



May 25, 2017

Carl Zeiss Vision Inc.

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RE: ZEISS and synchrony packaging changes

Dear Valued Customer,

In our on-going effort to continually improve not just our innovative products, but the way we present them to our partners, ZEISS will be updating the packaging for both ZEISS and synchrony semi-finished progressive lenses.

What's changing? Starting June 5, 2017...

- **Boxes** will be moving from the current design to a sleek new look and feel:
 - Plain white boxes for synchrony lenses
 - White boxes with a white embossed logo on the front for ZEISS lenses
- **Labels** will have a larger lay-out for easier reading and identification.

What does this mean for you? First and foremost, you will be part of our efforts to reduce waste and protect our planet. The new items we are using are generally “greener” and made from more recycled materials. Also, because we are using the same box design for all lenses, we have eliminated the need to produce multiple box options, thereby cutting down on ink and overall waste.

To make it easier for you to identify the new lens boxes, we've included images with before and after boxes for both ZEISS and synchrony semi-finished lenses. **Refer to page 2 to view the examples; these are for illustration purposes only.**

We appreciate your partnership and remain committed to collaborating with you to accelerate your business. As always, if you have any questions or concerns, please do not hesitate to contact your ZEISS account manager.

Sincerely,

Roya Graily
Marketing Manager, Carl Zeiss Vision

Images of boxes and labels:

Please find as following examples for both old and new ZEISS and synchrony box and label images:

OLD GT2 Box & Label:



NEW ZEISS Box & Label:



NEW Box Front:



OLD synchrony Box & Label:



NEW synchrony Box & Label:

