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## **STRATEMEYER LABORATORY NOW OFFERS LENSES MADE FROM TRIVEX™ MATERIAL**

### ***Impact Resistance and Clear Optics Among Benefits of New Progressive and Single Vision Lenses***

BOCHUM, Germany, 02.02.2005 — Eugen Stratemeyer GmbH & Co. KG, based in Bochum, Germany, has announced the launch of its new TX lens line made from Trivex™ lens material from PPG Industries, Inc. With the unique chemistry of the Trivex optical monomer, Stratemeyer's lenses are able to offer an unprecedented combination of excellent optics, impact resistance and thin and ultra lightweight qualities in a single lens.

“With a strong focus on meeting individual needs, Stratemeyer is always in search of the best and most innovative products to help our customers serve all types of patients,” said Thomas Fischer, general manager, Stratemeyer. “We believe that the unmatched combination of qualities available in Trivex material makes it the lens material of the future, and that our customers will be able to differentiate themselves by offering such a revolutionary product.”

According to Fischer, Trivex material's attributes make it an appealing product for the German market. “The lens market in Germany is very focused on optical quality. Trivex material combines the high-quality optical features of CR39® with the additional benefit of polycarbonate's impact resistance.”

Stratemeyer will recommend TX lenses to its customers for a variety of patients, Fischer added, noting that exceptional impact resistance makes the lens a good choice for children and active adults who desire safety without sacrificing optics. In addition, the strength and rigidity of lenses made from Trivex material make TX lenses extremely durable, so they can withstand the stress associated with rimless and semi-rimless

## **Stratemeyer Offering TX Lenses Made From Trivex™ Material – 2**

eyewear, allowing increased freedom of style for fashion-focused patients. Trivex material is resistant to chemicals – such as adhesives used for three-piece-mounts; chemical solvents, like acetone; and consumer products that include chemicals, like hairspray – making it an appealing choice for eyecare professionals and patients. Trivex material also provides inherent UV protection and is the lightest commercially available lens material.

### **TX Lens Availability**

Stratemeyer's new TX lenses are available in single vision or progressive designs. Branded MV-TX, the new progressive lenses feature low levels of distortion and a wide intermediate zone. The lenses fit virtually any size frame, with fitting heights as short as 18mm.

Customers may order posters and download a presentation detailing the features and benefits of TX lenses at the Stratemeyer Web site, [www.stratemeyer.com](http://www.stratemeyer.com).

### ***About Stratemeyer***

Eugen Stratemeyer GmbH & Co. KG was established in Bochum, Germany, in 1949. Today Stratemeyer provides opticians in Germany and several neighboring countries with the most innovative products to meet their individual customers' needs. With a strong focus on customer service, and a highly skilled and motivated staff, Stratemeyer is able to offer reduced delivery time compared to competitors.

To learn more about Stratemeyer and its products, please call +49-234-5069092 or visit [www.stratemeyer.com](http://www.stratemeyer.com).

### ***About PPG Industries, Inc.***

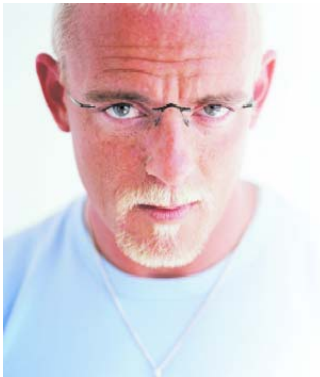
PPG Industries is the world's leading maker of optical resins and introduced the first hard resin lens material, CR-39 monomer, in 1947. It is majority owner of Transitions Optical, the leading supplier of photochromics to optical manufacturers worldwide. In addition to optical coatings and monomers, PPG is a leading global supplier of specialty and industrial chemicals, coatings, flat and fabricated glass, and fiber glass. With 113 manufacturing locations and equity affiliates in 23 countries, sales in 2003 were US\$8.8 billion.

More information on Trivex lens material from PPG Industries is available at [www.ppgtrivex.com](http://www.ppgtrivex.com).

## Stratemeier Offering TX Lenses Made From Trivex™ Material – 3



New lenses from Eugen Stratemeier GmbH & Co. KG made from Trivex material from PPG Industries, Inc. offer an unprecedented combination of excellent optics, impact resistance and thin and ultra lightweight qualities. The company's new TX lenses are available in single vision or progressive designs.



Stratemeier's TX lenses made from Trivex material are well-suited for popular rimless eyewear. High tensile strength and excellent rigidity make the lenses extremely durable, so they can withstand the stress associated with three-piece mounts.

Editor's note: High-resolution versions of these photos are available upon request. Please contact

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