

opticaldisplays.com™



FENDI



Innovative **MERCHANDISING SOLUTIONS.**™

THE SHAPE OF SUCCESS

STYLE, SIMPLICITY, SECURITY & SALES!

Welcome to the most efficient and elegant way to showcase your frame inventory. With **opticaldisplays.com** you can simply and affordably create complete displays specifically for your retail environment.

MERCHANDISING MAKES DOLLARS & SENSE!

Merchandising with **opticaldisplays.com** – using accents, shelving, mirrors and specialty frame holders – allows you to display frames more attractively and to remove less desirable frames from your inventory. Maximize profits by selling more of the frames that consumers want.



WAVE FRAME HOLDERS

Stylish frame holders with locking, non-locking and rotating options that put the focus on the frame.

pages 8-14



FUSION DISPLAY SYSTEM

A flexible alternative to expensive wall systems; Fusion™ wall panels combine style and functionality and the ability to merchandize.

pages 16-19



Aero DISPLAY SYSTEM

The Aero™ is the only aluminum rod system that features interchangeability in an expandable, space-saving, fully merchandisable display unit.

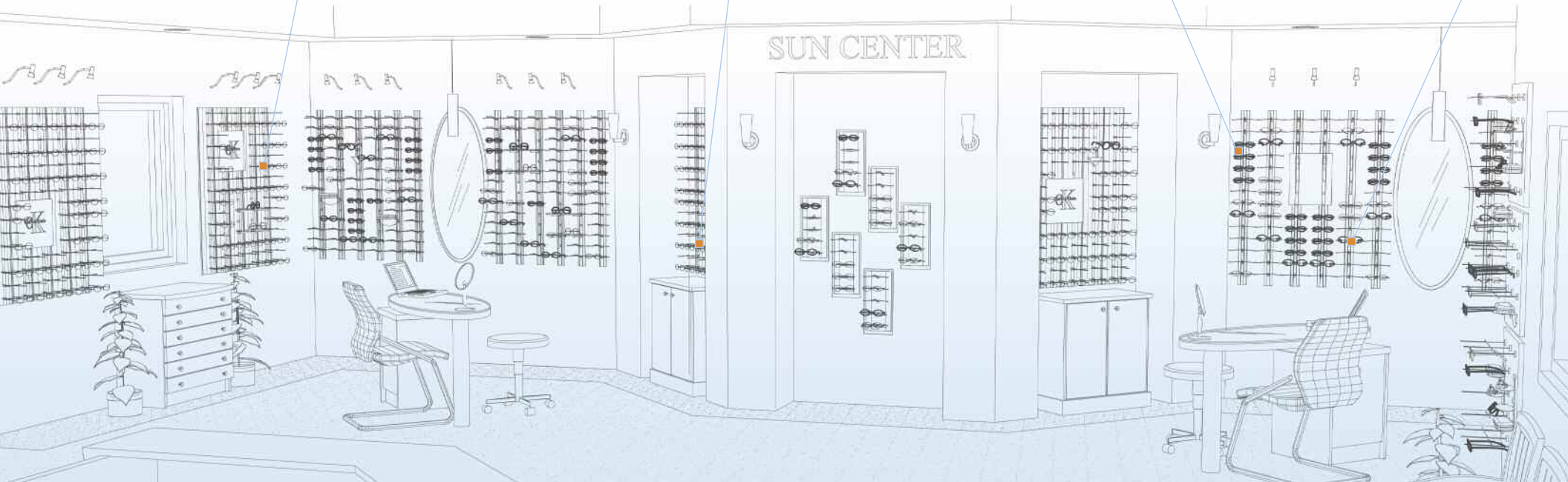
pages 20-21



MERCHANDISING OPTIONS

Create custom product environments with accessories that capture consumer's attention and increase inventory turns.

pages 22-23



MORE FEATURES, BENEFITS,

VALUE & PROFIT POTENTIAL...

STYLE

FUNCTIONAL ELEGANCE
Stylish display systems are complimented by modern frame holders, compelling accents and effective merchandising accessories.

- Sophisticated & Modern
- Elegant Product Focus
- Complements Frames
- Uniform Presentation

SIMPLICITY

EASY TO INSTALL & DISPLAY
As beautiful, versatile, elegant and secure as the opticaldisplays.com display systems are, they're even easier to install and start using.

- Easy, DIY Installation
- Modular Design
- Totally Customizable
- Clean Designs

SECURITY

STRENGTH & DURABILITY
Ultra-strong aluminum and polycarbonate components feature theft deterrents and provide extreme protection of valuable frame inventory.

- Secure & Merchandize Simultaneously
- Superior Construction
- Theft Deterrent
- Individually Locked Frames

SALES

MOVE MORE INVENTORY
Showcase the trendiest eyewear and sunglass frames accentuated with merchandising that enhance presentation and increase sales.

- Maximize Profits
- Control Inventory
- Better Brand Recognition
- Upgrade and Multiple Sales

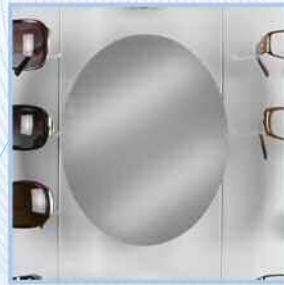
Wall-mounted Fusion™ 5 with Wave™ frame holders & optional accessories.

Wall-mounted Aero™ Chrome with Wave Locking™ frame holders & branded merchandising accessories.

FLEXIBLE, VERSATILE MERCHANDISING OPTIONS



BRANDING
Move counter P.O.P. items to more effective eye-level presentation.



MIRRORS
Systems feature attractive options and the ability to integrate a variety of mirrors.



SIGNAGE
Compelling imagery and graphics easily compliment any display.



LIFESTYLE
Attract attention to your inventory in any way that you can imagine. Focus on specific lifestyles to create product affinity.



SHELVING
Position products and accents virtually anywhere with flexible and stylish shelving options.



KIDS
Anything can be adapted into the merchandising system to attract consumers in specific categories.



LOCKING & NON-LOCKING
Some frames need to be locked individually – some don't. Display frames and merchandising with freedom and flexibility.



ACCESSORIES
Showcase accouterments in the best possible way with specialized holders for cases, chains, retail items and more.



LENS CENTER
Specialty displays to sell specific product features to upgrade and multiple sell.



TECHNOLOGY
Unique technology like our Wave™ 360° creates interest and promotes product effectively.



HINGELESS
Every frame has its place in the only systems designed to completely promote hingeless product and frame features.



SEASONAL
Use striking accents to create seasonal interest or create your own with our custom mounting brackets.

OUR SYSTEM ALLOWS YOU TO DO ANYTHING!



simplicity

Wave™ frame holders easily and securely snap into **opticaldisplays.com** systems.

stability

Display all frames, equally spaced, at the same angle with secure three-point holding.

universal

Designed to hold and display unlimited styles and sizes of eyewear.

durability

Constructed of long-lasting ultra-strong, polycarbonate.

great finish

Frosted-pebble finish reduces glare and thin profile reduces dust buildup.



WAVE™ OD009 Shown on Fusion™ panel.

SEE THE FRAMES, NOT THE HOLDER

Sleek, modern styling perfectly showcases frame's features

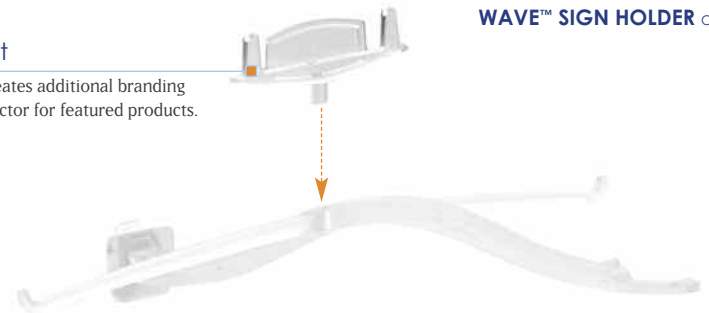
The Wave™ frame holder displays all frames at the same angle for consistent positioning and maximum visibility. Extremely durable polycarbonate construction features a subtle, matted pebble finish, reducing reflection and competition with products.

- Perfect positioning every time
- Beautiful presentation
- Sold in packages of 15

perfect placement

Optional sign attachment creates additional branding opportunities and is an attractor for featured products.

WAVE™ SIGN HOLDER OD029



make a statement

Signs and brand inserts enhance Wave™, Wave Locking™ and Wave™ 360° frame holders.





security

Wave Locking™ frame holders secure valuable inventory to Fusion™ panels or Aero™ rods with a hidden metal "Torx" screw.

functionality

The Wave Locking™ frame holder is the most modern and full-featured available anywhere.

individually locking

Theft deterrent clip effectively secures expensive eyewear. Lock one or as many as you choose.

strong & durable

Ultra-strong polycarbonate material resists breaking, cracking and discoloration.

simple & convenient

A special key easily locks and unlocks individual frames rather than the entire display.



WAVE LOCKING™ OD010
Shown on Fusion™ panel.

LOCKED & LOADED

Protect inventory while presenting your best frame's best features

The Wave Locking™ frame holder's theft deterrent is the most effective way that you can safely showcase valuable frames without sacrificing valuable presentation.

- Individually locking
- Interchangeable with accessories and merchandising
- Optional sign attachment
- Sold in packages of 15

Secure frames quickly & easily...



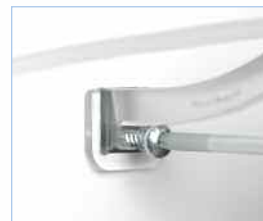
1 INSTALL

Install Wave Locking™ frame holder to Fusion™ panel or Aero™ rod.



3 LOCK

Position eyewear for display on Wave Locking™ frame holder. Insert and lock the clear anti-theft bridge.



2 SECURE

Secure Wave Locking™ frame holder to panel or rod with "Torx" screw and Driver (OD013).



4 UNLOCK

Use the proprietary key to unlock individual frames from the display.



SUPER-SIZED SECURITY

Theft deterrent for your largest frames

- Protect fashion eyewear and shields with oversized bridges
- Secures frames with bridges up to 1 1/8"
- Individually secure larger expensive frames
- Sold in packages of 15

WAVE LOCKING™ LARGE FRAME ADAPTER OD011

WAVE 360°

ROTATING FRAME HOLDER

security

Wave™ 360° Locking frame holders secure to Fusion™ panels or Aero™ rods with special "Torx" screw.

full-featured

Showcase designer temples and decorative eyewear in full circle.

show off

Promote brands and position product with optional sign holder.

all access

Entire product presentation rotates the sturdy polycarbonate Wave™ 360° for full frame effect.

elegant & stylish

Stylish and sleek, the Wave™ 360° is the most modern and full-featured frame holder available anywhere.

individually locking

Effective theft deterrent bridge clip secures expensive eyewear to Wave™ 360° Locking frame holders.

REVOLVING EXPOSURE

Turning traditional frame displays completely around

The Wave™ 360° Locking frame holder invites customers to view locked frames from all angles. Finally, unique temple designs can be highlighted within a standard display.

- Full view of detailed frames
- Showcase elaborate temples
- Optional sign attachment
- Sold in sets of 5

WAVE™ 360° OD012 Shown on Fusion™ panel.



SET FABULOUS FRAMES OFF AT ANY ANGLE!



FULL FRAME VIEW



PARTIAL TEMPLE VIEW



FULL TEMPLE VIEW

SWIVEL™
OD048

SWIVEL™
FRAME HOLDER™

SHOW OFF TEMPLES

Position frames for the best effect

Use the Swivel™ or Swivel+™ frame holders on any opticaldisplays.com display system. Create instant interest and more focus on unique frame styles with thin or thick temples.



SWIVEL+™
OD031

Vector™
HINGELESS FRAME HOLDER

FLEXIBLE FUNCTIONALITY

A home for hingeless frames

Showcase flexible frames with the Vector™ hingeless frame holder. Vector™ fits nicely in all opticaldisplays.com systems and cradles flexible frames for perfect presentation.



VECTOR™ OD027
Shown on Fusion™ panel.

Kid's™
FRAME HOLDER

YOUTH MARKETS

A big display for smaller eyes

These durable Kid's frame holders feature a stable bridge piece and two different depths to showcase your most popular youth frames.

KIDS SHORTIE™ OD050 AND KIDS OUTTIE™ OD051
Shown on Fusion™ panels.



Environment designed using Fusion™ 5 and Fusion™ 15 wall panels.

FUSIONTM15

DISPLAY SYSTEM



presentation

Includes 15 WaveTM or 15 Wave LockingTM frame holders to provide stability, style and product exposure.



style

Elegant scalloped panel design features non-reflective, matte finish that highlights frame colors and details.



versatility

Unlimited combinations of branded merchandising, shelves, mirrors and accents to promote product better.



security

Stable FusionTM 15 panels accept Wave LockingTM frame holders to unobtrusively protect and secure valuable frame inventory.



durability

Strong and rigid, Fusion's molded, UV composite polycarbonate panels resist breaking and yellowing.



simplicity

Wall-mounted panels quickly, and easily install onto any flat surface with included hardware.



STYLE & SIMPLICITY

Simply the most versatile and effective display system available

As a single unit, or positioned side-by-side on a wall, the innovative technology of the FusionTM 15 creates an effective display system that integrates sales-building merchandising features.

- Accommodates shelves, mirrors and much more
- Self-spacing for easy installation
- Sold in sets of two including 30 WaveTM frame holders

Extreme Flexibility

Alone or grouped together, FusionTM 15 panels offer more flexibility and versatility than any other frame display system.



Four FusionTM 15 panels shown.

FUSION⁵

DISPLAY SYSTEM



stylish

As mini-displays these low-profile, paintable panels compliment any environment and promote exclusive eyewear.



merchandise

Dozens of accessories, components and accents enhance products.



versatility

Use Wave™, Wave Locking™, Wave™ 360° and other unique frame holders.



security

The ultimate combination of stability, security and product exposure.



durability

Extremely strong and rigid, Fusion's molded panels secure directly to walls.



simplicity

Auto-spacing panels easily install to any flat surface with included hardware.



Effective Displaying

Branded and merchandised Fusion™ 5 panels create a showcase for distinctive groups of frames.

SPACE SAVING

Position product and make frames stand out!

Wall-mounted Fusion™ panels can be positioned side-by-side to accommodate shelves and mirrors, staggered for visual effect or used individually to showcase special frames.

- Multiple display configurations
- Ideal for highlighting sample frame collections
- Sold in sets of three including 15 Waves™



Three Fusion™ 5 panels staggered.



Three Fusion™ 5 panels side-by-side.



versatility

Use Wave™, Wave Locking™ and Wave™ 360° frame holders and dozens of merchandising sales accessories.



sophistication

Sophisticated Aero™ rods compliment any environment and even the most fashionable frames.



security

The Aero™ rod with optional 15 Wave Locking™ individually locking frame holders is an excellent theft deterrent.



merchandize

The only rod featuring three-dimensional creativity in your frame displays – enhancing presentations and sales.



durability

Low-profile Aero™ rods, available in chrome or black, are constructed of extruded anodized aluminum providing style and stability.



simplicity

Aero™ rods with included mounting hardware make installation fast, secure and completely hidden.



STYLE & STABILITY

The evolution of the rod system

Unlike other rods, Aero™ rod systems are designed to effectively merchandize and are the only rods that feature the unique ability to lock individual frames.

- Versatile, merchandisable rod system
- Only rod that allows component changing
- Available in anodized black & chrome
- Sold in sets of two including 30 Waves™



Catch Their Eye

The Aero™ is an advanced system that offers more versatility and style than other aluminum rods.



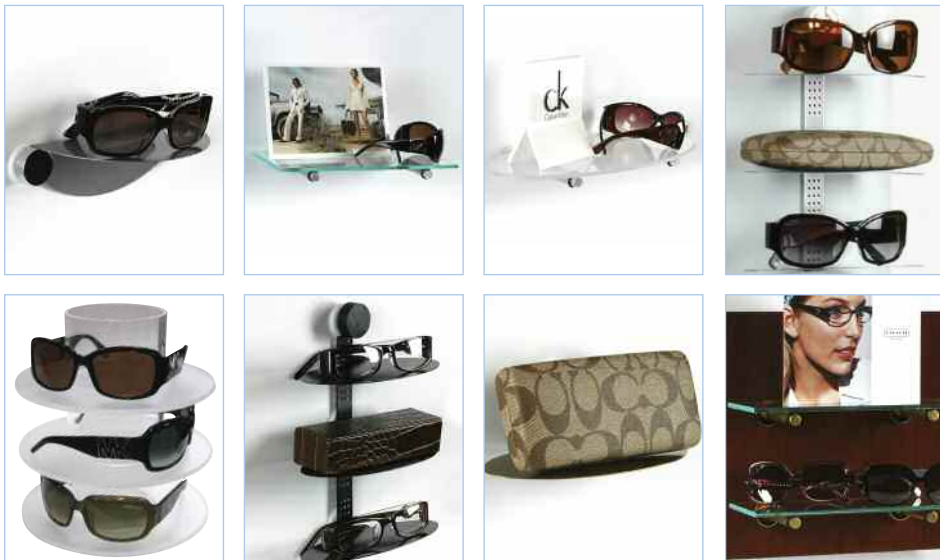
Two Chrome and Two Black Aero™ rods shown.

MERCHANDISING OPPORTUNITIES BOOST YOUR BOTTOM LINE

Merchandising presents product more effectively and increases sales. Remove under-performing frames and insert shelving, mirrors and more, that allow you to focus on the frames that customers want. Choose from a variety of elements designed to draw attention to your inventory. You'll realize better sales when you customize your frame displays and merchandize with **opticaldisplays.com**.

More online at opticaldisplays.com™

SHELVING



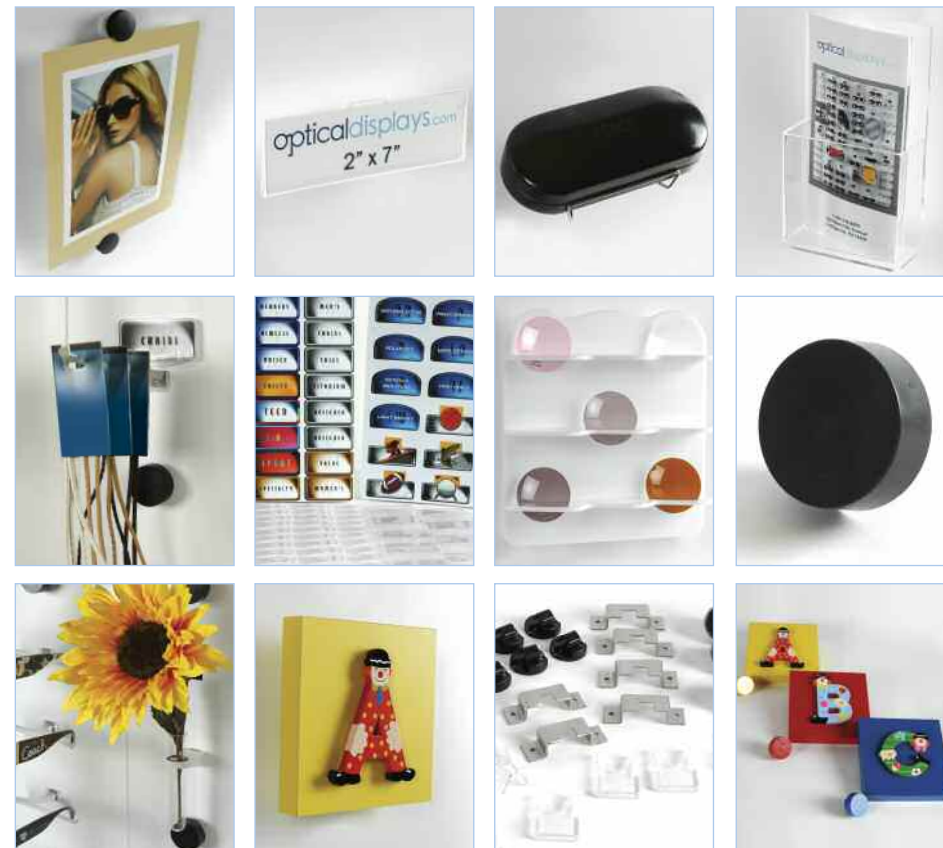
FRAME HOLDERS



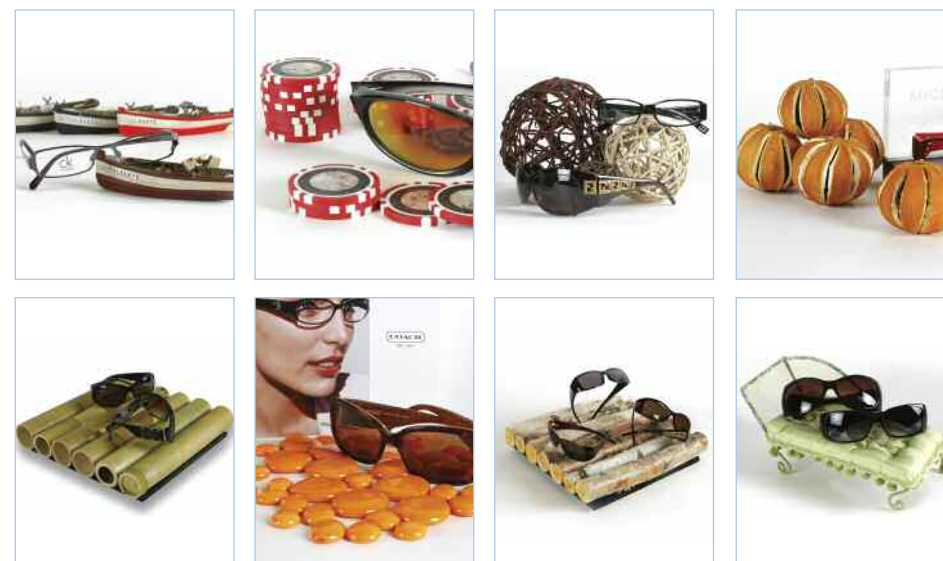
MIRRORS



ACCESSORIES



ACCENTS





Create a unique optical environment using Aero™ rod display systems.

CATALOG

Online and ready to ship

Opticaldisplays.com offers a full line of patented display systems, components and accessories – all available online to help your business. Below are the specifications for the main components to help get you started merchandising with **opticaldisplays.com**.

FUSION DISPLAY SYSTEM

PART #	PRODUCT	PAGE	DESCRIPTION / SPECS
00001	Fusion™ 5	18	16.25" H x 7" W. Each panel holds 5 frames. Set of 3. INCLUDES: 3 Fusion™ 5 panels, 15 Wave™ frame holders, mounting hardware
00003	Fusion™ 5 Locking	18	16.25" H x 7" W. Each panel holds 5 frames. Set of 3. INCLUDES: 3 Fusion™ 5 panels, 15 Wave Locking™ frame holders, mounting hardware
00002	Fusion™ 15	16	48.75" H x 7" W. Each panel holds 15 frames. Set of 2. INCLUDES: 2 Fusion™ 15 panels, 30 Wave™ frame holders, mounting hardware
00004	Fusion™ 15 Locking	16	48.75" H x 7" W. Each panel holds 15 frames. Set of 2. INCLUDES: 2 Fusion™ 15 panels, 30 Wave Locking™ frame holders, mounting hardware

Aero ALUMINUM ROD SYSTEM

PART #	PRODUCT	PAGE	DESCRIPTION / SPECS
00005	Aero™ Black	20	48.75" H aluminum black rod. Each rod holds 15 frames. Set of 2. INCLUDES: 2 Aero™ rods, 30 Wave™ frame holders, mounting hardware
00007	Aero™ Black Locking	20	48.75" H aluminum black rod. Each rod holds 15 frames. Set of 2. INCLUDES: 2 Aero™ rods, 30 Wave Locking™ frame holders, mounting hardware
00006	Aero™ Chrome	20	48.75" H aluminum rod. Each rod holds 15 frames. Set of 2. INCLUDES: 2 Aero™ rods, 30 Wave Locking™ frame holders, mounting hardware
00008	Aero™ Chrome Locking	20	48.75" H aluminum rod. Each rod holds 15 frames. Set of 2. INCLUDES: 2 Aero™ rods, 30 Wave Locking™ frame holders, mounting hardware

WAVE FRAME HOLDERS

PART #	PRODUCT	PAGE	DESCRIPTION / SPECS
00009	Wave™	8	Polycarbonate frame holder. Package of 15. INCLUDES: 15 Wave™ frame holders
00010	Wave Locking™	10	Polycarbonate locking frame holder. Package of 15. INCLUDES: 15 Wave™ frame holders, key, hardware
00011	Large Frame Adapter	11	Secures larger frames to Wave Locking™ frame holder. Package of 15. INCLUDES: 15 Large Frame Adapters
00012	Wave™ 360° Rotating	12	Polycarbonate swiveling and locking frame holder. Package of 5. INCLUDES: 5 Wave™ 360° frame holders
00013	Torx Driver	11	Driver for securing locking frame holders to panels and rods.
00047	Finishing Cap	NOT SHOWN	Locking Clip Finishing Cap for Wave™ 360° frame holder.

Vector HINGELESS FRAME HOLDER

PART #	PRODUCT	PAGE	DESCRIPTION / SPECS
00027	Vector™	14	Polypropylene hingeless / flexible frame holder. Package of 10. INCLUDES: 10 Vector™ hingeless frame holders

SWIVEL FRAME HOLDERS

PART #	PRODUCT	PAGE	DESCRIPTION / SPECS
00048	Swivel™	14	Polypropylene thin temple insert frame holder. Package of 10. INCLUDES: 10 Swivel™ frame holders
00031	Swivel+™	14	Polypropylene thicker temple insert frame holder and flower vase. Package of 10. INCLUDES: 10 Swivel+™ frame holders, 10 flower vases

Kid's FRAME HOLDER

PART #	PRODUCT	PAGE	DESCRIPTION / SPECS
00050	Shortie™ Frame Holder	14	1 inch plexi nose clip to display children's frames. Package of 10. INCLUDES: 10 Shortie™ frame holders
00051	Outtie™ Frame Holder	14	3 inch plexi nose clip to display children's frames. Package of 10. INCLUDES: 10 Outtie™ frame holders.

opticaldisplays.com™ online ordering



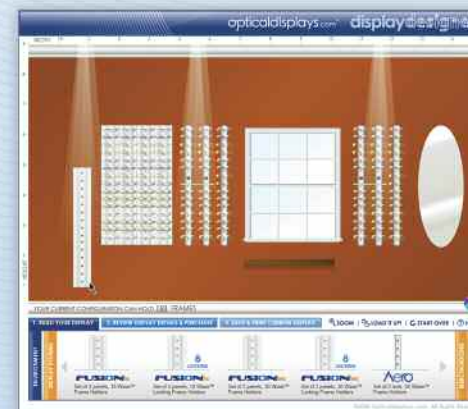
- Learn More About Display Solutions
- Be Inspired in the Display Gallery
- Easy, Fast Ordering With QuickOrder
- Safe & Secure Ordering

www.opticaldisplays.com

LOG-ON TODAY! ▶

display designer

LOG-ON, DESIGN, PROFIT...



Exclusive to **opticaldisplays.com**, our interactive "Display Designer" allows you to create your display environment and add merchandising that will help boost your bottom line.

Visit **opticaldisplays.com** to **GET STARTED TODAY!** ▶

opticaldisplays.com™



FOR USE IN:

- Optical Dispensary
- Contact Lens Area
- Lens Info Center
- Accessory Wall
- Sun Center
- And More...

ORDER ONLINE @

opticaldisplays.com™

OR, CALL: 610.489.7620

©2008 opticaldisplays.com, a division of EyeDesigns, LLC. All Rights Reserved. All trademarks pictured herein are owned by their respective owners. Items pictured that are not manufactured by opticaldisplays.com are for demonstration purposes only, are not included with any sale and no affiliation, endorsement or suggestions is, or should be implied or made. All products and components are patented or patent pending. Minor assembly required.