



MARCHON | ALTAIR
vsp vision companies

With Maximum Standards of Service Comes Maximum Rewards

We're ready to support you so you can
focus on what matters most, your patients.

We're ready to support you so you can focus on what matters most... **your patients**

We know the challenges of the pandemic have been significant and changes continue to impact you and your practice, including supply chain shortages and product delays. Rest assured that Marchon and Altair remain focused on efforts to support you and meeting the needs of your practice.

From market-leading eyewear brands ready to ship immediately, to value-add programs and rewards to help you succeed, you can be confident in partnering with Marchon and Altair for the best quality and service, ensuring both you and your patients receive high-quality materials quickly and efficiently.

Let us help you realize your vision for long-term success with fast and efficient access to products and services to support your business. Contact your Marchon or Altair representative today.



1-800-645-1300

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Our service commitment **to you**

- Award winning Customer Service team.
- Industry leading service levels with efficient delivery.
- Top rated Sales Consultants offering personalized service.
- One ordering website for Marchon & Altair.
- 2-year warranty policy with user-friendly online process including immediate credit and no need to return frame.
- Online billing allows you to pay invoices while giving you control over relevant information on your account.



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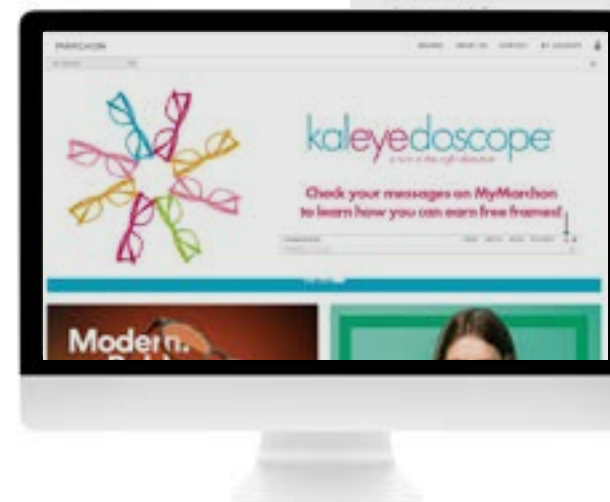
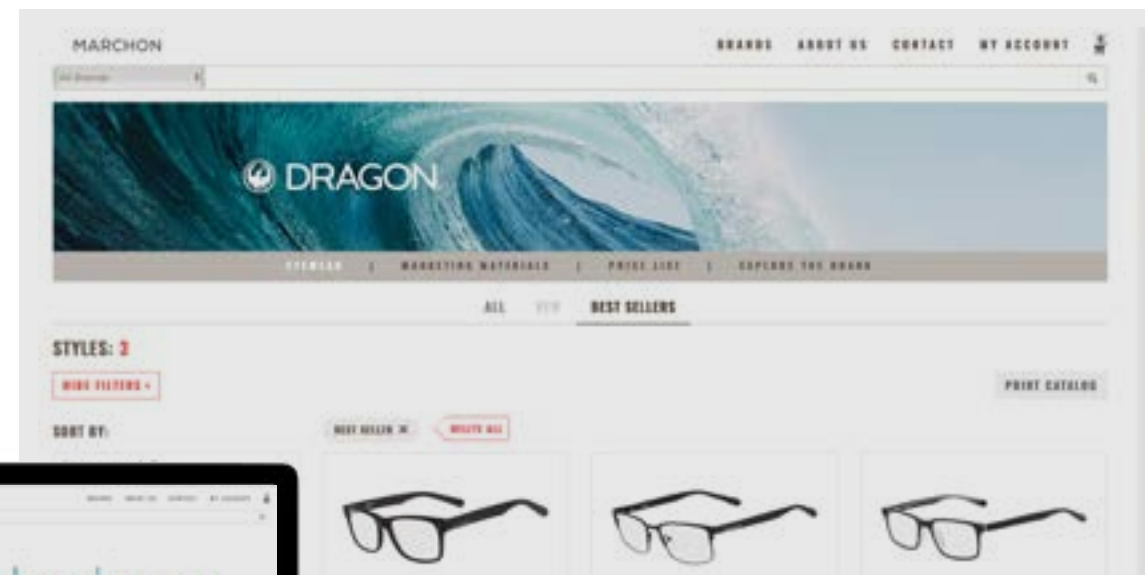
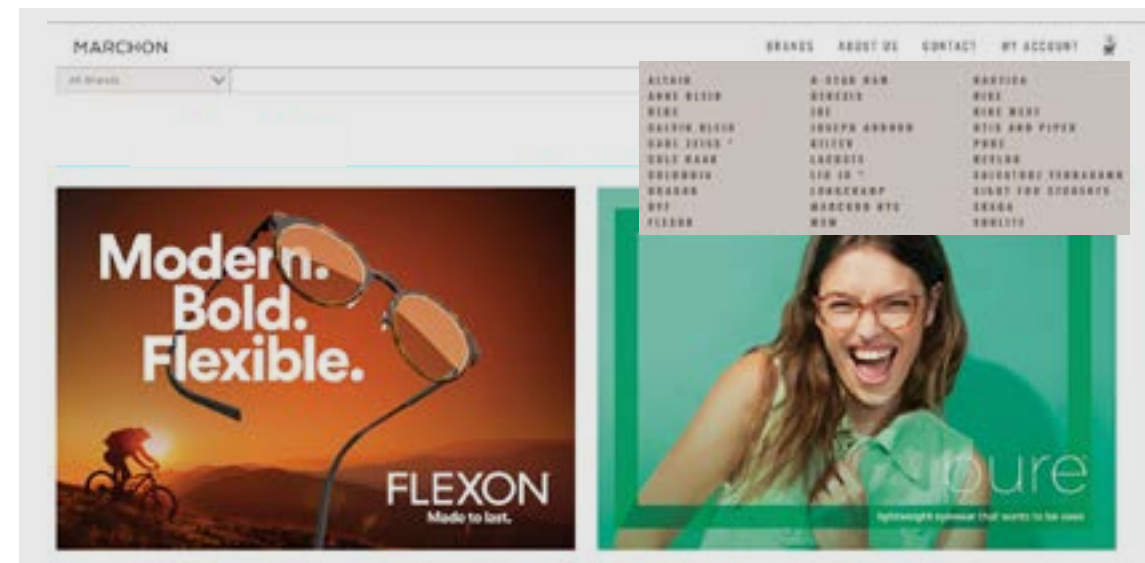
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A redesigned **MyMarchon**

This new site offers an enhanced and visually modern shopping and ordering experience for both Marchon and Altair product. Offers quick and easy order placement, online billing, warranty claims, account management and more.

Explore our brand catalogs with numerous filters, 360° images and virtual try-on options. Marchon's proprietary frame board management program, Kaleyedoscope, is powered by MyMarchon.

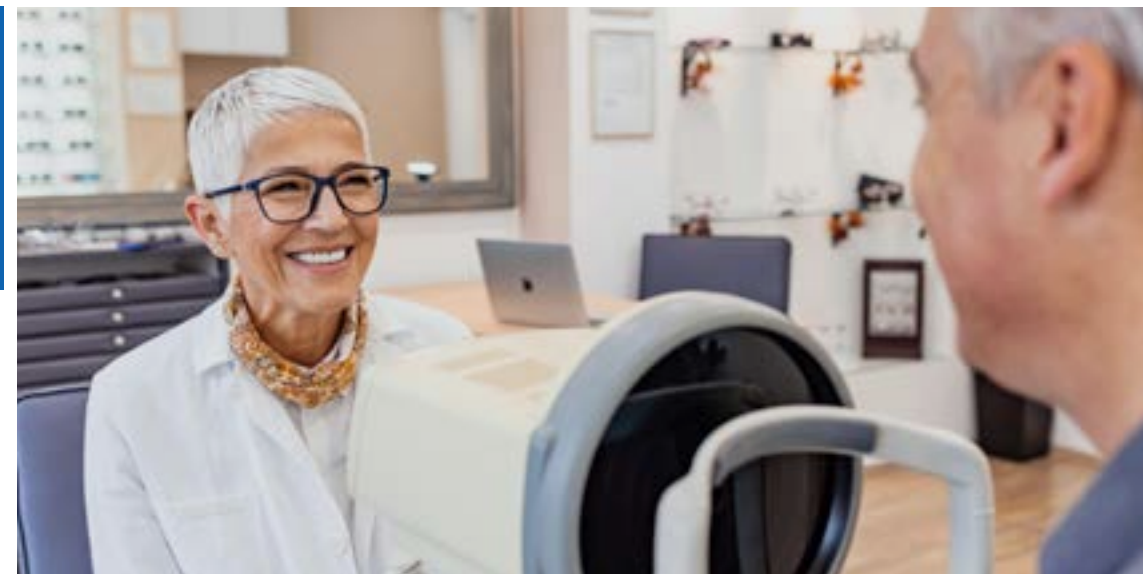
[login here](#)



Our **consultative approach** for your practice

Partner with us to achieve our common objective of growing sales and profitability and enjoy these benefits.

- Enhanced opportunities through operational efficiencies, high fill rates, increased margins, and powerful analytics to support business decisions.
- Marketing tools to drive sales such as promotions, social media, and merchandising.
- Brand and product training to keep your staff educated.
- Access to an education platform that provides:
 - Optical industry courses.
 - Continuing education courses (including ABO).
 - Marchon and Altair Brand training.
 - **Custom optical industry curriculums to onboard your new hires.**
- Multi-location practices receive all of the above plus dedicated operations support including consolidated orders, shipment confirmations, and a learning management system that offers and tracks staff education.



Our value-add programs help **you succeed**

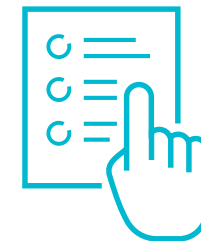
- **Kaleydoscope is Frame Board Management Made Easy.** Optimize your return on investment with effortless management and free postage options.
- **Altair Lab Direct** offers no up-front frame cost. Pay when you dispense. Eliminates inventory write-offs and benefit from free shipping options.
- **Uuniversity Eyewear education** provides opportunities for everyone from the entry-level opticians to the experienced ODs. Round-the-clock access to:
 - Continuing education courses
 - Marchon and Altair brand training[login here](#) or [create a free account](#)



Free Shipping Options



More Time to
Focus on Patients



Freedom to Choose

Order 24/7 at
account.mymarchon.com



Stablize Cash Flow



Our value-add programs help you succeed

- **Marchon MVP plus Rebate Program** for our Most Valued Partners. As your preferred vendor, we can partner and grow together while keeping returns down. Contact a Marchon Sales Representative to find out what your reward could look like.
- **Altair Advantage Program** offers quarterly discounts up to 25% on proprietary brands.
- **Exclusive VSP member Extra \$20 and Extra \$40 frame benefits** Greater value for your VSP Patients. More opportunity for your practice.
- Take advantage of the **new brand introductory offers** and other promotional opportunities throughout the year.



REBATE	SAPPHIRE \$6,000–\$14,999	EMERALD \$15,000–\$49,999	RUBY \$50,000–\$124,999	DIAMOND \$125,000+
5%	30%	15%	10%	8%
6%	35%	20%	12%	10%
7%	40%	25%	14%	12%

- PCO is excluded from MVP+. Year-end return rate must not exceed 15% in order to qualify for any rebate
- Eligibility for Marchon's MVP Plus program is open to all accounts in good standing with Marchon who apply for registration. Please contact your Regional Manager to apply.

IT'S TIME FOR YOUR
NEXT EYE EXAM!

GET AN
EXTRA \$40
TO SPEND ON FRAMES

VSP Vision Premier Program

- Additional **\$15 - \$25** frame payment for Practices participating in the VSP Global Premier Program at the Platinum level.
- Inclusion of Marchon and Altair frames gives you greater choice in reaching the VSP Global Premier Program frame spend.
- Exclusive access to Zeiss eyewear for all practices participating in the VSP Global Premier Program.
- Practices participating in the Premier Program are now averaging **39%** more new VSP patients compared to 23% than those without.



Practices with the
Premier Program
banner average

58% More
Clicks on vsp.com

Practices meeting all
Premier Program
targets are averaging

\$20 More
per VSP Claim



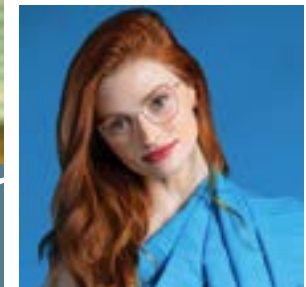
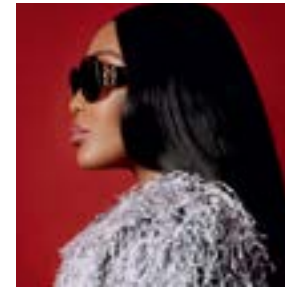
9 out of 10

VSP patients say they
will return to the same
Premier Program Practice

Our **diverse portfolio** of leading brands

- A balance of consignment vs purchase brands to optimize your cash flow.
- Higher margin opportunity with our Proprietary Bands.
- A style, fit and price point for every consumer.
- Our brands offer fit diversity: Low Bridge (plastic with nose pads), petite and extended.
- Staff training to keep your team educated on new and existing brands.
- Merchandising solutions to showcase brands and promote sell-through.

[click here to view our Spring Summer 2022 Brand Portfolio](#)



ANNE KLEIN	LANVIN
BEBE	LENTON & RUSBY
CALVIN KLEIN	LONGCHAMP
CALVIN KLEIN JEANS	MARCHON NYC
COLE HAAN	MCALLISTER
COLUMBIA	MCM
CONVERSE	NAUTICA
CUTLER AND GROSS	NIKE
DKNY	NINE WEST
DONNA KARAN	PAUL SMITH
DRAGON	PURE
DRAPER JAMES	SALVATORE FERRAGAMO
FLEXON	SKAGA
GENESIS	SHINOLA
JOE JOSEPH ABOUD	SPYDER
JOSEPH ABOUD	VICTORIA BECKHAM
LACOSTE	ZEISS



Our commitment to **Eyes on Tomorrow**[™]

A long-term, global program, Eyes on Tomorrow, will guide us in responsibly ensuring that our eyewear and our processes will have a lowered impact on the planet and commits us to being the best possible partner to our stakeholders, employees, and communities.

[Click here to learn more](#)



We have a frame
for **every customer**

BRAND	DEMOGRAPHIC		PRICE
ANNE KLEIN			\$-\$\$
BEBE			\$\$
CALVIN KLEIN			\$\$-\$\$\$
CALVIN KLEIN JEANS			\$
COLE HAAN			\$\$
COLUMBIA			\$-\$\$
CONVERSE		 	\$
CUTLER AND GROSS			\$\$\$-\$\$\$\$
DKNY			\$-\$\$
DONNA KARAN			\$\$
DRAGON			\$-\$\$\$
DRAPER JAMES		 	\$-\$\$
FLEXON		 	\$\$-\$\$\$
GENESIS			\$
JOE			\$
JOSEPH ABBOUD			\$\$
LACOSTE			\$-\$\$\$
LANVIN			\$\$\$

FIT DIVERSITY

FIT DIVERSITY		ATTRIBUTES			
EXTENDED	PETITE	SUSTAINABLE	POLARIZED	TITANIUM	FLEXON MEMORY METAL
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We have a frame
for **every customer**

BRAND	DEMOGRAPHIC	PRICE
LENTON & RUSBY	  	\$
LONGCHAMP		\$\$-\$\$\$\$
MARCHON NYC	  	\$-\$\$\$
MCALLISTER	 	\$
MCM	 	\$\$-\$\$\$\$
NAUTICA		\$-\$\$\$
NIKE	  	\$-\$\$\$\$
NINE WEST		\$-\$\$\$
PAUL SMITH	 	\$\$\$
PURE	 	\$\$-\$\$\$\$
SALVATORE FERRAGAMO	 	\$\$\$
SKAGA	 	\$\$-\$\$\$\$
SPYDER		\$-\$\$\$
VICTORIA BECKHAM		\$\$\$
ZEISS		\$\$-\$\$\$\$

FIT DIVERSITY

FIT DIVERSITY		ATTRIBUTES			
EXTENDED	PETITE	SUSTAINABLE	POLARIZED	TITANIUM	FLEXON MEMORY METAL
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Our **merchandising solutions** to promote sell-through

From seasonal collateral to free-standing fixtures, we have the right merchandising elements to engage the customer and help drive sell-through.

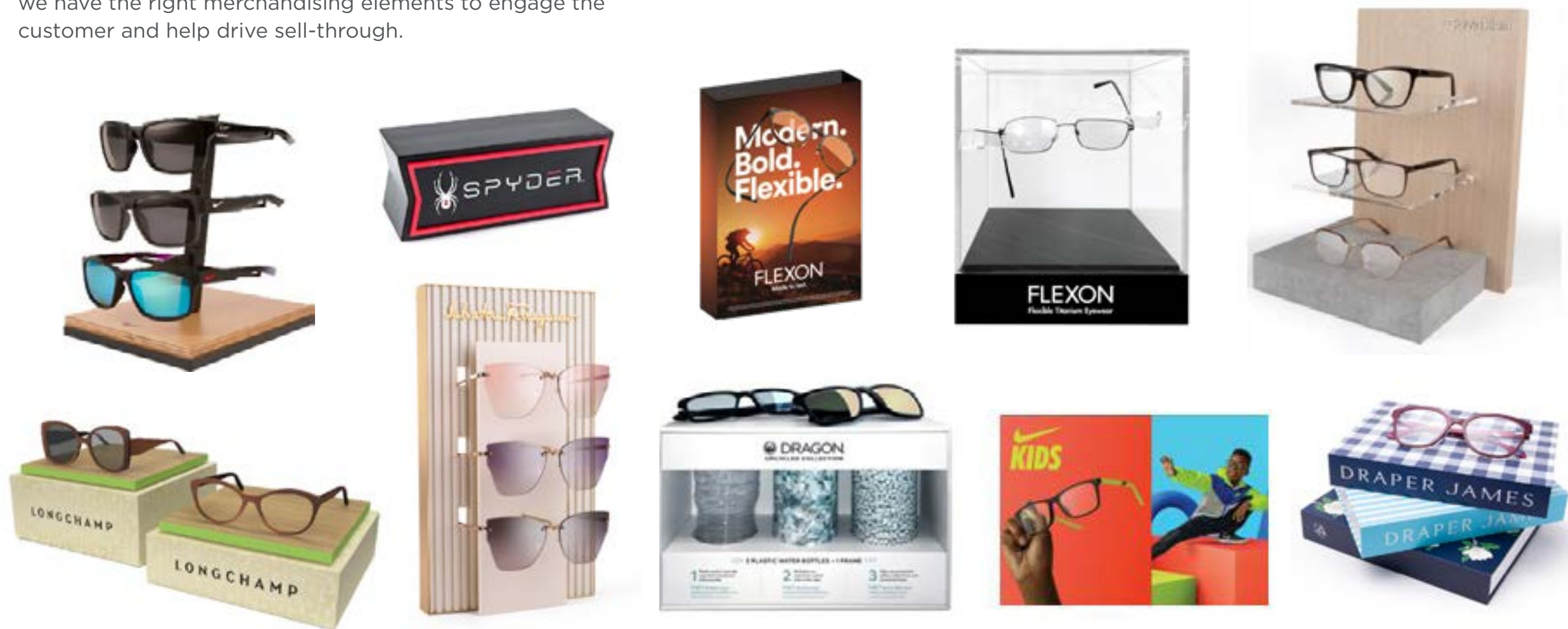


Free standing fixtures ship free of charge exclusively to Platinum level VSP Global Premier Program practices.



Our **merchandising solutions** to promote sell-through

From seasonal collateral to free-standing fixtures, we have the right merchandising elements to engage the customer and help drive sell-through.



Take the next step toward maximizing your rewards
by contacting your Marchon or Altair Sales Representative.
Or contact Customer Service at
1-800-645-1300.

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