

twelve84[®]

Eyeglasses. Simplified.

1284. The year glasses were
invented in Italy.

It's where our story begins.

We carry forward the tradition of global style and quality with a reinvented buying experience that brings the frame, lenses, and lab into one simple, transparent process. Paired with your best-in-class service, your patients have a new option for an eyewear brand, and you have the competitive edge.

Deliver an exceptional experience to your patients while you gain a competitive edge through bundled pricing and ordering efficiency that increase profitability. All with \$0 down, unwavering support, and no contract.



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twelve84.com | support@twelve84.com

How Our Solution Works

When a practice initiates a twelve84[®] subscription, they receive a full complement of consigned frames for display. There's never a need to send in a frame off the board, as our lab pulls from their fully stocked inventory of twelve84[®] frames. With transparent prices, free shipping, and generous remake and warranty policies, deploying twelve84[®] is as easy as 1-2-3. All for just \$179/month.

- 1 Pick any twelve84 frame from the 120 SKUs
- 2 Determine Single Vision, PAL or FT-28 based on RX.
- 3 Optician and Patient select Discover or Inspire lens quality.

RX	PACKAGE	RETAIL PRICE	WHOLESALE	PROFIT
SINGLE-VISION	Discover	\$149	\$49	\$100
	Inspire	\$299	\$99	\$200
FLAT-TOP 28	Discover	\$199	\$79	\$120
PROGRESSIVE	Discover	\$299	\$99	\$200
	Inspire	\$399	\$134	\$265
OPTIONAL ADD-ON	Polarized or Photochromic, Sunglass Tint Match*	\$100	\$35	\$65
FRAME ONLY	Ophthalmic Frames	\$179 (MSRP)	\$49	\$130
	Sun Frames	\$199 (MSRP)	\$59	\$140

Discover (CR-39 or Poly; Standard AR) Inspire (Any material up to 1.67; Premium AR or Blue Light AR)
*Tint match available Fall 2023

Q. Do the lenses come with an AR Coating?

Yes. All twelve84[®] lenses have an AR coating. The inspire package uses a top-level, multi-phobic AR coating. It is very easy to clean and highly scratch resistant. The Discover package uses a very good AR coating application.

Q. How does the billing work?

\$179/month will automatically be billed by Optical X, LLC. This fee covers the full delivery of the twelve84[®] eyewear service. On the 20th of the month, there will be an automatic withdrawal of payment in full for the product sold in the previous month.

Q. What is the warranty?

All Inspire packages have a 2 year warranty, and all Discover packages have a 1 year warranty. While we do not limit the number of warranty remakes, we do ask that you use your best judgement so that our policies can remain flexible.

Q. Is free shipping offered?

Yes. twelve84[®] pays for all shipping expenses. If a return request needs to be processed, we ask that you donate the returned product to the optical charity of your choice.

“ The frame and lens quality is so excellent that I just ordered a second pair for myself!

Elizabeth (Optician) of Dr. James & Enyart, Oregon, WI

“ I don't know why everybody isn't using this!

Dr Ramey, Ramsey Eyecare, Rock Springs, WY

Q. What is included in the twelve84[®] product kit?

The standard product kit includes 80 curated pieces from our 120-piece collection. Also included is a POP plaque, an eyeglass case and cleaning cloth to display the brand to you patients. Customized kits are also available.

Q. Does twelve84[®] work with vision care plans?

No. twelve84[®] is priced to be extremely affordable for patients paying cash, purchasing a second pair, or using a VCP to purchase contact lenses. You do have the option of purchasing a frame only for use with your VCP network lab.

Q. How is the quality of the frames?

twelve84[®] has customized every frame offered in the collection. The line was fully designed in the US with top-line materials from around the world. For example, many of the frames use spring hinges from Comotec in France. The beta titanium material is imported from Japan, and we use Italian Mazzucchelli acetate for multiple pieces.

Q. Can the twelve84[®] patient prices be changed?

The patient prices are fixed and cannot be increased. However, you can apply a discount on any order. twelve84[®] has made it easy for your practice to capture patients with attractive pricing and a simple model to keep you competitive. We do not cap the retail price of frame only sales.

Q. Are the lenses conventional or digital?

The Discover SV package is a high-quality stock lens. The discover FT-28 is a traditional bifocal with premium AR coating. All other package types are HD digital lenses.

Q. What is the cancellation policy?

There is no penalty for cancelling twelve84[®]. Just contact Customer Support for assistance in unsubscribing.

Q. Do you charge for remakes?

twelve84[®] covers remakes for any reason for 90 days after sale. While we don't limit the number of no-charge remakes, we ask you use your best judgement to keep our flexible policies flexible.

Q. What if there is an issue with an order?

Customer Support at twelve84[®] is your point of contact for any issues. We handle all inquiries, questions and problems. twelve84[®] handles all communication with the lab and frame manufacturer so you don't have to.

Q. Do you have an EHR integration?

Yes. We are fully integrated with RevolutionEHR. It takes only a few short minutes to activate your inventory and start ordering.

Q. Can just the frames be purchased?

Yes. you can purchase frames directly from us at a wholesale rate of \$49 per ophthalmic frame and \$59 per sun frame. You then have control of the retail price of the frame, it is not set by Twelve84. We are listed in FramesData at \$69/ ophthalmic frame and \$79/sun frame. A 1-year warranty is included on frame only purchases.

Q. Who manufactures the lenses?

twelve84[®] lenses are made by a 5-star certified independent lab. The lenses have been tested by COLTS independent testing laboratory to ensure their excellence in quality that meet or exceed ANSI standards.

Q. Are practice employees able to get a discount on twelve84[®]?

All twelve84[®] packages ordered by staff will be given a 50% discount off the wholesale cost of the package.

Q. Is it required to display all the frames?

No. You can merchandise the product however you see fit.

AR Coatings

DISCOVER · INSPIRE · INSPIRE BLUE PROTECTION



exclusively by twelve84

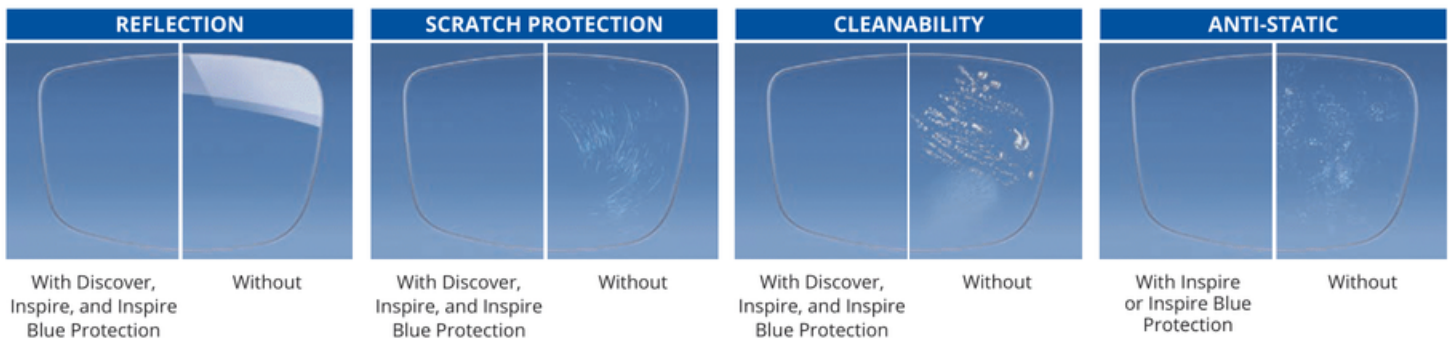
Premium Protection. Unbeatable Quality.

Twelve84 anti-reflective coatings include the most important AR attributes to suit individual wearer needs. From visible reflectance color to scratch-resistance and cleanability, each coating delivers the performance qualities that your patients expect from your practice.

Three Choices that Cover Patient Needs:

- **Discover AR** offers great performance for a standard AR Coating.
- **Inspire AR** is our premium coating that includes an anti-static layer and features a super hydrophobic and oleophobic layer for longer-lasting cleanability.
- **Inspire Blue Protection AR** offers the same features as Inspire AR, but filters HEV blue light.

Discover	Average Reflectance (Green)	Good scratch resistance	Super-hydrophobic for long-lasting cleanability	GOOD PERFORMANCE
Inspire	Low Reflectance (Blue)	Great scratch resistance	Super-hydrophobic and oleophobic for longer-lasting cleanability	BETTER PERFORMANCE
Inspire + Blue Protection	Blue Light Protection AR (Blue-Violet)	Great scratch resistance	Super-hydrophobic and oleophobic for longer-lasting cleanability	BETTER + BLUE LIGHT PROTECTION



Contact us for more information!

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twelve84 Progressive Lenses

The Twelve84 progressive lenses are optimized, providing versatility for the visual demands of daily life. Delivering visually effective performance across the full range of viewing zones, these all-purpose progressive lenses allow wearers to perform daily visual tasks at near, intermediate and distance with comfort and ease.

A proven all-around solution, Twelve84 digital progressives compare favorably with many of the top selling designs in the world.

Progressive Design

Offered in both Discover & Inspire



Visual Profile:

Distance zone	•••
Intermediate zone	•••
Near zone	•••

Key Benefits

- Wider fields of clear vision
- Advanced PAL design combines the best features of 'hard & 'soft' designs
- Superior comfort with optimally balanced viewing zones
- Compensated for population average Position of Wear
- Automatic variable corridor fits virtually any frame – fitting heights from 13mm to 35mm
- Fully optimized for every Rx and every frame

Contact us for more information!

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Simulated blur comparison in progressive lenses. For illustration purposes only.

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Lens/Feature	Comparable "Retail" Option	Highlights
Discover SV	Stock lens	A stock lens is a pre-surfaced lens that is great for lower/basic prescriptions.
Inspire SV	Digital SV lenses	Digital lenses allow for more precise prescription accuracy. They also reduce or eliminate distortion caused by high RX or cyl to provide crisper, clearer vision and clarity.
Discover/Inspire PAL	Zeiss Precision Pure Physio DRx	Front and back surfaced digital, freeform progressive. This means a wide corridor with minimal distortion, and easy transition from reading to intermediate to distance.
Discover AR	Crizal Easy Pro Zeiss Duravision Chrome	A more basic anti-reflective coating that will still hold up very well. It has a quality scratch coating on it that will make the lenses more durable than a lab standard coating.
Inspire AR	Zeiss Duravision Platinum Crizal Sapphire	A premium anti-reflective coating. It is multi phobic- which means it will repel dust, dirt, water and oils. It is extremely cleanable and features a premium scratch coating for durability.
Blue Light Protective AR	Hoya Recharge Duravision Blue Protect	Filters blue light that emits from screens, fluorescent and LED lighting. Blue light increases eye fatigue, and makes it harder to fall asleep at night. Further impact on the retina and macula are still being evaluated. Includes the same multi phobic and scratch coating as Inspire AR. Only available on clear lenses (no polarized/photochromic)
Photochromic	Transitions Signature 8	Available in grey or brown. Transitions change smoothly from clear to tinted quickly. The inherent makeup of photochromic lenses block approximately 20% of blue light emissions when they are clear, and 80% when they are dark.