

Panoptx launches new logo, models, technology

Panoptx Eyewear launched a new logo, along with new models and new technology, this month.

The "7Eye" by Panoptx logo features a stylized numeral 7 tied to a new brand "7Eye" with a renewed emphasis on Dysfunctional Tear Syndrome (DTS) treatment and servicing the independent dispensaries that care for people with DTS symptoms.

"The eye care practitioner who already is focused on Dysfunctional Tear Syndrome treatment knows that our eyewear is essential once a patient reaches stage four of Dysfunctional Tear Syndrome," said Jackson Hogen, vice president of marketing and research and design.

"Yet, our greatest value may be to patients whose symptoms are less severe. If patients start wearing 7Eye before they reach stage four, there's a good chance their eyes won't just feel better

with our eyewear, they'll actually be better," said Hogen.

A complete line of 7Eye by Panoptx products for all categories will be released this January.

Most models will bear familiar names and fits to help retailers through the transition, including the Bora, Churada and Whirlwind models in the Seal Protection Factor (SPF) 100 collection, and the Taku, Zephyr, Vortex and Gale models in the SPF75 series.

SPF100 provides 100 percent protection with the patented Orbital Seal™ eyecup, and SPF75 delivers 75 percent coverage through an ethylene vinyl acetate (EVA) foam air dam.

Polarized, photochromic and color-enhancing lenses are available in any frame style and prices vary depending on lens choice.

"We wanted a name with instant recognition, a logo that would stand out, a domain name that people

could spell, a name with youthful energy and attitude," said Bob Hall, Panoptx president and CEO.

"We found that combination with the logo and 7Eye brand. We want to be recognized as an eye health brand that helps consumers see all seven colors in the spectrum of visible light. By

helping people see the world in all its colors, we help them do whatever they want better and in greater comfort," said Hall.

"The introduction of 7Eye is the beginning of a new platform for product development," continued Hall.

"We have new eyecup

technology and new frame designs due to roll out in 2008 that will separate us once and for all from our legion of imitators. We are creating a solid foundation for brand expansion and sales growth, and with new styles and new technology in the pipeline, 7Eye will fuel that growth."

