



## Day/Night Transition Gaskets™ Product Info and Sales Tips

Thank you for your interest in UE's new Transition Gasket!

Suggested Retail Pricing     \$39.99 Clear/Smoke; \$44.99 Yellow/Smoke

### Lenses

**How they work:** The photochromic lenses react to UV light. The amount of UV light determines how dark the lenses will become. Therefore, the lenses will reach the darkest state on a bright sunny day and will darken to a lesser extent on a cloudy or partially cloudy day. The lenses will reach the lightest state indoors and after sundown.

It is important to note the effectiveness of the transition should not decrease over time if the lenses are properly cared for. We test each batch of lenses with 2000 light to dark cycles with no degradation in transition.

**Lens Care:** The lenses should only be cleaned with water and a microfiber cloth/pouch. Cleaning with anything else may damage the lens. Eyewear should be kept in the protective pouch when not in use.

**Lens Tint:** We add a slight Amber Tint to the inactive state for greater contrast in low light.

**How dark they become:** The lenses have LTV ratings (Light Transmission Value) of 83% in the inactive state and 26% in the active state. This means they allow 83% and 26% of visible light to pass through the lens, in the respective states.

**How quickly they darken/lighten:** The lenses begin to darken after 12 seconds, darken to 85% of their potential within 30 seconds and 100% after 60 seconds- dependent on the outdoor conditions. It takes about twice as long for the lenses to lighten.

**The bottom line:** Our lenses are clearer, change faster and become darker than most anything currently on the market costing 4 times more.

### Sales Tips / Demonstration

-It is key to let your customers determine for themselves if the lenses become dark enough. Our experience has shown they will become dark enough for approximately 75% of your customers interested in such a product.

-We recommend allowing your customers to take a pair outside to determine for themselves if they become dark enough.

-After being exposed to sunlight for 30 seconds, the static cling lens sticker can be removed to compare the inactive and active lens states. The change is most dramatic in bright sunlight. The sticker can be placed back onto the lens.

### 'Flip Sign' and Display

-The display comes with a very effective 'FLIP SIGN'. The sign is designed to 'flip' as a customer walks by...grabbing the customers attention, and ultimately increasing impulse sales.

-The display is most effective when placed close to a sales register.

### Limited Warranty

Undercover will replace or repair, at its discretion, any merchandise deemed to have a manufacturing defect. Manufacturer defects for this product do not include normal wear and tear, scratched lenses, broken hinges or frame cracks due to excessive stress. Warranty returns should be made directly to Undercover Eyewear by the purchasing consumer. The purchasing consumer may return the pair of glasses including a check or money order for \$12.50 to cover shipping/handling. The eyewear should be sent to Undercover Eyewear LLC, 5853 River Meadows Place, Fort Worth, TX 76112. Name, email address, return address and phone number should be provided. Returns are processed in 3 working days.

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