

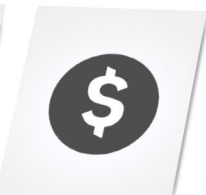




# Complete Frame and Custom Lens Packages



SIMPLE	QUICK & SEAMLESS	VALUABLE	CUSTOMIZATION
			
<i>A complete branded eyewear with single price</i>	<i>Single brand reduce the turn around time</i>	<i>The highest quality at the most affordable price</i>	<i>Wide range of customization makes the eyewear truly personal</i>



# World-Class Vision Technology Meets Contemporary and Classically Styled Frames



**BRUNOMAGLI**



**BRUNOMAGLI**



## A WORLD OF COMPLETE EYEWEAR SOLUTIONS



The **WINDSORRX** Program offers the ECPs frames with WRx customized ultra-high-definition single vision and progressive prescription and sunglass lenses featuring the highest quality digital lens technology at better than competitive pricing. Currently Windsor is offering this program with the Bruno Magli and Nova Eyewear Lines.



All lenses are ultra high-definition digital free-form lenses and come standard with the features below. Lenses are edged and mounted and are also available with tints and mirror coatings at no extra charge.



See How It Works



# Sign Me Up

1. Go to [www.windsoreyes.com](http://www.windsoreyes.com)
2. Select **The RX PROGRAM** dropdown
3. Select **JOIN THE RX PROGRAM**
4. Fill in the Pop-Up and click **Submit**

The image shows a screenshot of the Windsor Eyes website. The navigation bar includes 'SHOP', 'RX PROGRAM', 'OUR STORY', 'STORE LOCATOR', and 'SIGN IN'. The 'RX PROGRAM' dropdown menu is open, showing options: 'ABOUT THE PROGRAM', 'SIGN IN TO RX ORDER FOR...', 'JOIN THE RX PROGRAM', 'VIEW BRUNO MAGLI', and 'VIEW NOVA EYEWEAR'. An orange arrow points to the 'JOIN THE RX PROGRAM' option. To the right, a teal pop-up form titled 'Join Windsors RX Program' is displayed. It contains the following fields:

- YOUR NAME:
- COMPANY NAME:
- ACCOUNT #:
- PHONE:
- EMAIL ADDRESS:
- COMMENTS/QUESTIONS:

A 'Submit' button is located at the bottom right of the pop-up form. An orange arrow points from the 'Submit' button in the instructions above to the 'Submit' button in the pop-up form.

Windsor Eyes will send your unique User ID and Password and you'll be ready to pair stylish frames chosen by your customers with ultra-high-def digital free-form lenses equipped with every feature you need at no extra cost.



Order directly at [windsoreyes.com](https://windsoreyes.com)



One combined invoice for frame, prescription, and lens



Get any customized lens and coating powered by the most up-to-date lens technology



No replacing frames off the board



No shipping frames to labs

**Scratch Resistance**  
Increased durability for best scratch-resistance ever.

**Anti-Reflection**  
Increased vision comfort by elimination of reflections.

**Water-Repellent**  
Best water-repellent performance ever.

**Oil & Smudge-Repellent**  
Transparent lens with better oil & smudge-resistance.

**Anti-Static**  
With the unique SD Guard Technology process, you get virtually dust-free lenses thanks to the electro-magnetic interference blended with the lens properties.

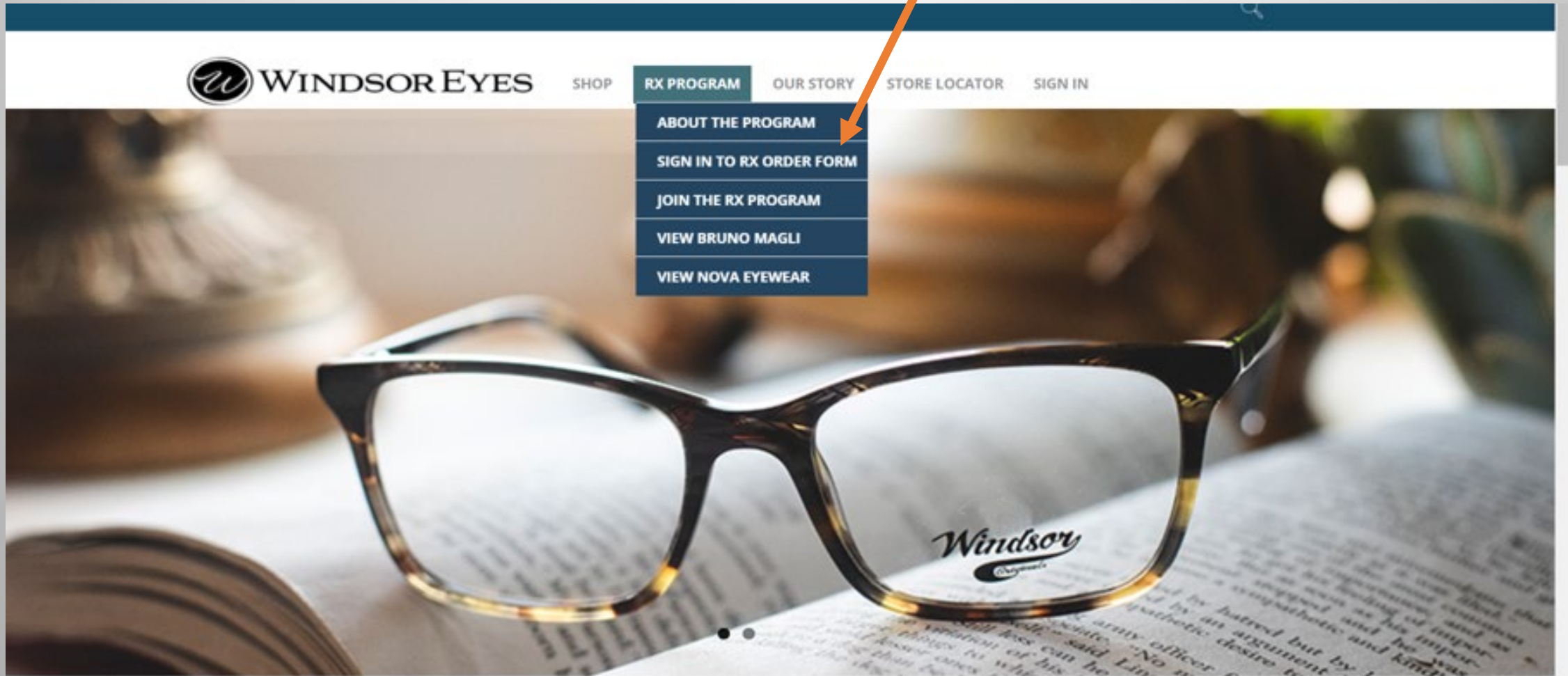
**Extended Durability**  
Increased durability with high contrast even after multiple usage.

# **Placing your** **WINDSORRX** **Frame and Lens Order**

**The next few pages provide a  
detailed look at the Rx order  
Form and how easy it is to order  
your frames and lenses**

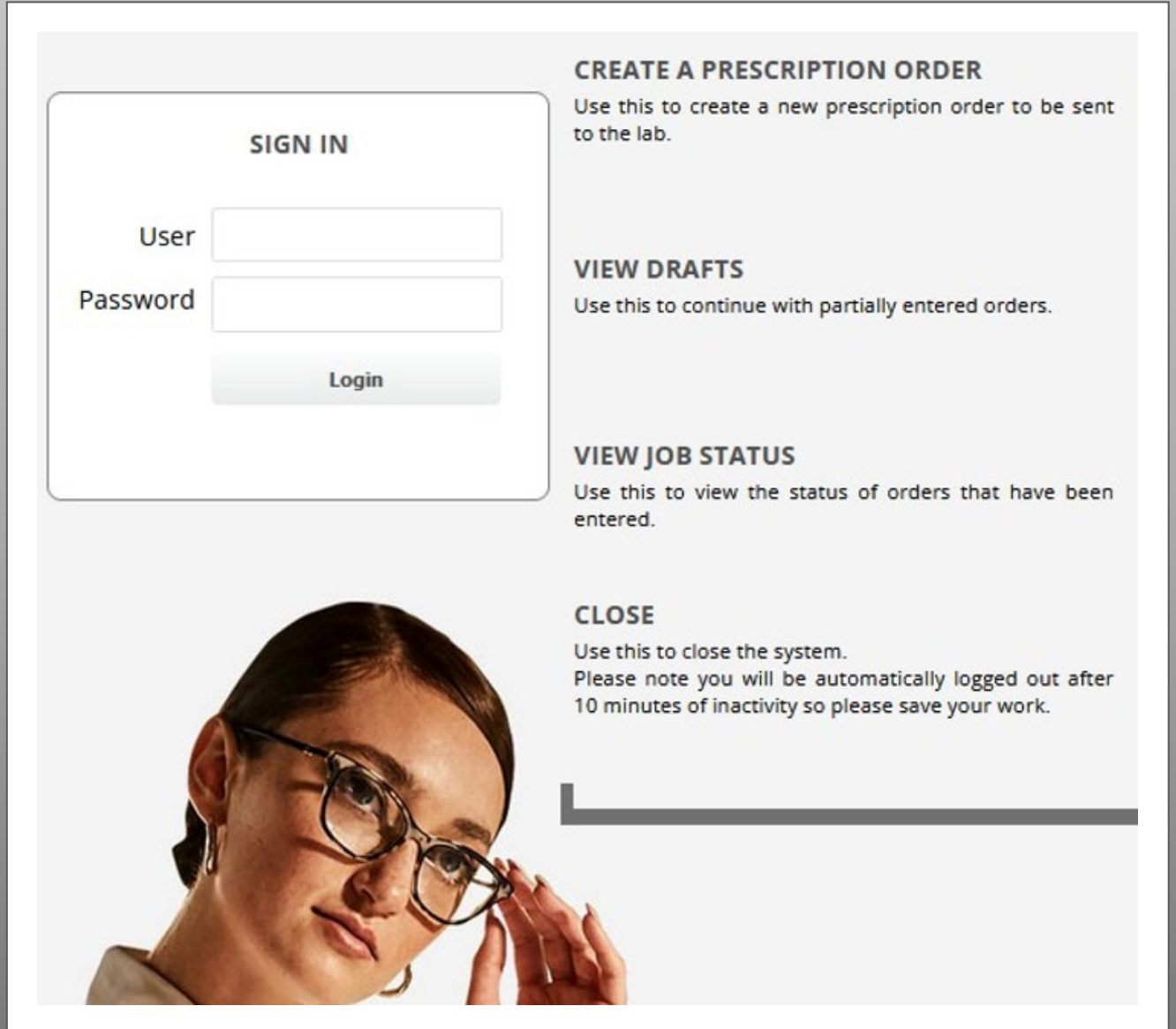


Go to [www.windsoreyes.com](http://www.windsoreyes.com) and Sign in to the Rx Order Form with your User ID and Password



# On the Rx Order Form home page, you can:

- **Sign In**
- **Create prescription orders**
- **Save your order as a draft and view and complete when ready**
- **View the status of your order**
  - In process
  - Coatings
  - Edging and Mounting
  - Shipped
- **Submit your order**



The screenshot displays a user interface for a prescription order system. On the left, there is a 'SIGN IN' section with two input fields labeled 'User' and 'Password', and a 'Login' button below them. To the right of the sign-in section, there are four main menu items: 'CREATE A PRESCRIPTION ORDER' (with a sub-description: 'Use this to create a new prescription order to be sent to the lab.'), 'VIEW DRAFTS' (with a sub-description: 'Use this to continue with partially entered orders.'), 'VIEW JOB STATUS' (with a sub-description: 'Use this to view the status of orders that have been entered.'), and 'CLOSE' (with a sub-description: 'Use this to close the system. Please note you will be automatically logged out after 10 minutes of inactivity so please save your work.'). At the bottom of the page, there is a photograph of a woman with dark hair and glasses, looking slightly to the side.

**SIGN IN**

User

Password


Login

**CREATE A PRESCRIPTION ORDER**  
Use this to create a new prescription order to be sent to the lab.

**VIEW DRAFTS**  
Use this to continue with partially entered orders.

**VIEW JOB STATUS**  
Use this to view the status of orders that have been entered.

**CLOSE**  
Use this to close the system.  
Please note you will be automatically logged out after 10 minutes of inactivity so please save your work.





**On the Prescription Order page,  
Create your Rx and be assured  
of clarity of vision and complete  
protection**



# RX ORDER FORM

Order/Reference:

Order Type:

## RX

	Sph	Cyl	Axis	Add	
Right	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="image"/>
Left	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="image"/>

Click To Enter Prism

## SOURCE

Frame Library

FRAME

WIDTH	DEPTH	DBL	FRAME TYPE
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="Select..."/>



	DIA	P.D.	NEAR P.D.	HEIGHT	DIRECTION
Right	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="Select..."/>
Left	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="Select..."/>

## LENS

Click To Enter Special Instructions

Close Reset Save Draft Place Order ? Thickness Diameter Copy Last

# Create a Prescription Order





# WINDS



## Selecting your Frames

Windsor Eyes is continually adding new styles to the great selection of frames in the program



# Select your frames

Filter

Frames

-- No Selection --

- [BM] ALICIA BK 53 BLACK 53-16-140/PLASTIC
- [BM] ALICIA PKH 53 PINK HORN 53-16-140/PLASTIC
- [BM] ALICIA TT 53 TORTOISE BLUE 53-16-140/PLASTIC

Sizes

53x16 BLACK

Code:

Description:

Eyeseize:


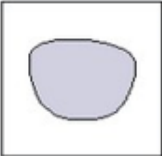
DBL:

Colour code:

Colour:

Type:


Large Picture



Filter

Frames

-- No Selection --



Close

Sizes

53x16 BLACK

Code:

Description:

Eyeseize:


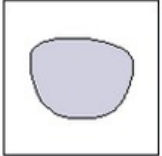
DBL:

Colour code:

Colour:

Type:

Large Picture





Customize your Lenses



Have Vision, Whatever You Do



Blue Light Filter Lens

Trendy & Fashionable

Light Weight

Impact Resistant

Comfortable

DIGI CONTOUR TECHNOLOGY

ANTI REFLECTION

UV PROTECTION

SMUDGE RESISTANCE

SCRATCH RESISTANCE

ANTI STATIC

WATER REPELLENCE



# Customize your lenses

All lenses are ultra high-definition digital free-form and come standard with the following features:

- Built-in blue light protection
- AR coatings
- Tints
- Scratch resistance
- Mirror coatings
- Edged and mounted
- 1.59 poly: up to 400
- 1.67 poly: 4.25 to 8.00
- 1.74 high index: 8.25 (\$25 surcharge)
- Trivex rimless (\$25 surcharge)

The screenshot shows a web-based lens customization interface. At the top, there are five main categories: STYLE, DESIGN, MATERIAL, COLOUR, and SUPPLIER. Each category has a dropdown menu. The MATERIAL dropdown is open, showing 'Polarized' as the selected option. The COLOUR dropdown is also open, showing options like 'Clear', 'Photochromic Brown', 'Photochromic Grey', 'Polarized Brown', and 'Polarized Green'. The SUPPLIER dropdown shows 'WINDSOR'. Below these is a table for lens specifications with columns for 'Centre', 'Edge', 'Base', and 'Comment'. The 'Right' and 'Left' rows have input fields. A 'Form' dropdown is set to 'Lab decides'. Below the table is a 'LENSES' section with a dropdown showing 'SV Polarized Brown'. To the right is a 'Quickpick' section. At the bottom, there is a 'COATING' section with a dropdown showing 'Flash Mirror Blue SHMC+' and a 'No tint' dropdown. A row of buttons includes 'Close', 'Reset', 'Save Draft', and 'Place Order'. At the very bottom are 'Cancel', 'Accept', 'View Catalogue', and 'Reset' buttons. Orange arrows point to the 'Polarized' option in the MATERIAL dropdown, the 'SV Polarized Brown' option in the LENSES dropdown, the 'Flash Mirror Blue SHMC+' option in the COATING dropdown, and the 'No tint' dropdown.

	Centre	Edge	Base	Comment
Right	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Left	<input type="text"/>	<input type="text"/>	<input type="text"/>	Form <b>Lab decides</b> ▼

LENSES: SV Polarized Brown

COATING: Flash Mirror Blue SHMC+ ▼ No tint ▼

Buttons: Close, Reset, Save Draft, Place Order, Cancel, Accept, View Catalogue, Reset

**Review  
and  
Submit the  
Order**

## Checkout

Select shipping type and shipping address. Review and submit your order.

Select Shipping Option:

Select Shipping Address:

Confirm Shipping Address and Shipping Option

Please confirm shipping and address option

### Summary

Total Quantity: 3

Order Total: \$ 89.00

Eye	Description
Right	SV Bluecut
Right	SHMC+
Left	SV Bluecut
Left	SHMC+
Frame	
Shipping	Ground

REVIEW ORDER

PLACE ORDER



# Track your Rx Order Status

Orders				
Reference	Entered	Number	Status	Completed
<a href="#">Matt-190</a>	04/19/2023 15:05:00	5000103	Entered	
<a href="#">Berle</a>	04/19/2023 11:16:00	5000102	In Production	22/04/2023
<a href="#">-</a>	04/18/2023 16:27:00	5000101	Entered	
<a href="#">son</a>	04/17/2023 14:36:00	5000100	Entered	
<a href="#">ds</a>	04/17/2023 14:01:00	5000099	Acknowledged	20/04/2023
<a href="#">ynolds</a>	04/17/2023 13:59:00	5000098	Acknowledged	20/04/2023
<a href="#">Brown</a>	04/17/2023 11:42:00	5000097	In Production	20/04/2023
<a href="#">K</a>	04/14/2023 14:35:00	5000096	In Production	18/04/2023
<a href="#">Anderson</a>	04/14/2023 14:30:00	5000095	In Production	18/04/2023
<a href="#">atterso</a>	04/13/2023 17:07:00	5000094	Shipping	17/04/2023
<a href="#">lentin</a>	04/13/2023 10:28:00	5000093	Shipping	16/04/2023
<a href="#">zel</a>	04/06/2023 13:57:00	5000092	Shipping	11/04/2023
<a href="#">idgett</a>	04/06/2023 12:58:00	5000091	Sent	11/04/2023
	04/05/2023 14:40:00	5000090	Sent	09/04/2023

After your order is placed, you can follow it through the lens creation process and know when it is ready and shipped.

# DETAILS

Bruno Magli					
WindsorRx Single Vision Lens Package					
Frame Only	Single Vision (SV)	Single Vision + Tint (SVS)	Single Vision + Photochromic Polarized (SVP)	Single Vision + Transitions (SVT)	
A	\$99	\$109	\$119	\$149	\$209
B	\$109	\$119	\$129	\$159	\$219
C	\$119	\$129	\$139	\$169	\$229

\* \$25 surcharge for Trivex and 1.74 Lenses

Bruno Magli					
WindsorRx Progressive Lens Package					
Frame Only	Progressive Lens (PAL)	Progressive + Tint (PALS)	Progressive + Photochromic Polarized (PALP)	Progressive + Transitions (PALT)	
A	\$99	\$119	\$129	\$159	\$219
B	\$109	\$129	\$139	\$169	\$229
C	\$119	\$139	\$149	\$179	\$249

\* \$25 surcharge for Trivex and 1.74 Lenses



**BRUNOMAGLI**



Nova Eyewear					
WindsorRx Single Vision Lens Package					
Frame Only	Single Vision (SV)	Single Vision + Tint (SVS)	Single Vision + Photochromic Polarized (SVP)	Single Vision + Transitions (SVT)	
A	\$29.80	\$59	\$69	\$109	\$179
B	\$39.80	\$69	\$79	\$119	\$189
C	\$59.80	\$89	\$99	\$139	\$209

\* \$25 surcharge for Trivex and 1.74 lens

Nova Eyewear				
WindsorRx Progressive Lens Package				
Frame Only	Progressive Lens (PAL)	Progressive + Tint (PALS)	Progressive + Photochromic Polarized (PALP)	Progressive + Transitions (PALT)
\$29.80	\$69	\$79	\$119	\$189
\$39.80	\$89	\$99	\$129	\$209
\$59.80	\$109	\$119	\$149	\$229

\* \$25 surcharge for Trivex and 1.74 lens

- One stop shop program
- One price for frame and lens with no additional cost for add-ons
- No shipping frames from the board to the lab
- Thinnest lens technology
- Most affordable market price translates to higher profits
- Order directly at windsoreyes.com



# Definitions of Lens Terms on Rx Order Form

- 1. **What is the difference between HD-SV and NOVA Combos SV?** – Both SV lenses are digitally back-side surfaced lenses. HD-SV is a generic name while NOVA combo is a brand name since the same being used in NOVA Frames.
- 2. **What is the difference between HD-PAL and NOVA Combos PAL?** – Both PAL lenses are digitally back-side surfaced lenses. HD-SV is a generic name while NOVA combo is a brand name since the same being used in NOVA Frames.
- 3. **What exactly are Bluecut, Bluemax, and Bluecut Photochromic?** – Bluecut/Blucut/Bluemax is a lens that has blue light filter technology in the mass of the lens and no additional blue filter coating is needed for that lens.
- 4. **What is the difference between Photochromic and Transitions?** – The are both photochromic. Transitions is one of the brand names for photochromic lenses produced by Younger Optics. Our in-house photochromic lenses are on the ordering platform without any brand name and Transitions is mentioned separately to identify easily. They are both the same.
- 5. **What is the difference between Polarized and Polarized Grey/Brown/Green?** -- Polarized lenses are a special category of sun lens which cuts the glare on specific polar/Axis. Our polarized sun lenses come in different colors such as Grey, Brown and Green. The lens color lens chosen is typically based on the what the wearer prefers and sometimes the color of the frame.
- 6. **What is HMC and SHMC+?** - This is a **Super Hard Multi-Coat** which is the lens' anti-reflective coating which has the following features- scratch resistance, Anti-Smudge, water repellent, Anti-static, Anti-Reflective etc.
- 7. **What is the difference between Satin Plus vs Satin Blue vs Satin Plus UV vs Satin Clear UV?** – These are different AR coatings. The WindsorRx program offers the most robust option only.
- 8. **How do you order clear lenses with AR coating only?** – On the Rx Order Form, select Satin+/Satin Plus for super (HMC) hydrophobic Anti Reflective coating. These will be clear lenses.
- 9. **What is Auto-Corridor?** – Progressive lenses are processed selecting the best vision corridor from the far vision zone to near vision zone based on the frame measurements and the segment height. To avoid any mistake in selecting the most appropriate corridors, we promote ECP's to just share the segment height and we here at the lab choose the most appropriate corridor on the basis of frame data and shared height along with the prescription.
- 10. **Which lenses have blue light filter built into the lens?** Clear lenses have bluelight filter / clear lenses with tint or mirror has no bluelight filter / Polarized lenses are sunglass and can have mirror but no bluelight filter / Photochromic lenses have bluelight filter and can be mirror
- 11. **Lens Materials** – 1.53 polycarbonate / 1.59 polycarbonate / 1.67 MR-7 / 1.74 MR-10 / Trivex for high index and rimless
- 12. **Are Bruno Magli lenses and Nova lenses different?** – No, All Bruno lenses are SHMC+ which is the Satin Plus lens without the brand name Satin Plus. Nova is Satin Plus branded.
- 13. **What are the lenses on other Windsor brands?** – All brands, Sanctuary, Eyecroxx... will have the SHMC+ base lens.



**“When we show our true interest in our account’s success and give them the tools to increase profits and not just board space, we become partners, not just another frame supplier.”**

**Paulino Diaz, VP Sales, Partner**



**“You guys did it again!! I got my 3-piece mount glasses back today and they are as impressive as my sunglasses. The A/R coating is wonderful, the edges are nicely polished, and the blue blocker performs way better than I had expected. I am absolutely in awe of the quality of both jobs.”**

**Claudia House, O.D.**

