

Dear Business Partner,

We are pleased to present you our November topics of the Optimed Corporation Newsletter.

In this edition we will be talking about the new collection, technical training & many more interesting topics!



## PRODUCT



### MODEL OF THE MONTH: MOSAIC IN DIAMOND-LIKE CARBON BLACK

For dapper looking gentlemen, who have an eye for refined details, this model is the perfect match.

Precious **23 kt. gold** plated titanium is coated with carbon powder under a vacuum atmosphere and results in a stunning “**Diamond-like Carbon Black**” finish.

A high-tech laser engravement reveals the gold plated titanium and results in a highly sophisticated two-tone, matt-shiny surface.

The masculine pattern is inspired by the mystic forms of a mosaic and creates a very special haptic experience.

In combination with the rectangular shape, it is a real masculine statement.

Dedicated to the “**Performer**” target group who wants to show contemporary elegance and technical perfection.

Sr. No.	Product	MRP Price (INR)	
1	MOSAIC – DIAMOND LIKE CARBON BLACK - Mod. 5468	27060	
2	MOSAIC – RUTHENIUM - Mod. 5470	27060	
3	MOSAIC – GOLD - Mod. 5471	27060	

*To book your order you can now contact our customer care representative at 022 2204 9834 or get in touch with the sales representative that attends to your region.*

## TECHNICAL TRAINING



### NEW TECHNICAL TRAINING PRESENTATION

Handling and mounting of Silhouette eyewear explained in an easy understandable way. A new technical training presentation for your trainings is available!

KINDLY FIND ATTACHED PRESENTATION AT YOUR PERUSAL

## MARKETING



We are pleased to present you the new Silhouette Brand Campaign 2017/2018, with new copyright visuals. The new visuals are available for In-store branding / VM update. Kindly keep us posted with any In-store branding / VM update requirement for better assistance.

## Events

### ZEISS 'YOUANDEYE' AWARDS 2017



We now have a personalized link for SILHOUETTE with the list of optician branches! This way, it is easier for the customers to find the opticians who have Silhouette brand and the opticians get to promote the brand through our 'Win A Free Eyewear' campaign.

You can share this with your consumers to vote for you and win Silhouette Eyewear.

Here's the link: <http://youandeyeonline.com/in/campaign/silhouette>

## AWARDS & ACCHIVEMENTS



Silhouette's Urban LITE collection has won the German Design Award 2018.

The Urban LITE (2901) was honoured with the German Design Award 2018 – a proud moment for Silhouette since it is one of the most prestigious design prizes in the world.

Since 2012, the committee has recognised outstanding products and services with awards for cutting-edge design. On this occasion, 41 jurors – all design experts – judged a record number of 5,200 submissions.

