment
- Frames not listed in this catalog. Manufacturer warranty will apply.
  Frames that have been glued or soldered.

- Claims for orders not received must be made within 2 months.

Faster shipping from the Postal Service! If you live in a major market area your order can be shipped 2-day priority mail as soon as it is ready. Outside a major market takes about 3 days. The Post Office will not guarantee the exact time of delivery, but it is still faster than regular first-class mail. Priority Mail is \$19.00.

#### **Customer Service**

**Priority Mail** 

Our customer service lines are open 8:00 AM through 5:00 PM, Monday through Friday, Eastern Time; you may use our Toll Free Number 1-800-637-4104.

#### Visit Our Two Locations: MIAMI

10954 N.W. 7th Avenue Miami, FL 33168 Toll Free 1-800-637-4104 Phone 305-754-5894 Fax 1-800-617-5367 Hours: Mon. thru Fri. 9:00 am - 5:00 pm

#### ANCHORAGE

1515 E Tudor Rd. Suite #5 (second floor) Anchorage, AK 99507 Toll Free 1-800-478-5510 Fax 907-770-7776 Hours: Mon. thru Fri. 9:00 am to 5:00 pm

## EYE EXAMS AVAILABLE

**CALL FOR APPOINTMENT** 

## CUSTOMER REWARD PROGRAM

Below are the point values needed to redeem the following rewards:

Accessory Rewards:	<b>Point Value</b>	
Pro Lens Cleaner	30	
Braided Leather Cord	105	
Deluxe Soft Velcro Flap Case	70	
Microfiber Cleaning Cloth Small	45	
Microfiber Cleaning Cloth Large	95	
Silicone Replacement Nose Pads	70	
Sports Zipper Eyewear Case	225	
Soft Sport Case	175	
Haven Fit-Over Sunwear	470	
Contact Lens Solution - OPTI-FREE PRO 16 FL OZ	285	
Eyeglass Rewards:	<b>Point Value</b>	
\$200 off any complete pair of eyeglasses (frames and lenses)	2,355	
\$300 off any complete pair of eyeglasses (frames and lenses)	3,350	
Lens Option Rewards:	<b>Point Value</b>	
Safe-Guard® Warranty	460	
Tinting on plastic, high index or polycarbonate lenses	210	
Anti Reflective Non-Glare Coating with Safeguard	1180	
Ultra Violet Coating for plastic lenses	225	
Transitions Upgrade (pay for clear & use points to upgrade to transitions)	1050	
Polarized upgrade (pay for clear & use points to upgrade to polarized)	1120	
Shipping Rewards:	<b>Point Value</b>	
First Class Shipping	140	
Priority Mail Shipping	224	
Express Mail Shipping	376	
N		

One Month Unconditional Guarantee!

1. Participation is restricted to Prism Optical customers.

Prism Optical not including shipping charges.

Changes made to this program are at the sole

discretion of Prism Optical.

of order.

returns

a reward.

our record system.

2. Customers earn one point for every dollar spent with

3. Earn 150 Reward Points when you have an eye exam

4. The value of each reward is listed on the chart above.

Rewards are not refundable. All items are subject to

availability; all point deductions are made at the time

5. Points are considered earned when they are posted in

6. Points expire five (5) years from the year in which

7. Points balance will be updated with each purchase.

8. Points can only be used in conjunction with an order

they are earned. Invoices sent with your latest

9. The points balance will equal the sum of paid

purchases during the period, less any refunds or

10. No retroactive credit will be given. Points may not be

transferred or combined from different accounts to earn

purchase will show your total points.

for eyeglasses or contact lenses.

by a Prism Optical affiliated doctor of optometry.

#### PRISM OPTICAL PRISM OPTICAL TOLL FREE 1-800-637-4104 contact@prismoptical.com We will always www.prismoptical.com

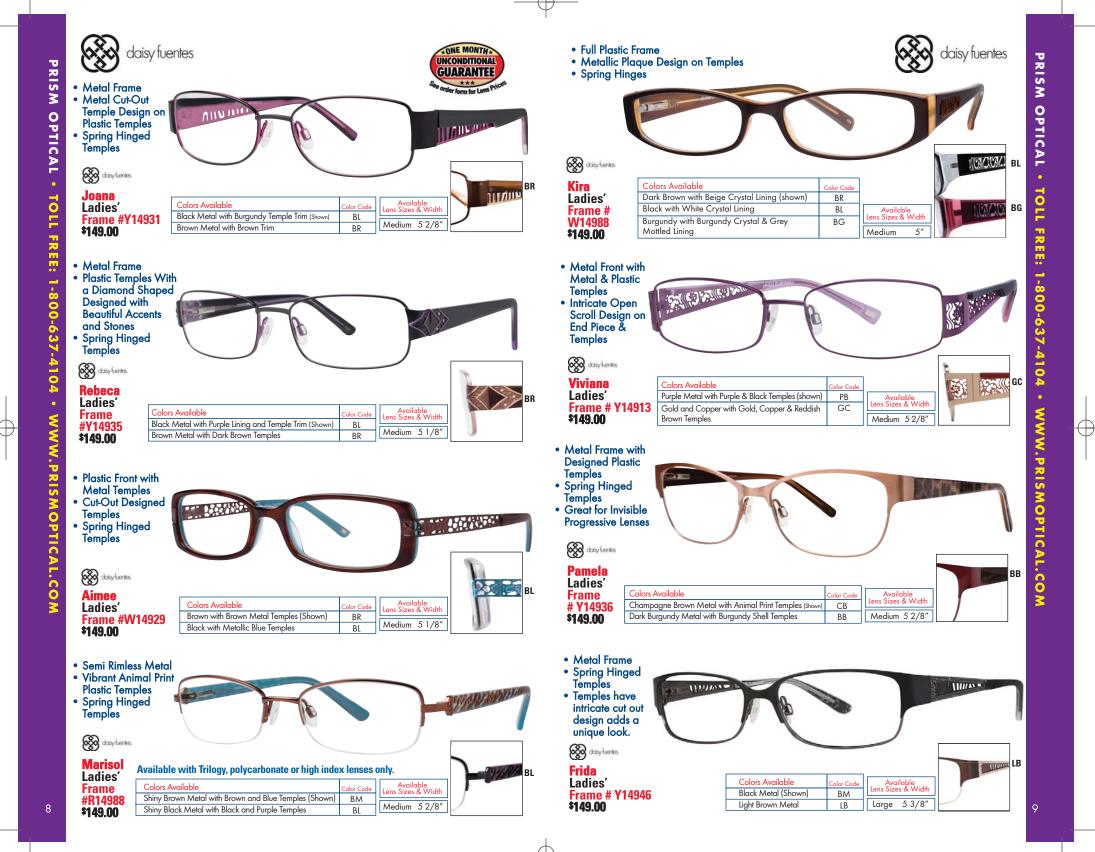
See address label on back cover for points you have already earned. be there for you!

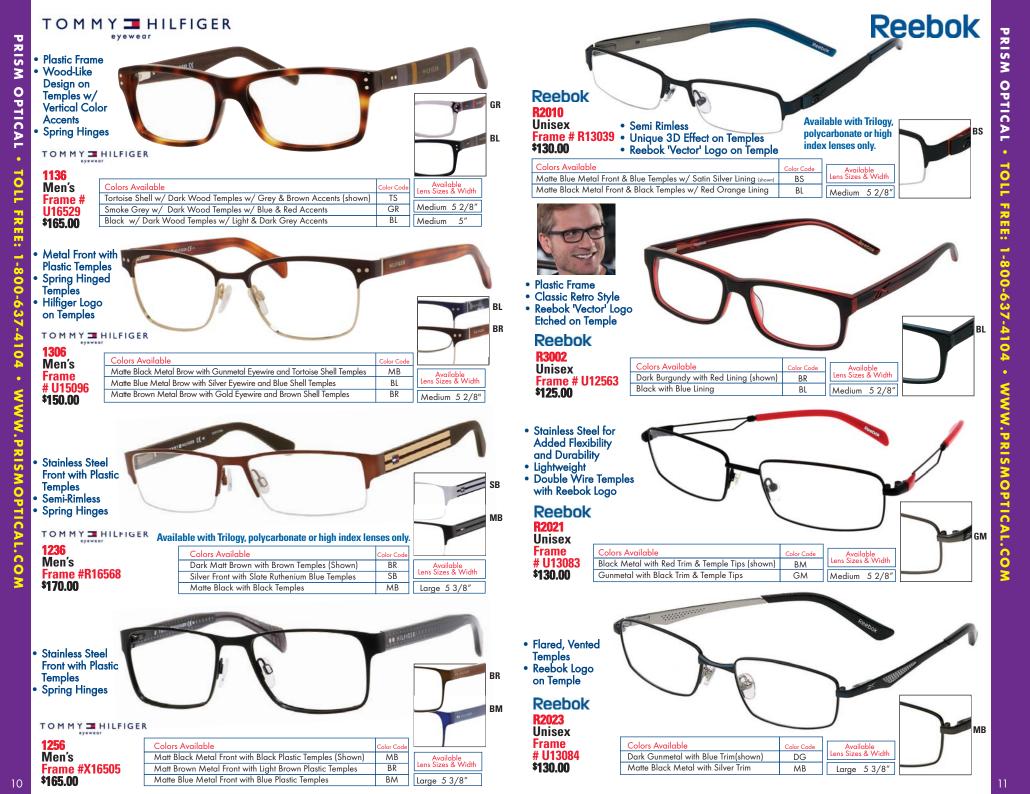
- 11. Prism Optical reserves the right to alter, change or terminate the program at any time without notice.
- 12. Questions or exceptions as to what constitutes a qualifying transaction are at the sole discretion of Prism Optical. Prism Optical reserves the right to verify and adjust points at any time prior to or following posting and redemption.
- 13. Prism Optical reserves the right to disqualify customers who violate these rules.
- 14. Points are not redeemable for cash, and cannot be used as payment for obligations owed to Prism Optical.
- 15. To redeem your points your account must be without any outstanding, past due balances or refused COD's.
- 16. Points are considered fully redeemed when used for an order and all redemptions are final.
- 17. The Prism Optical Rewards Program is void where prohibited by federal, state or local law.
- 18. Determination and payment of tax liability, if any, is the sole responsibility of the customer.
- 19. Returns of items purchased with Reward Points will be accepted for point credit only.

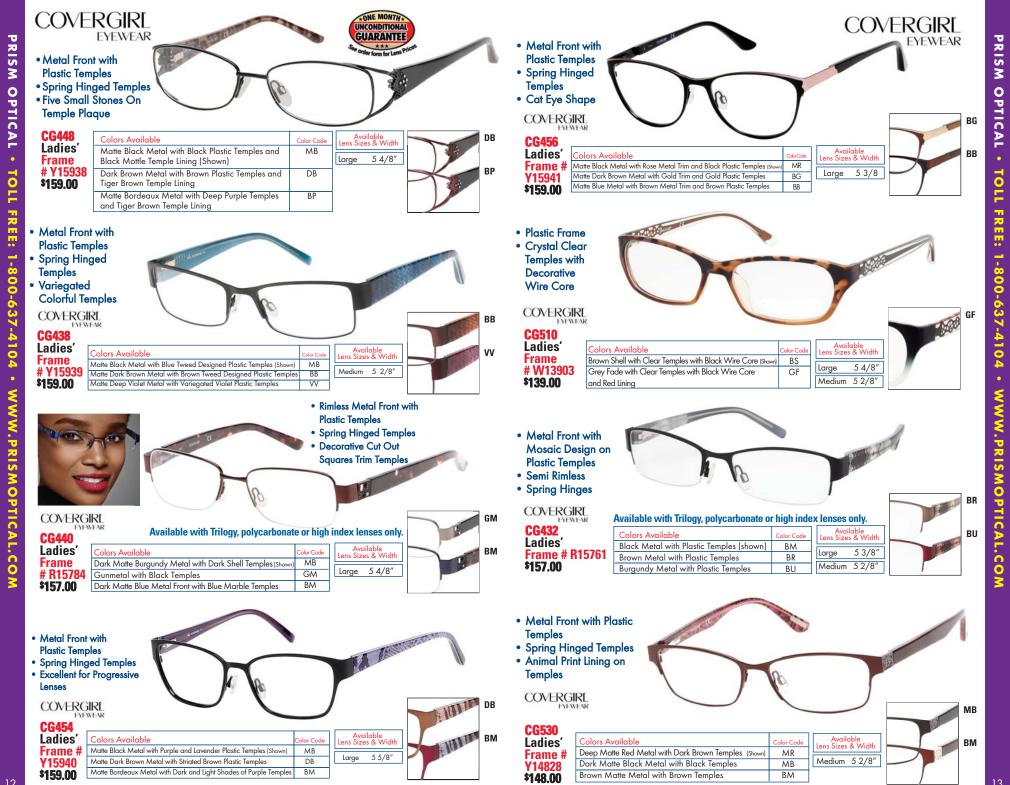


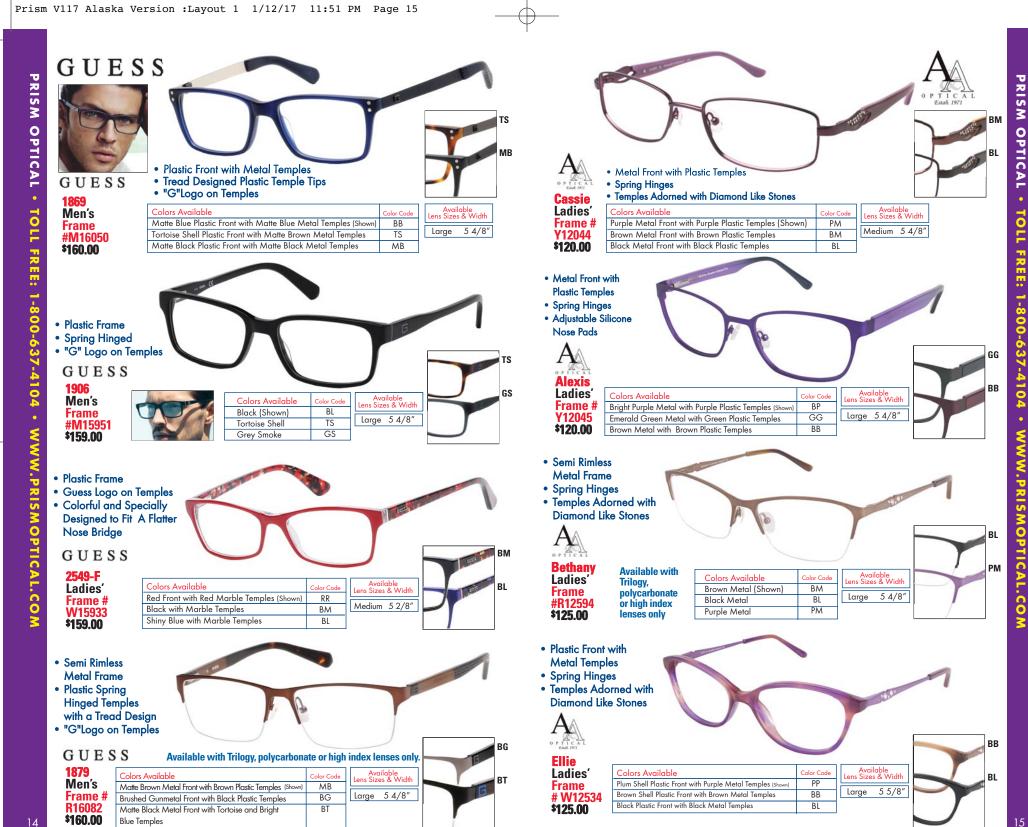




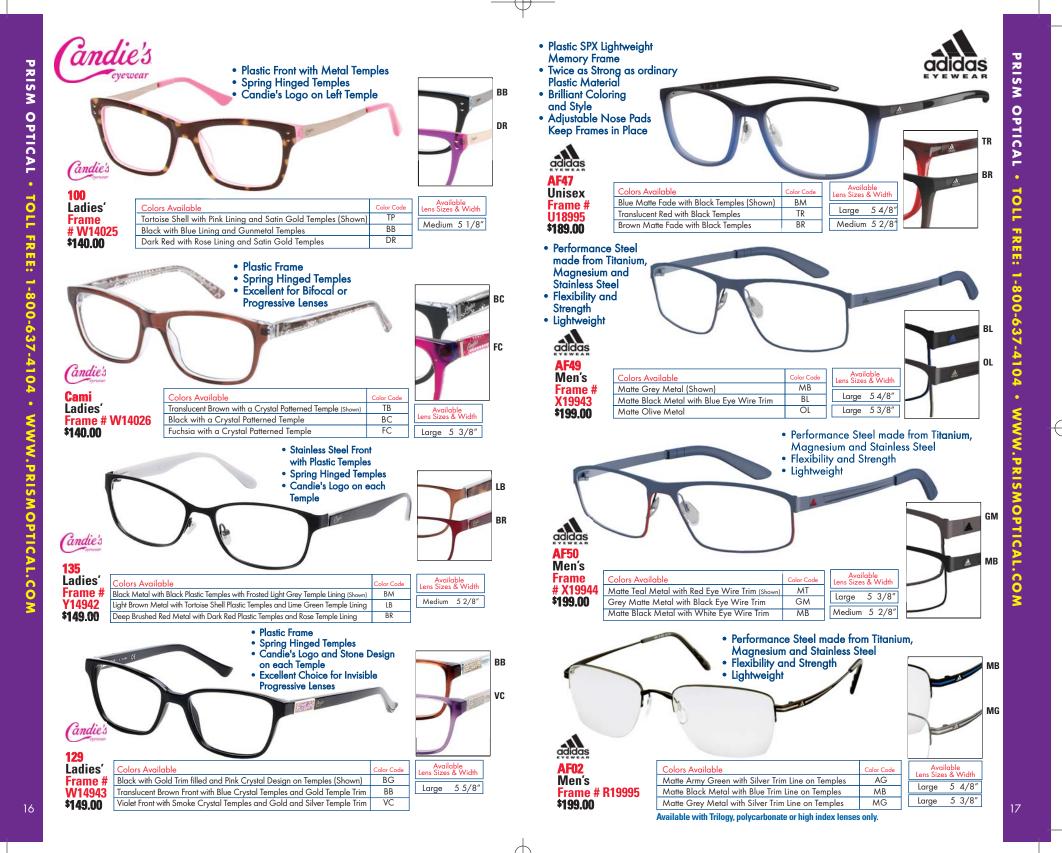








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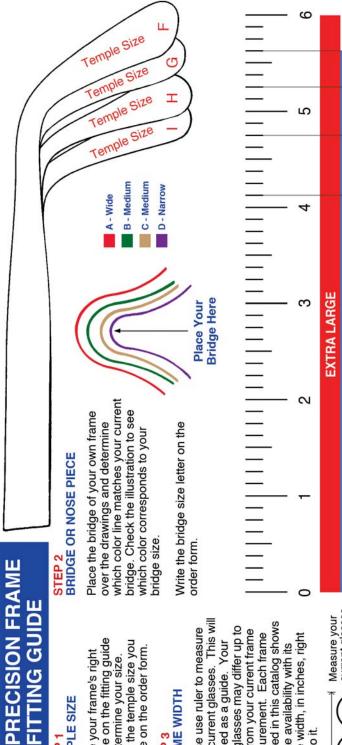












Place your frame's right temple on the fitting guide to determine your size. Enter the temple size you desire on the order form.

STEP 1 TEMPLE SIZE

32

STEP 3 FRAME WIDTH

# EXTRA LARGE LARGE MEDIUM EXTRA SMALI LARGE MEDIUM



## **Lens Designs**

#### **Single Vision Lenses**

Single vision lenses have the same prescription power over the entire surface of the lens. Choose this lens design for Distance only (Driving, TV) or for Reading only.

#### **Bifocal/Trifocal Lenses**

Bifocal lenses have a visible straight line that defines the areas used for distance and reading. The top area of the lens is used for distance and the small window at the bottom



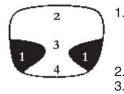
of reading. Trifocal lenses are designed with an additional mid area used for computer or intermediate distance vision. (Please call for trifocal prices)

#### **Invisible Progressive Lenses**

Provide optical correction at all distances. These lenses are designed to allow a smooth transition to see far. intermediate and close without having to remove them from



your face. Driving, doing computer work and reading are all possible with the use of a progressive lens.



OPTIX.

NIGHT DAY

1. You will notice a small blurred area on both sides of the lens. This is necessary in order to fabricate the lens. It is off to the sides and should not interfere with your vision after wearing the lens for a short period of adjustment. 2. Distance Vision Area - for 24" and beyond. 3. Mid-Range Area - for intermediate Vision from 18" - 24".

4. Reading Area - from 12" to 18"

#### **Contact Lenses**

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DAILIES

PTIX.

We offer competitive pricing on all the popular brands - making Prism Optical your one-stop shopping choice for all your optical needs.

> Visit our Website at www.prismoptical.com, email at: contact@prismoptical.com or call for prices at: 1-800-637-4104



SMALL

EXTRA

SMALL

If you are selecting a medium size in the example shown, your new frames will measure 5 2/8" from outside to outside.

## **Lens Materials**



#### Plastic

Much lighter than glass lenses especially in heavy prescription. Plastic lenses feel and sit more comfortably on your face as opposed to heavy glass lenses which leave indentations on the nose and slip down guite often.

#### High Index

Lenses are flatter and thinner and best for strong prescriptions.

**Thinner**. Have thinner edges than lenses with the same prescription power that are made of conventional plastic material.

**Lighter**. Thinner edges require less lens material, which reduces the overall weight of the lenses. Lenses made of high-index plastic are lighter than the same lenses made in conventional plastic, so they're more comfortable to wear.

**Slimmer**. A slimmer, more attractive profile and reduces the magnified "bugeye" look that conventional lenses cause in strong farsighted prescriptions.

For the best vision and appearance, it's a good idea to have anti-reflective lens coating (AR coating) applied to your lenses. AR-coated high-index lenses transmit up to 99.5 percent of light to the eye for optimum vision.

#### **Polycarbonate**

Polycarbonate lenses are impact resistant, making them a better choice for active adults, sportswear, and safety wear. it takes a far greater force to break a polycarbonate lens than a comparable glass lens. The most appreciated feature of poly lenses is that they can be thinner than glass, plastic or Trilogy lenses. However, polycarbonate does weigh a fraction more than Trilogy.

The standard for safety glasses, sports goggles and children's eyewear.

#### Trilogy

The remarkable combination of properties in Trilogy lenses-light weight, thinness, structural integrity, superior optics and outstanding appearancemake them a great choice for all frame styles. With a specific gravity of just 1.11 g/cm3, Trilogy lenses practically float in water and are full 10% lighter than even polycarbonate lenses.

Note: Trilogy lenses are not available for prescriptions over -8.00

## Lens Options

#### **Transitions**

Transitions lenses automatically change from clear to dark in sunlight and adjust automatically to changing light conditions - going from clear indoors to as dark as sunglasses in bright, glaring sunlight. Transitions lenses are indoor glasses and outdoor glasses, all in one. Protects against UVrays. Please check availability below and specify Grey or Brown lenses on the order form.

Availability:



Transiti@ns



	Plastic		Polycarbonate		High lı	ndex	Trilogy			
	Transitions		Transitions		Transitions		Transitions			
	Grey	Brown	Grey	Brown	Grey	Brown	Grey	Brown		
Single Vision	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Progressives	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Flat Top 28	Yes	Yes	Yes	N/A	Yes	N/A	Yes	Yes		

#### Polarized

Polarized lenses are the best choice for sunglasses. Ordinary tints can reduce brightness and provide UV protection, but Polarized lenses eliminate glare, provide better color contrast and improve visual acuity and vision comfort. Please check availability below and specify Grey or Brown lenses on the order form.

Polarized lenses remain dark all the time and are not intended for indoor use.

#### Availability:

	Plastic		Polyca	rbonate	High lı	ndex	Trilogy		
	Polarized		Polarized		Polarized		Polarized		
	Grey	Brown	Grey	Brown	Grey	Brown	Grey	Brown	
Single Vision	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Progressives	Yes	Yes	Yes	Yes	Yes	Yes	N/A	N/A	
Flat Top 28	Yes	Yes	Yes	Yes	Yes	Yes	N/A	N/A	

#### Safeguard

Prism Optical offers a one full year Safe-Guard warranty on any type of lenses should they scratch or break. Under our Safe-Guard warranty your damaged lenses will be replaced, within a year of purchase, at absolutely no charge (not even postage).

Note: Damaged lenses must be returned to us. This does not cover lost lenses.

**Please note the following**: On lenses made for frames not purchased from Prism optical, there may be a surcharge for custom work or special processing. If this is the case you will be advised beforehand.

**Important Notice:** Prescriptions over power 9.00 or prescriptions requiring prism correction are custom made. Send in your prescription for a price quote and our suggestions for lens material and frames. Prices effective January 2015.

#### **Lens Options**

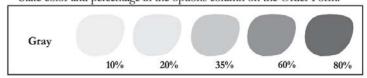
#### Tinting

You may tint your clear lenses in a variety of colors: Brown, Gray, Blue, Yellow, or Pink. All the way from a very faint 5% to a super dark 80% and every percentage in between. Solid and Gradient (dark on top, light at the bottom) shades are available. Not available on Transitions or Polarized Lenses.

	Tint Limitations: Blue Yellow or Pink Trilogy or Polycarbonate	
	Plastic or High Index	80%



TINT CHART State color and percentage in the options column on the Order Form.



#### **NON-GLARE ANTI-REFLECTIVE COATING**

Choosing the right lenses is critical to your visual health, and your spectacles are not complete without Non-Glare Anti-Reflective Coating. This coating is recommended for all lenses. See Better Safer, more comfortable nighttime

WATER SMUDGES REFLECTIONS DUST

Feel Better Fewer headaches and less eye fatigue

driving.

#### **Mirror Coated Sunglasses**

Look Better

Mirror coatings not only help you look your best but also safeguard your eyes from harmful visual elements of everyday life, including glare, ultraviolet light and infrared light.

Lenses are clean, clear and glare-free

Select the mirror coating of your choice: Silver Mirror with Tint & UV Protection Blue Mirror with Tint & UV Protection

For best mirror effect, a minimum of 70% Gray or Brown tint is recommended. Lighter tint intensity will diminish the mirror effect. Mirror coating are always applied on the front of the lens. Specify Silver or Blue Mirror and tint color and percentage on order form.



#### Volume #117

#### STEP #1 PL CHECK ALL BOXES THAT APPLY: NA 1. I have ordered from you before.

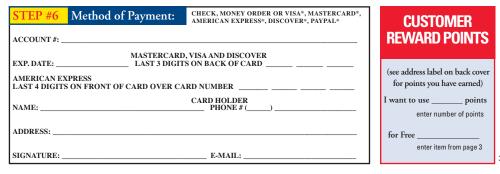
- 2. Use prescription on file. 3. Use prescription I am sending you.
- 4. Copy prescription from lenses I am sending.
- 5. I am sending glasses so you can get measurements.
- 6. Just send frames without lenses.
- 7. D Put new lenses in the frames I am sending.

PLEASE SHIP MY ORDER TO:	PLEASE PRINT
NAME:	
ADDRESS:	
CITY:STATE: ZIP:	
DAY PHONE: () EVE. PHONE: ()	
E-MAIL	

Lens Material	Single Vision	Progressive	Flat Top 28 Bifocal	Check One and	STEP #2	TEP #2 EYEGLASS ORDER		R		
Plastic	□ \$68.00	□ \$152.00	□ \$95.00	Enter	Eyeglass Wearer's Name					
Polycarbonate	🖵 \$110.00	🖵 \$199.00	□\$160.00							
High Index	<b>\$</b> 175.00	□ \$269.00	□\$195.00		□ Male □	Female	Date of I	Birth		
Trilogy	🖵 \$159.00	□ \$239.00	□\$179.00	\$	STEP #3		FR	AME		
	Options:		Add:		Frame #			Color Code		
Check	Transitions	🗖 Grey 🗖 Brn	□ \$89.00	\$	Frame Name					
options wanted and enter	Polarized	Grey 🛛 Brn	□ \$95.00	\$	Width		FRAME SIZE			
prices in column at right.	Non-Glare Anti with 1 yr safegu	Reflective Coating ard warranty.	\$100.00	\$	Size				Mail to: Prism Optical	
(See page 35	1 Year Safeguard Warranty		\$39.00	\$	Bridge Size				x 680030	
for availability)	Tinting* Solid 🔲	Tint Color %	□ \$18.00	\$	Temple Size			North	Miami, FL 33168	
*N/A on Transitions or Polarized	Gradient		<b>4</b> \$18.00	\$			F	rame Price	5	
	Mirror Coat**	Tint Color %		¢	STEP #4		LENS	ES		
**N/A on Transitions	Gilver Gilver		\$65.00	\$	Distance [	Reading	Both	Non-Rx		
If your lens type is not listed above please call for pric		Lens Price T Enter this on Step		\$	See lens price list on left. Lens Price \$					

#### FREE 1st Class Shipping or \$12.50 off on orders over \$350.

Access	ories:				STEP #5 Add Total of Frame and Lenses	\$
ITEM #	COLOR	PRICE Each	QTY.	TOTAL	Accessory Total:	\$
					SHIPPING CHARGES  First Class Priority Mail S12.50 Shipping Here	\$
					Overnight Express Mail \$32.00     C.O.D. \$50 deposit enclosed. Unclaimed COD's returned in 10 days	\$
Checks return	ed for non e Electronically	FL Res. Add	7% Tax		Free First Class Shipping On Orders Over \$350	\$
Re-Deposited Authorized Fe our account.	with a state	Accessory	Total		Deduct \$12.50 here. TOTAL ENCLOSED:	\$



#### Volume #117

STEP #1

#### **ORDER FORM** PLEASE SHIP MY ORDER TO: PLEASE PRINT CHECK ALL BOXES THAT APPLY: NAME: 1. I have ordered from you before. 2. Use prescription on file. ADDRESS: 3. Use prescription I am sending you. 4. Copy prescription from lenses I am sending. CITY: STATE: ZIP: 5. I am sending glasses so you can get measurements. EVE. PHONE: ( DAY PHONE: ( 6. Just send frames without lenses. 7. Put new lenses in the frames I am sending. E-MAIL

Lens Material	Single Vision	Progressive	Flat Top 28 Bifocal	Check One and	STEP #2	EY	<b>EGLASS O</b>	RDER		
Plastic	□ \$68.00	\$152.00	□ \$95.00	Enter	Eyeglass Wearer's Name					
Polycarbonate	□ \$110.00	□ \$199.00	□\$160.00		Wearer s I vanie					
High Index	\$175.00	□ \$269.00	□\$195.00		□ Male □	Female	Date of Birth			
Trilogy	□ \$159.00	□ \$239.00	□\$179.00	\$	STEP #3		FRAME	Ì		
	Options:		Add:		Frame #		Color	Code		
Check options	Transitions	🗖 Grey 🗖 Brn	\$89.00	\$	Frame Name		0101	Coue		
wanted and enter	Polarized	🗖 Grey 🗖 Brn	\$95.00	\$						
prices in column at right.	Non-Glare Anti with 1 yr safegu	Reflective Coating ard warranty.	\$100.00	\$	Width Size	FRAME SIZE		Mail to: Prism O	Mail to: Prism Optical	
(See page 35	1 Year Safeguar	-	\$39.00	\$	Bridge Size		See Page 26 PO		680030	
for availability)	Tinting*	Tint Color %			Temple Size			North M	iami, FL 33168	
*N/A on Transitions or Polarized	Solid Gradient		\$18.00	\$			Frame P	rice \$		
	Mirror Coat**	Tint Color %		¢	STEP #4		LENSES			
Transitions	Gilver Blue		\$65.00	\$	Distance [	Reading	Both Non	-Rx		
If your lens type is not listed above please call for price		Lens Price T Enter this on Step		\$	See lens price list on left. Lens Price \$					

#### FREE 1st Class Shipping or \$12.50 off on orders over \$350.

Access	ories:			STEP #5 Add Total of Frame and Lenses	\$		
ITEM #	COLOR	PRICE Each	QTY.	TOTAL	Accessory Total:		
					SHIPPING CHARGES First Class Priority Mail \$12.50 Shipping Here	\$	
					Overnight Express Mail \$32.00     C.O.D. \$50 deposit enclosed. Unclaimed COD's returned in 10 days	\$	
Checks returned for non FL Res. Add 7% Tax			17% Tax		Free First Class Shipping On Orders Over \$350		
Re-Deposited	ayment will be Electronically Re-Deposited with a state ulthorized Fee charged to Accessory Total				Deduct \$12.50 here. TOTAI ENCLOSED		

<b>STEP #6</b> Method of Payment:	CHECK, MONEY ORDER OR VISA*, MASTERCARD*, AMERICAN EXPRESS*, DISCOVER*, PAYPAL*	CUSTOMER
ACCOUNT #:		<b>REWARD POINTS</b>
MASTERCARD EXP. DATE: LAST 3 DIGITS AMERICAN EXPRESS LAST 4 DIGITS ON FRONT OF CARD OVER CA	RD NUMBER	(see address label on back cow for points you have earned)
NAME:		I want to use point: enter number of points
SIGNATURE:		for Free enter item from page 3

## ACCESSORIES

PLEPER

#### Pro Lens Cleaner.

Eliminates static electricity, repels dust and dirt. Use on plastic, polycarbonate, trilogy, glass and antireflective lenses. Great for camera lenses, telescopes, TV and VDT screens! Large 2-ounce pump spray.

#### Item # A600 Only \$2.50



#### Sports Zipper Eyewear Case

This sporty, black, semi-hard zippered case has a Leader<sup>®</sup> logo, ventilation holes, and a spring loaded self-closing carabiner hook for hanging. Size: 6.25" L x 3" W x 1.875" H Comes in Black

#### Item # A622 Only \$19.00

#### Deluxe Soft Velcro Flap Case. Large soft case with Velcro flap closure and deluxe overlocked

stitching. The soft interior lining protects your eyeglasses. Comes in Black or Brown. Item # A618 Only \$5.99



Soft Sport Case A soft nylon zippered case with tricot lining to protect your glasses. Comes with a belt loop for

hands free carrying. Comes in Black. Item # A619 **Only \$14.95** 

#### **OPTI-FREE PRO Contact Lens** Solution 16 FL OZ:



• It is a multi-purpose disinfecting solution, which contains POLYQUAD and ALDOX dual disinfectants that reduce harmful microorganisms that can

cause eye infections. • It disinfects soft contact lenses, including silicone

- hydrogels. • It forms a cushion of moisture across the surface of the
- lens, which creates a barrier that reduces deposits and removes debris. Item # A621 Only \$24.00

#### **Braided Leather Cords.**

A tough, yet supple and colorful accessory for your specs. Durable silicone loops and soft rubber ends for secure hold. 10" long. In Black.

#### Item # A102 Only \$8.95



Silicone Replacement Nose Pads Please specify round or regular screw or snap in.

Item # A609 Only \$6.00 per pair.



Regular

#### Microfiber Cleaning Cloth Large.

This cleaning cloth measures 12" X 12" made out of microfiber. Comes in Blue or Tan.

Item # A611 Only \$8.00



#### Haven Fit-Over Sunwear.

Unisex: An alternative to expensive prescription sunglasses. These frames are worn right over your regular eyeglasses. Blocks 100% UVA and UVB rays. Comes in Black with Grey Polarized lenses (BL) or Brown with Brown Polarized lenses (BB). Frame # U4046

Width 6" Frame Price \$40.00

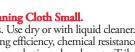
#### Microfiber Cleaning Cloth Small.





Please Note: **\$4.00** for postage & handling when ordering accessories only (without eyeglasses or contacts).

• HydraGlyde<sup>®</sup> Moisture Matrix surrounds





your lens in a cushion of moisture that provides all-day comfort.