

PATENTED EYEWEAR TAGGING SOLUTION®
CASE STUDY



Summer is right around the corner and it's that time again... time for new sunglasses! I'm with anyone who agrees that the worst part of buying your new fashion specs, is the annoying tag hanging on the bridge of the glasses, obstructing your view!

Back many years ago, our Founder, Jack Feibelman, was approached by a leading eyewear manufacturer who was in search of an eyewear tagging solution that would change the way eyewear was merchandised. He was looking for a tagging solution that would not interfere with the face, would be effective for labeling, barcoding and pricing and help to prevent theft. Our in-house engineering team went to work to develop a solution that would achieve all of the objectives our customer was searching for.

A&H Worldwide is the original inventor of the patented, molded temple eyewear solution. Over a year of research and development went into creating the most effective solution for eyewear tagging and loss prevention. Much of the precise engineering and design that went into this invention is proprietary and therefore, not available to any other company, anywhere in the world.

We were recently approached by one of our valued customers and asked to do a thorough analysis of our eyewear tagging solution, compared to that of a competitor. We wanted to share with you several of the more significant differences we found, when doing this side by side comparison.

We are confident that our eyewear tagging solutions are the best in the industry and outlined below are just a few of the reasons we feel that way. Most notably, the knock offs lack an anti-rotation device, a patented A&H feature. This is commonly referred to as the "loop" and it greatly enhances the solution in several ways:

- Increases the ability to separate the tag and glasses by preventing a rotation or "wind up" of the tag. The strap strength is quickly compromised if a thief takes this action.
- If theft efforts are abandoned, the tag is now out of position affecting brand presentation.
- The absence of the anti-rotation device increases the chance the tag migrated to the inner side of the temple, possibly presenting an injury to the consumer's eye.

- Assembly by vendors of the eyewear solution to the glasses is easier with the A&H solution as the anti-rotation tail is designed with a unique shape that effectively holds the solution in desired position while the strap is installed.
- The cushion pad is another important part of our patented eyewear solution. It is designed to distribute the strap force evenly across the temple and creates friction to maintain desired position, as well as resists theft attempts at the store level. The A&H pad measures 0.720" while the knockoff measures is 0.562", yielding 28% less surface area on their solution.
- The strap on the A&H solution has far more engineering in it that one might assume. We determined that a pliable strap material would contour best to the wide range of temple sizes, as well as allow tension to be applied when it is installed. Both of these details work to deter theft and retain position. The "knock off" eyewear solutions we analyzed use a low cost, non-stretch strap on their solution.
- The cover snap on the A&H solution is far more difficult to defeat than that of the knock off, thereby providing more protection from theft.
- The A&H solution measures a slim 3/16" thick, while the knock off solution measures twice that, at 3/8". The net result is that the A&H solution has a more streamlined appearance that emphasizes the design elements of the sunglasses themselves, while still providing the consumer with the informational material they require.

Call our dedicated customer service team at **401-943-5040 ex: 212** and one of our team members will assist you.

