

In Brief

Brand makeover

Panoptx launches new logo, new models, new technology

Pleasanton, CA—Panoptx has launched a new logo with a stylized number 7, tied to a new brand (7EYE), along with a renewed emphasis on the treatment of dysfunctional tear syndrome (DTS) and servicing independent dispensaries that care for patients with DTS symptoms.



Taku model from 7EYE by Panoptx.

"The eye-care practitioner who already is focused on DTS treatment knows that our eyewear is essential once a patient reaches stage four DTS," 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."

Explaining the rationale behind the new name, Bob Hall, Panoptx president and chief executive officer, said, "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. We found that combination with the 7EYE logo and brand.

"We want to be recognized as an eye-health brand that helps consumers see all seven colors in the spectrum of visible light," Hall added. "By helping

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

The first Panoptx frames bearing the 7EYE logo are being introduced as 7EYE by Panoptx Limited Edition III series to the motorcycle market, where Panoptx first became a hit among Harley-Davidson riders.

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

"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."