

Essilor India unveils Crizal Sapphire 360° UV lenses for Millennial

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Crizal Sapphire 360°UV coating is the latest innovation in the 25 years history of one of the Group's flagship brands



Essilor, who was ranked for the 7th consecutive year by Forbes among the 100 most innovative companies of the world, launched a new lens of Crizal named Crizal Sapphire 360° UV with the thought of, 'Making the invisible, a new visible', targeted towards the millennial.

The millennial are not an easy demography to crack, but marketers are tapping their love for technology, innovation, minimalistic lifestyle to grab their attention, and this time Crizal in an effort to market the millennial and their individualism, launched Crizal Sapphire 360° UV, a nearly invisible anti - reflective lenses with the notion of making the invisible a new visible.

Crizal Sapphire 360°UV coating is the latest innovation in the 25 years history of one of the Group's flagship brands – Crizal, first launched in 1992 to improve visual comfort by reducing glare and enhancing the transparency and durability of lenses.

The world is changing and so is Essilor. Maarten Geraets, CEO, Greater India said, "Our business serves an essential purpose of improving lives by improving sight and at Essilor we constantly strive to be relevant with changing times. Keeping in mind the minimalistic design preference of the millennials, the nearly invisible Crizal Sapphire 360° UV helps them enjoy uninterrupted and more vivid vision." He continues, "Through an in-depth study of the changes in our daily light environment as well as consumer expectations, Essilor R&D teams set out to improve visual comfort through better anti-reflective performance and lens transparency with another level of innovation. Crizal Sapphire 360o UV is a revolutionary vision solution targeted towards the millennial, who are the game changers in today's dynamic market."

Ramachandran P, COO, Essilor India said, "When it comes to innovation, Essilor is the leader in the ophthalmic lens category and with the launch of Crizal Sapphire 360o UV we are taking another step forward. Through a new consumer-focused approach, we are offering nearly invisible anti-reflective lenses with the best in class transparency."

Essilor India is a 100% subsidiary of Essilor International marks its 20th year since its advent in India this year. The Company through its excellent services, quality products and a wide network of distributors and franchise labs has been able to revolutionize the Indian ophthalmic lens market and cause a shift from the predominant glass lenses to the safer and more superior plastic lenses.

Essilor offers a wide range of the world's best lenses- "Varilux" range of Progressive Lenses, "Crizal" Hard Multicoated Lenses , "Optifog" anti-fog technology, "Airwear" polycarbonate lenses to suit all lifestyles and "Titus" Hard Coated Lenses

which have set benchmarks for quality and performance. Besides these products, Essilor has an impressive array of photo chromic, tinted and high index lenses as well as lenses for special applications. Essilor also has brought international best practices into India in the areas of training and promotional activities.

The company, which distributes products in more than 100 countries, has 28 production plants, more than 450 prescription laboratories and cutting and mounting centres as well as several research and development centers worldwide.