



FRANKLIN EYEWEAR® “BOUTIQUE” SUN AND READING GLASS DEALS

Displays hold 72 pair plus Storage Base!

FREE DISPLAY! FREE SHIPPING!

Base 14" square, 66" tall – \$200 Value



Sunglasses – Color Coded by Category

108 pair \$6.99 Sunglasses @ \$3.50 each	\$ 378.00
36 pair \$9.99 Polarized & Sun-Bifocals @ \$5.00 each	\$ 180.00
FREE BOUTIQUE DISPLAY INCLUDED	0.00
Deal #FSB72	Total cost \$ 558.00

Reading Glasses – Color Coded by Strength

144 pair \$6.99 Readers @ \$3.50 each	\$ 504.00
FREE BOUTIQUE DISPLAY INCLUDED	0.00
Deal #FRB72	Total cost \$ 504.00

Displays are plan-o-gramed with labels to match the price tags on all glasses. This helps keep your display organized for maximum sales, and simplifies re-orders.

CONTACT YOUR RDC SALESMAN



REFILLS: SUNGLASSES: \$42 dozen assorted
SUN-BIFOCALS & POLARIZED: \$60 dozen assorted

SUNGLASSES \$6⁹⁹ RETAIL \$3⁵⁰ COST



SUN-BIFOCALS & POLARIZED \$9⁹⁹ RETAIL \$5⁰⁰ COST



REFILLS: \$42 dozen assorted

1.25 - 4.00 strengths come with display.

1.00 strength by special order only.



Find us on

WAY

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Color-Coded Sun and Reading Glasses Program by Franklin Eyewear®

Reading glasses price tags are color coded by strength and sunglass price tags by category. This makes it easy to keep your displays organized and makes re-ordering simple!

President & CEO: Al Underwood

Founded: 1975

Toll-Free Phone: (877) 766-0321

Fax: (877) 766-9542

Address: P.O. Box 13887
Jackson, MS

Website: www.FranklinEyewear.com



Company Background

Franklin Eyewear evolved as Al Underwood drove from drugstore to drugstore in his home state of Mississippi in the early 80's. Al had developed a sunglass program that he started selling to convenience stores in 1975, and after adding independent pharmacies along the way soon realized the need for a reading glasses program.

Al added reading glasses in 1985, naming his line after Ben Franklin, who invented bifocals. After the advent of the baby boomers into reading glasses consumers, it was no longer just about function as fashion became a driving force for the forever young crowd buying them.

Product Overview

Franklin Eyewear displays are merchandised by strength, so the consumer can turn to the panel with their strength, and see a selection of frame styles and colors. Each panel has a color coded label designating the strength. The glasses price tags are color coded to match! The \$6.99 retail price opens the door to multiple sales as people have a hard time picking just one, and they want to keep them in many places for easy access.

In addition to reading glasses Franklin Eyewear offers a corresponding sunglass program, color coded by category — sports, trendy, and fashion all at \$6.99 retail. Also included in the sunglass program for \$9.99 are Polarized Sunglasses and Sun-Bifocals. Sunglasses with bifocals to make it easy to read your smartphone in the sunlight.

Franklin Eyewear's easy-to-maintain color coded program with quality and style at reasonable retails and 50% margin make you competitive in today's market, and keep your customers coming back for more.

Testimonials

"Our customers resoundingly say 'Great price, great style, and great products!' We have fortunately noticed repeat business from these customers who are referring others to our pharmacy for your product. CVS is right across the street from our location and charges over \$20 for glasses that are inferior and unattractive. We are now proud and happy to carry Franklin Eyewear in our community pharmacy."

— Francis DiMarco Pharm.D., Wilmont Pharmacy & Surgical
Scarsdale, NY

"Franklin Eyewear has been a great addition to our front store. Customers love the quality and price of the eyeglasses and Al is extremely knowledgeable and will get you everything you need to start selling glasses. From counter displays to full floor models they have everything you need. It always nice to walk by Franklin Eyewear at a tradeshow or conference because Al always remembers his customers and makes a point to say hello. We highly recommend Franklin Eyewear, I wish all our vendors were this great!"

— Alex Doyle, Conley's Drug Store, Gloucester, MA

"I was convinced no one would buy readers or sunglasses from an independent pharmacy when so many other places carry them. Boy was I wrong. I first carried Franklin Readers and they flew off the rack. I have people that come just for the trendy, good quality, reading glasses we sell. So I decided to try carrying the sunglasses as well. These have also been a great seller and a convenience for people."

— Jennifer Palazzolo, Flatiron Pharmacy, Longmont, CO

Ordering Information

Order online at www.franklineyewear.com or call (877) 766-0321.



STORE NAME: _____ DATE: _____

YOUR NAME: _____ OWNER / BUYER
CIRCLE ONE

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

E-MAIL: _____

PHONE: _____ FAX: _____

BILL THROUGH RDC ACCOUNT NO.: _____ ACCOUNT REP: _____

REORDER INSTRUCTIONS: Organize glasses on display by color code and reorder below.
Keep extra stock to have a complete selection and maximize sales.

**FAX TO
JIM BERNITT
1.800.571.3784**

*** Minimum Order 48 Pair Open Stock or Two Counter Promotion or Combination for Free Shipping ***

DISPLAY DEALS • 72 piece "Boutique" Floor Display Unit... Color Coded For Easy Merchandising

READING GLASSES: 72 pair and 72 refills with FREE 72 piece boutique display _____ QTY Cost \$504

SUNGLASSES & SUN-BIFOCALS: 72 pair and 72 refills with FREE 72 piece boutique display _____ QTY Cost \$558

READERS REFILLS • Price Tag Color Coded by Strength... Keep Full for Better Sales

\$6.99 RETAIL / \$3.50 COST – ASSORTED TRENDY & TRADITIONAL STYLES

Strength	1.25	1.50	1.75	2.00	2.25	2.50	2.75	3.25	4.00
Color Code	PINK	BLUE	PURPLE	YELLOW	GREEN	ORANGE	RED	BROWN	GRAY
ASSORTED STYLES									

SUNGLASSES REFILLS • Price Tag Color Coded by Category... Keep Full for Better Sales

\$6.99 RETAIL / \$3.50 COST – ASSORTED STYLES

POLARIZED & SUN-BIFOCALS \$9.99 RETAIL / \$5.00 COST

GREEN "SPORTSLINE"	PURPLE "TRENDY"	PINK "FASHION"	BLUE "POLARIZED"	RAINBOW "SUN-BIFOCALS"
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COUNTER PROMOTIONS • Fun and Functional Readers with Matching Case

24 PAIR DISPLAY / \$4.99 RETAIL 1. RIMLESS READERS / CLASSIC _____ QTY 2. RIMLESS READERS / COLORS _____ QTY
\$2.50 COST / \$60 PER DISPLAY 3. PAISLEY _____ QTY 4. POLKA-DOT _____ QTY 5. FLOWER POWER _____ QTY

ACCESSORIES • FOR MORE INFO AND IMAGES GO TO WWW.FRANKLINEYEWEAR.COM

\$2.99 EYEWEAR CHAINS _____ DZ **\$2.99** SPORT CORDS _____ DZ **\$2.99** FUN CORDS _____ DZ
\$1.99 CASES _____ DZ **\$6.99** CLIP ONS _____ DZ **\$6.99** FIT OVERS _____ DZ

NOTES: _____



FAX ORDER ATTN: JIM BERNITT 1.800.571.3784

FREE SHIPPING (\$150 Minimum)
Continental U.S. Only