



Prescription Sports sunglass from Maui Jim



The \$25m prescription laboratory in Chicago

Maui Jim expands Rx range

Maui Jim is launching its new prescription sunglass offer worldwide, with almost 90 per cent of its full collection now available to Rx.

The launch follows an investment of \$25m in the company's new 50,000sq ft state-of-the-art laboratory at its US headquarters in Peoria, Chicago, where the precision robotics currently enable Maui Jim to run at a capacity of 1,500 Rx jobs a day.

By the end of July, Maui Jim will have four Monosphera edging machines operational. Sean Collins, sales director of Maui Jim UK, described the state-of-the-art machines as 'truly remarkable, as they can cut lenses with incredible speed but still retain precision accuracy'.

The new automated digital surfacing line will give added capacity and is capable of producing the latest in lens design technology, such as freeform.

The precision machinery enables lenses to go straight from cut to polish and the finished lens is the same standard as our non-Rx lenses with the etched Maui Jim logo, our polarising filter, back of lens AR coating and front of lens bi-gradient mirror,' said Collins.

The company's most popular MJ Sport styles are now available in Rx form using the exclusive Maui Evolution 1.6 lens, which the company describes as offering vision comparable to glass, in a lightweight and hard wearing option which now comes with a one-year Scratch

Warranty. Collins pointed out that the company could now handle base curves of 4, 6 and 8, which expanded the range of Rx product. The T90 frame used in the Sport range, a three-piece mount with a sturdy bridge and adjustable nose pads, has now been modified to accommodate single-vision and progressive prescriptions.

Collins added that turnaround from the US lab to the UK was 10 days. 'We've been working on the launch for some time to get it exact, as quality is first and foremost. The demand is there for quality prescription lenses in

polarised single vision and progressive from both opticians and consumers. The potential is massive.'

While the new US lab has the capacity to supply the Rx product worldwide, Collins suggested that if demand required it, in the long term the company may look to Ireland to supply Rx work to Europe and Asia.

The RRP of the prescription range is from £275-£300 and dedicated point-of-sale material is available for the line.

● For further details, contact Maui Jim UK on 0800 980 1770.

