



HIGH DEFINITION LENSES

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**FOR IMMEDIATE RELEASE**

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**AUGEN LAUNCHES TRIVEX® MATERIAL E-LEARNING TOOL ON WEBSITE**

SAN DIEGO, CA – Augen Optics has announced the launch of the *Trivex* material e-training guide for eye care professionals on its website at [www.augenoptics.com](http://www.augenoptics.com). Developed by PPG Industries, the *Trivex* material E-Learning Program provides comprehensive product education including the science behind *Trivex* material, performance benefits, dispensing suggestions, and business advantages of offering lenses made with *Trivex* material. The online module also includes a short, interactive quiz to reinforce learning.

“We are delighted to be able to feature this unique training tool on the Augen website,” said Patricia Machado, Director of Business Development, Augen Optics. “We’re always looking for ways to support our customers and this new e-learning program provides a valuable tool for understanding and communicating the many benefits of Augen lenses in *Trivex* material.”

Augen Optics offers Augen High Definition Lenses® in premium progressive, short-corridor progressive and aspheric single vision designs, and features *Trivex* material as its primary lens material of choice. According to Dr. Marco Machado, CEO and Founder of Augen Optics, “Consumers expect high definition products to provide better clarity and resolution. In lens design, these qualities can be enhanced by free-form processing, but are primarily determined by the quality of the lens design itself in combination with the material. That’s why we prefer *Trivex* material. The optical purity of *Trivex* material provides better light transmittance and maximum clarity, ensuring that our lens designs are truly delivering high definition performance.”

Augen will feature the *Trivex* material E-Learning Program on several pages of its website. Augen laboratory partners can use the e-learning module to train their own staff, or offer it to ECP customers for new hire training and for gaining insights on growing their businesses with premium product designs in *Trivex* material.

“Augen continues to be a strong partner with PPG as awareness, availability and usage of *Trivex* material continue to grow,” said Nathan Troxell, marketing manager, optical materials, PPG Industries. “We are excited to support our partners by providing ECPs with valuable education about this unique category of lens material.”

Patented Augen High Definition Lenses feature wide, clear, natural vision in all prescriptions, and are available in Trivex®, Trivex Transitions®, hard resin and SunSensors+ materials. Augen also offers semi-finished flat tops in Trivex, Trivex Transitions, hard resin and SunSensors+, finished spherical single vision lenses in SunSensors+, as well as finished NXT® single vision polarized and photochromic polarized sunlenses.

For more information about Augen lens products, contact Augen Optics at 866-284-3611, or visit the Augen website at [www.augenoptics.com](http://www.augenoptics.com).

For more information about *Trivex* material, contact Nathan Troxell, marketing manager, optical materials, PPG Industries, at (724) 325-5168 or visit the *Trivex* material website at [www.ppgtrivex.com](http://www.ppgtrivex.com).

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