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## **VISION EASE Announces Launch of Redesigned Website that Better Illustrates and Aligns with the Company's Brand Strategy**

*-New site offers refreshed look, better functionality and tools to help customers better interact and transact with the brand-*

RAMSEY, MN. (November 10, 2016) – VISION EASE, a global ophthalmic lens marketer and manufacturer, announced today the launch of its newly revamped [visionease.com](http://visionease.com). This redesigned website offers a responsive design, easy navigation, and enhanced tools and search functions that are designed to exemplify VISION EASE's brand strategy and fully support its customers to allow for an individualized website experience.

The site's refreshed and simplified look, combined with enhanced content, improved search functionality, and optimization for all devices allows VISION EASE customers to better interact with and do business with the brand.

"Our new website reinforces our brand strategy that focuses on our commitment to our customers and dedication to understanding the unique needs of the consumers they serve," said Jay Lusignan, Marketing Communications Manager at VISION EASE. "The redesign makes it easier for customers to access the information they need and enhances our ability to connect with the industry through our digital channels in a way that we haven't been able to do on the old site," said Lusignan.

The new VISION EASE website features streamlined access to numerous former domains into one single site. Additionally, the site features instant access to tools, resources and materials for customers that include sales and marketing support materials such as point of purchase displays, brochures and technical specifications.

"The updates to our new website support our brand mission and allow us to continue to build our customer relationships in a world that is ever trending digital." said Susie Clark, Digital Marketing Manager. "The new website redesign is the foundation to building meaningful dialogue and interaction that's only available in the digital space." she added.

To view the new VISION EASE website, visit [www.visionease.com](http://www.visionease.com).

### **About VISION EASE**

VISION EASE is a global ophthalmic lens marketer and manufacturer whose solutions empower individuals, businesses and society to be their best. The first to offer lenses that are now industry standards – including lightweight polycarbonate prescription lenses and sunglass lenses that filter high energy visible light – VISION EASE is a trusted partner to independent opticians, optometrists and ophthalmologists, and retail chains throughout the world. For more information, visit [www.visionease.com](http://www.visionease.com).