

INTRODUCING PERC FRAME ADVANTAGE

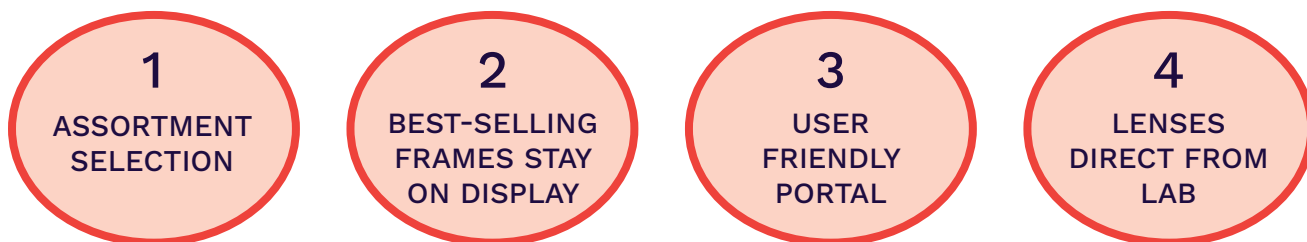


INNOVATIVE **BOARD MANAGEMENT** COMBINED WITH AN **INTEGRATED SUPPLY CHAIN**

WHAT IS PERC FRAME ADVANTAGE?

- **A partnership** between ECPs, PERC, Frame Vendors, and Essilor.
- Data driven, balanced assortments of best sellers from well-recognized frame brands that **stay on the frame board**.
- An easier and more accurate frame **inventory management approach** for your practice.
- An integrated solution that **combines the Lab and Distribution Center** for ease, speed, and efficiency.
- Designed to help you improve your practice's financial position through innovative board management that:
 - **Grows your sales**
 - **Improves capture rates**
 - **Increases cash flow**
 - **Creates efficiencies**

HOW DOES PERC FRAME ADVANTAGE WORK?



1. Frame Advantage team works with you to select the right assortment for your practice
2. Pre-tagged frames simplify inventory and stay on the board; less investment on frame inventory and no back stock
3. Order through portal; no sending frames to lab since they stay on the board, allowing sales multiple times per day!
4. Your PERC/ESSILOR Lab matches lenses with frames and completes the job

PERC FRAME ADVANTAGE BRANDS BY SEGMENT

CORE	FASHION	LIFESTYLE	HIGH MARGIN	LUXURY	SPORT	TECH
ANN TAYLOR	BURBERRY LONDON ENGLAND	CARRERA EYEWEAR SINCE 1956	Brooks Brothers PROFITMAXX UNICRIGI	DOLCE & GABBANA	Champion EYES	TITANFLEX
COACH NEW YORK	L.A.M.B.	DG DANNY GOKEY	EMPORIO ARMANI PROFITMAXX UNICRIGI	GIORGIO ARMANI	COSTA	
GUESS	MICHAEL KORS	HELIUM	POLO RALPH LAUREN PROFITMAXX UNICRIGI	GUCCI		
gx		imagecafé		PRADA EYEWEAR	OAKLEY	SPECIALIZED
kate spade NEW YORK	TORY BURCH	nicola hillier EYEWEAR	RALPH RALPH LAUREN EYEWEAR PROFITMAXX UNICRIGI	SAINT LAURENT	PUMA	BLOOM OPTICS The Petite Collection
Ray-Ban	VERSACE	SWAROVSKI	vogue eyewear PROFITMAXX UNICRIGI	TIFFANY & Co.		HACKETT LONDON
TED BAKER LONDON		Timberland				
YOUTH						
Champion EYES	GUESS	gx	nicola hillier EYEWEAR	OAKLEY	TED BAKER just kidding	Ray-Ban

INTERESTED IN SIGNING UP FOR PERC FRAME ADVANTAGE?

VISIT THE PERC FRAME ADVANTAGE PAGE ON THE PERC ALLIANCE WEBSITE OR
FOLLOW THE LINK <https://bit.ly/frameadvantageregister> TO FILL OUT THE ADVANTAGE INTEREST FORM

