



**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**

As we celebrate 40 years in the industry, we understand the challenges facing Eye Care Professionals today. 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.



YEARS OF VISION

**MARCHON | ALTAIR**  
vsp vision companies

1-800-645-1300



# 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.



1-800-645-1300



# 2022 Customer Service **Award Winner**

- Best Performing Small- to Mid-Sized Call Center Finalist
- Highest Customer Service - Business to Business Industry
- Highest Omni-Channel Customer Service
- Call Center World Class FCR Certification
- World Class Employee Experience



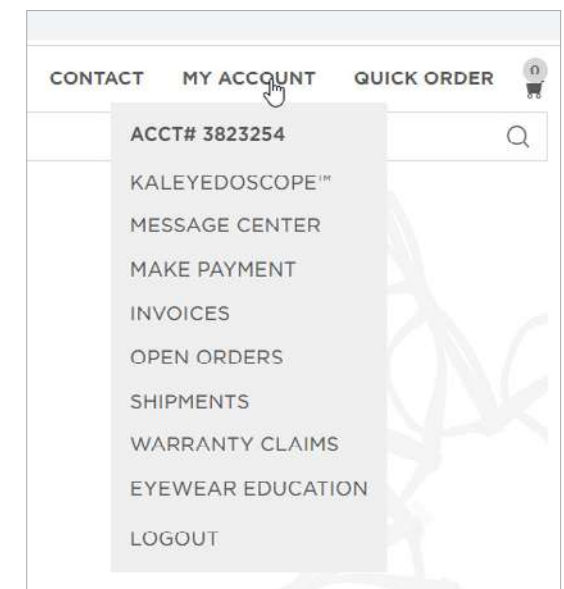
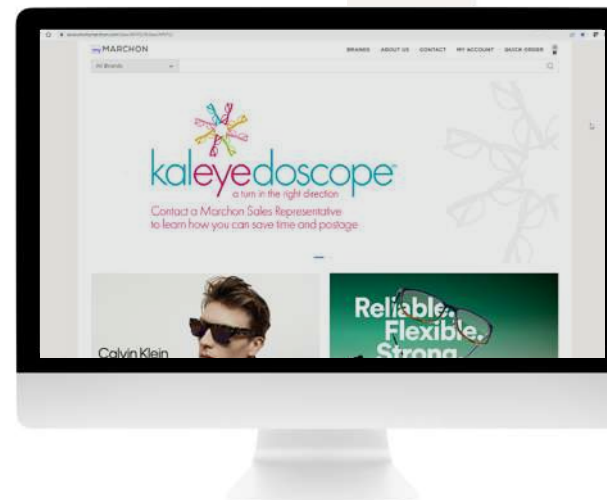
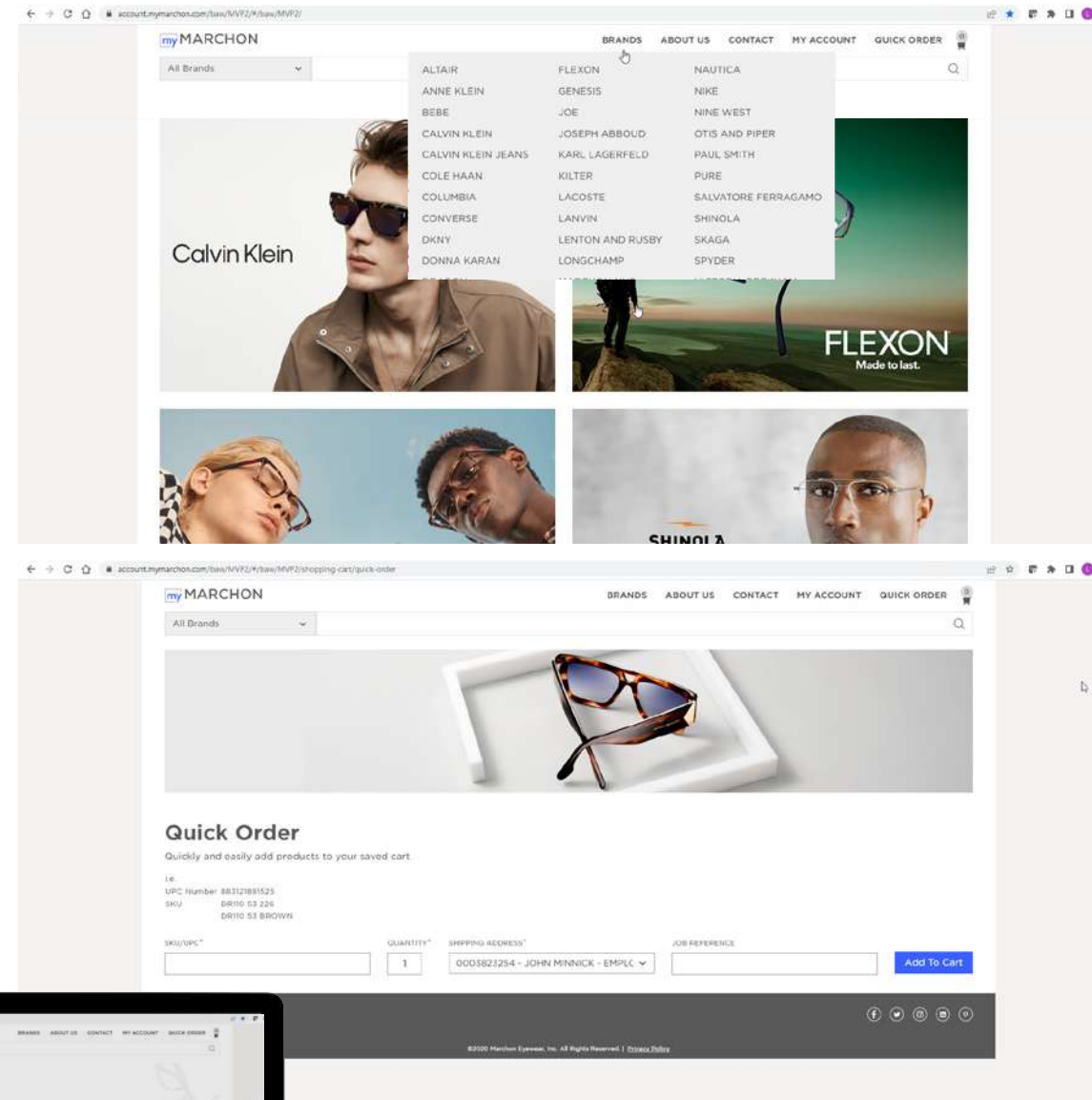
# MyMarchon

## Marchon and Altair's online ordering portal

Place fast and easy patient orders or shop our site for an enhanced and visually modern shopping and ordering experience. 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. Kaleyedoscope, Marchon and Altair's proprietary frame inventory management program 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**

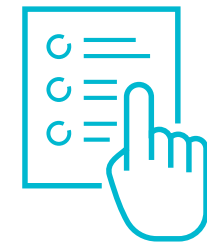
- **Kaleydoscope and eClaim on Eyefinity.com Join Forces!**  
Order frames, process claims, and manage your frame inventory on one platform. Optimize your return on investment with effortless management and free postage options.
- **Altair** offers no up-front frame cost. Pay when you dispense. Eliminates 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](http://account.mymarchon.com)



Stabilize Cash Flow



MARCHON | ALTAIR  
Courses with  
an Eyewear Focus



Free ABO/NCLE  
Courses for Opticians

uuniversity



# 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!**

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GET AN **EXTRA \$40** TO SPEND ON FRAMES

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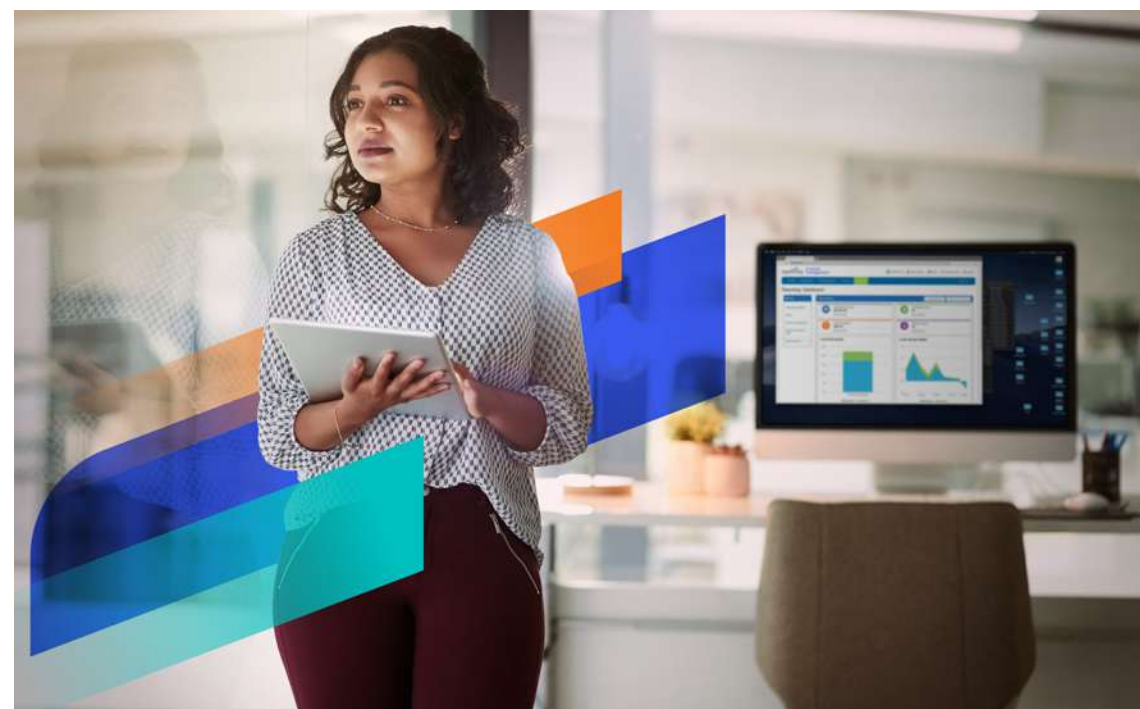
# VSP Premier Edge™

- Additional **\$15 - \$25** frame payment for Practices participating in VSP Premier Edge™ at the Platinum level.
- Inclusion of **Marchon and Altair frames** gives you greater choice in reaching the Premier Edge™ frame spend.
- **Premier Edge™ Promise:** A worry-free eyewear guarantee exclusively available for VSP patients allowing them to replace their glasses if they break, their prescription changes, or they don't love the glasses they chose, all at no out-of-pocket expense to your practice.
- **Premier Edge™ Offers:** Exclusive member savings that are extensively marketed to VSP members, encouraging them to schedule an eye exam at a Premier Edge location.



Practices with the Premier indicator average **3X More** clicks than non-indicated practices.

\*Monthly average January 2022 - December 2022 based on practice data all devices searches.



**9 out of 10**

VSP patients say they will likely return to the same Premier practice.

\*2022 VSP Patient Satisfaction survey.

Practices participating at the Platinum and Gold levels average

**33% more** new patients.


\*Based on new patient exam claims, January 2022 through December 2022

# Follow Your Heart


As part of the **“Follow Your Heart”** initiative, Marchon and Altair® frames are now stamped with the VSP heart logo on the upper left lens (excluding sunglasses), making it easier for VSP patients to identify the brands that will maximize their VSP benefits.

“Follow Your Heart” point-of-purchase materials are available upon request to help your patients learn about extra money they have available to spend when using their VSP benefits.


To further help with frame-selection, Marchon and Altair introduced a new consumer-friendly sizing method, with markings ranging from XS to XL stamped on the lower right lens. This can help quickly identify frames for patients based on overall frame size. This doesn’t replace the traditional sizing method that remains stamped on the temple.



**ASK US ABOUT YOUR VSP MEMBER SAVINGS**



**IT'S GOT HEART!**

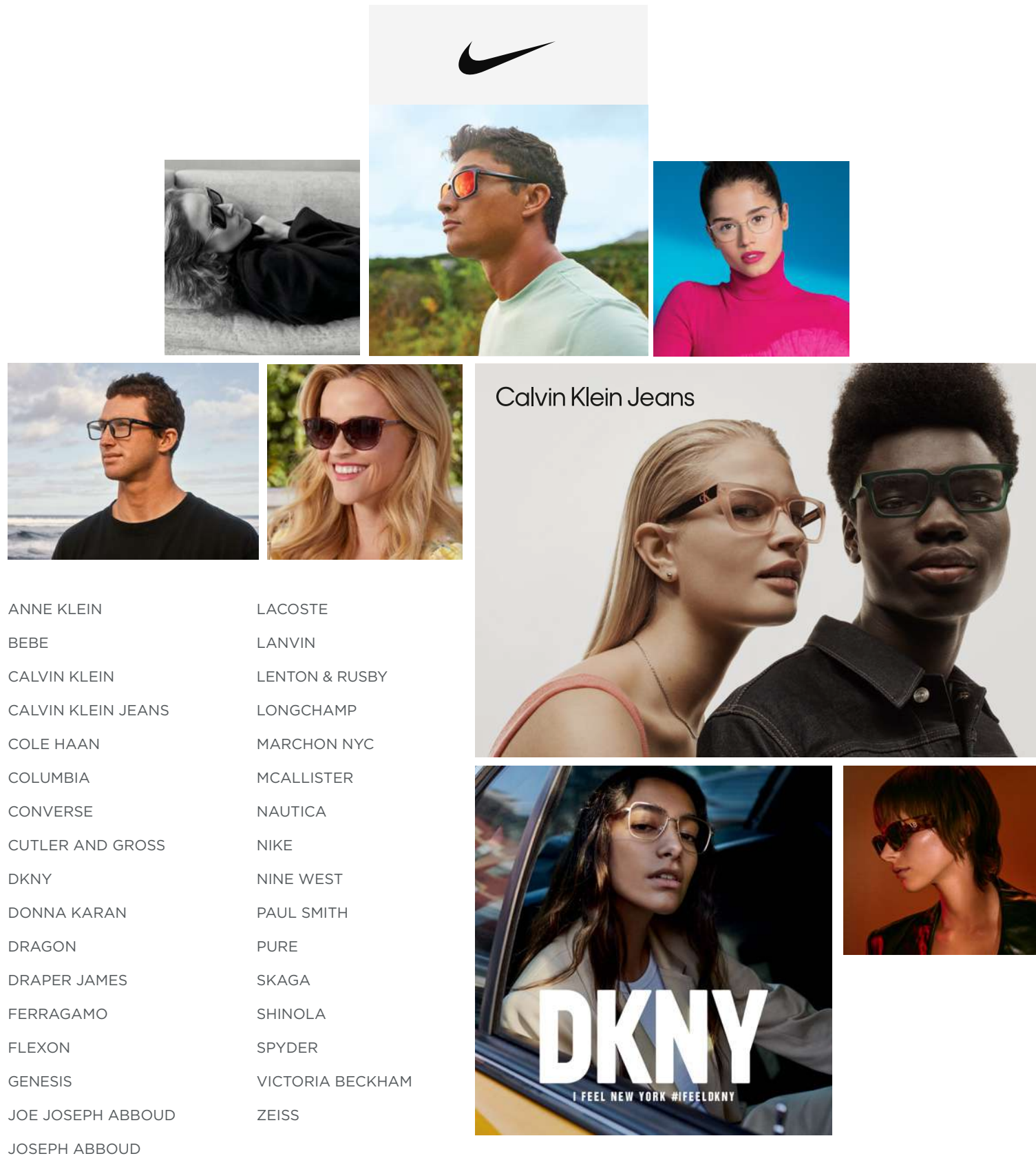


SCAN TO LEARN HOW YOU CAN GET UP TO AN EXTRA \$40 TO SPEND

# 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 Brand Portfolio](#)

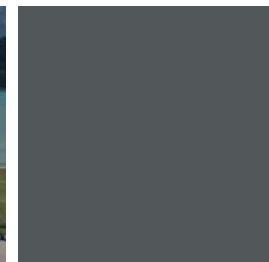


- |                    |                  |
|--------------------|------------------|
| ANNE KLEIN         | LACOSTE          |
| BEBE               | LANVIN           |
| CALVIN KLEIN       | LENTON & RUSBY   |
| CALVIN KLEIN JEANS | LONGCHAMP        |
| COLE HAAN          | MARCHON NYC      |
| COLUMBIA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

# Our commitment to **Eyes on Tomorrow**<sup>™</sup>




























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

## FIT DIVERSITY

EXTENDED  
PETITE

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## ATTRIBUTES

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.

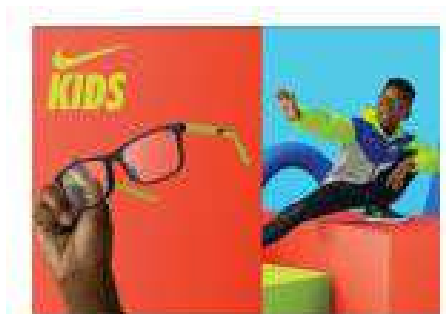


**Free standing fixtures ship free of charge** exclusively to Platinum level VSP Premier Edge practices.



# 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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