

NEWS VIEWS

Eco-Lite to Focus on In-Store Enhancements

TAPPAN, N.Y.—One of the leading specialty lighting companies in the U.S., Eco-Lite Products, is now the new corporate name for a business setting its sights on the optical retail business—with an eye toward sustainability and ‘green’ awareness.

Howard Gurock, co-president of Eco-Lite, told **VM**, “Our light fixtures have

increased sales by making merchandise look significantly better than it did before, while at the same time reducing energy consumption. The name ‘Eco-Lite’ reflects our corporate culture and philosophy.”

The concept of Eco-Lites illumination is behind the company’s tagline, “Our lights Are Your Best Salesman.”

Vision-Ease Underscores Green Commitment With New Logo

RAMSEY, Minn.—In conjunction with its recent announcement of purchasing 100 percent renewable energy for its Ramsey, Minn.-facility, Vision-Ease Lens has established a separate logo to represent its corporate-wide sustainability initiatives. Because Vision-Ease Lens is making a long-term commitment to being more eco-minded in its manufacturing practices, it was fitting to create a new logo to symbolize its



A vision for sustainability

importance within the company.

“Being a good corporate citizen is one of Vision-Ease’s core operating principles. Our efforts to be a more sustainable manufacturer is a direct commitment

to this principle, and a separate logo to represent these efforts solidifies its importance and provides recognizable visibility around the initiatives within our organization,” said Doug Hepper, CEO and president, Vision-Ease Lens. ■

In addition, Gurock said, “As we watch the price of a barrel of oil skyrocket each day, we strive to do our part to help reduce energy consumption by constantly working on the develop-

ment of new energy efficient lighting solutions. We produce light fixtures that are ‘green’ and at the same time make the merchandise that they illuminate look fantastic.”

Eco-Lite has developed a new line of fixtures in the Vision 390 family, called the 220 series, which draw only 22 watts of power. They can be installed into all standard tracks, recessed into any type of ceiling or made into a pendant. They can illuminate both showcases and walls displays.

Gurock noted, “The 220 series are perfect for those situations where the retailer is looking to create a softer effect on their merchandise, where the merchandise is situated in very close proximity to the light fixture and in those sit-

uations where there are extremely stringent wattage restrictions such as in states like California where Title 24 limits the amount of wattage new and remodeled stores are permitted to use.”

He continued, “Our Vision 390 fixture can replace between three and four 50 watt halogen fixtures and a single 220 series fixture can replace between one and two 50 watt halogen fixtures.” ■

ECO-LITE
Our Lights Are Your Best Salesman™

More Seeing Green to Come

Launching with our April 28 Cover Story, “SEEING GREEN,” **Vision Monday** will periodically cover optical industry initiatives toward sustainability and environmental awareness. You can read our overview at www.visionmonday.com. If your company is implementing “green” initiatives for your customers, community or employees, please email us at SeeingGreen@visionmonday.com.

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