THE HIDDEN PROFIT BUILDER

INCREMENTAL SALES & PROFITS
INCREASED PATIENT SATISFACTION

BROUGHT TO YOU UNIQUELY BY HILCOVISION
Creating Smart Optical Solutions since 1936
WHY A POWER CENTER

PRACTICE BUILDER

ACCESSORIES ASSIST IN:
- Driving patients to your practice
- Increasing the average sale per patient
- Higher conversion rates
- 5x’s average profitability per square ft.
- Incremental cash profit

SPECIALTIES

EYEWEAR OPTIONS:
- Sport, Sun & Safety Eyewear
- Jonathan Paul® Fitovers
- Blu-Ban Readers
- Milo & Me Kids Eyewear
CONSOLIDATION

CONSOLIDATION OF ACCESSORIES:
- Accessories consolidated into one central location - a power center
- Hilco Vision uniquely positioned to deliver a total solution

EASY MANAGEMENT:
- 24/7 Hilco Vision website support
- Vendor Consolidation
- Easy ordering

ENHANCE PATIENT EXPERIENCE:
- Complete eyewear purchase experience
- Protects eyewear investment
- Increased loyalty
WHAT IS IN A POWER CENTER

LENSCARE

PRODUCT FEATURES:
- Lens cleaner bottles & kits
- Microfiber cleaning cloths
- Lens wipes

SeeGreen®
LENS CLEANER

EYEWEAR CASES

PRODUCT FEATURES:
- Fashion cases
- Hard & soft cases
- Value to premium price points

IBI

EYEWEAR HOLDERS

PRODUCT FEATURES:
- Croakies eyewear retainers
- Broad range of styling & function
- Made in the USA

Croakies®
FITOVERS

PRODUCT FEATURES:
— Jonathan Paul Fitovers on-trend styling
— Polarized, polycarbonate injection molded lenses
— Broadest fit range of any fitover eyewear

READING GLASSES

PRODUCT FEATURES:
— Blu-Ban reading glasses on-trend frame styling
— Protects your patients from HEV
— AR coated lenses reflect blue light

KIDS EYEWEAR

PRODUCT FEATURES:
— Milo & Me Kids Eyewear
— Cool frames kids like to wear...at a “parent-friendly” price
— Fun styling with over 24 vibrant colors

Rx SPORTS

PRODUCT FEATURES:
— There is nothing more critical to an athlete than vision...except protecting it
— 4 styles, 13 size options & 16 colors
— Meets ASTM F803

Rx WORKWEAR

PRODUCT FEATURES:
— Rx safety protection from everyday wear to extreme conditions
— A comprehensive safety line with over 100 styles
— Models that meet ANSI, CSA & EN166 standards

Rx SUNGLASSES

PRODUCT FEATURES:
— Problem solver, growth driver
— Rx adapter results in 8 base curve look with standard lenses
— Over 30 styles to choose from
HOW A POWER CENTER WORKS FOR YOU

THE PROFITABILITY:

— Estimated Annual Sales: $ 13,700*
— Your Profit: $ 7,300

THE INITIAL COST:

— Product cost: $ 3,500
— Display: FREE

DISPLAY FEATURES:

- Rx Workwear
- Rx Sports
- Rx Sunglasses
- Jonathan Paul Fitovers
- Milo & Me Kids Eyewear
- Lenscare
- Croakies Eyewear Holders
- Eyewear Cases

Includes (4) interchangeable header graphics

THE SPECS:

Part No. 14/277/8000
Includes:
- Locking casters
- Storage in the base
Dimensions: 24” W x 24” D x 72” H
Weight: 255 lbs

*based on estimated annual turns
PREMIUM II
SPECIALTY EYEWEAR
2-SIDED DISPLAY ASSORTMENT

THE PROFITABILITY:
- Estimated Annual Sales: $12,600*
- Your Profit: $6,800

THE INITIAL COST:
- Product cost: $3,300
- Display: FREE

DISPLAY FEATURES:
- Rx Workwear
- Rx Sports
- Rx Sunglasses
- Jonathan Paul Fitovers
- Milo & Me Kids Eyewear
- Lenscare
- Eyewear Cases

Includes (4) interchangeable header graphics

THE SPECS:
Part No. 14/277/7000
Includes:
- Locking casters
- Storage in the base
Dimensions: 24” W x 24” D x 72” H
Weight: 255 lbs

*based on estimated annual turns
How a Power Center Works for You

**Display Features:**
- Rx Workwear
- Rx Sports
- Jonathan Paul Fitovers
- Blu-Ban Reading Glasses
- Premium Lenscare
- Lenscare
- Croakies Eyewear Holders
- Eyewear Cases

Includes (4) interchangeable header graphics

**Essentials II**
Specialty Eyewear & Eyewear Necessities
2-Sided Display Assortment

**The Profitability:**
- Estimated Annual Sales: $12,300
- Your Profit: $6,100

**The Initial Cost:**
- Product cost: $3,000
- Display: FREE

**The Specs:**
- Part No.: 14/277/9000
- Includes:
  - Locking casters
  - Storage in the base
- Dimensions: 24” W x 24” D x 72” H
- Weight: 265 lbs

*based on estimated annual turns*
**Ultimate I**

**Specialty Eyewear & Eyewear Necessities**

**1-Sided Display Assortment**

**Display Features:**
- Rx Workwear
- Jonathan Paul Fitovers
- Lenscare
- Croakies Eyewear Holders
- Includes (2) interchangeable header graphics

**The Profitability:**
- Estimated Annual Sales: $8,200*
- Your Profit: $4,300

**The Initial Cost:**
- Product Cost: $2,000
- Display: FREE

**The Specs:**
- Part No.: 14/177/8000
- Includes:
  - Designed to be positioned against a wall (no casters)
  - Storage in the base
- Dimensions: 24” W x 20” D x 72” H
- Weight: 245 lbs

*Based on estimated annual turns
HOW A POWER CENTER WORKS FOR YOU

Specialty Eyewear

Display:

FREE

THE PROFITABILITY:

- Estimated Annual Sales: $ 7,800*
- Your Profit: $ 4,200

THE INITIAL COST:

- Product cost: $ 2,100
- Display: FREE

THE SPECS:

Part No. 14/177/7000
Includes:
- Designed to be positioned against a wall (no casters)
- Storage in the base
Dimensions: 24” W x 20” D x 72” H
Weight: 245 lbs

DISPLAY FEATURES:

Rx Workwear —
Rx Sports —
Milo & Me Kids Eyewear —
Lenscare —

Includes (2) interchangeable header graphics —

PREMIUM I
SPECIALTY EYEWEAR
1-SIDED DISPLAY ASSORTMENT

1-sided display assortment
premium specialty eyewear

*based on estimated annual turns
POWER CENTER MANAGEMENT

CATEGORY EXPERTISE

PLANOGRAM OPTIONS:
- 5 proven planogram options across 9 product categories
- Custom options available

WORRY-FREE

EXCHANGE PROGRAM:
- No-hassle exchange policy to keep your assortment fresh
- Hilco Vision Promise: If it’s not right, we’ll fix it.

DIGITAL SUPPORT

24/7 MANAGEMENT @ HILCOVISION.COM:
- Templates for EZ restocking
- Most recent best sellers by category
- Let our Hilco Vision team manage your restock orders, when you need them