



## **For Immediate Release**

For more information, please contact:

Dale Mouscos

Hoya Vision Care Canada

21-3330 Ridgeway Drive

Mississauga, ON L5L 5Z9

Dale.mouscos@hoya.com

### **HOYA Vision Care Canada launches its first ever online marketing platform to host its 20/20 Spring campaign**

March 16, 2020 – Mississauga, Ontario – HOYA Vision Care Canada announces the launch of their NEW online marketing portal HoyaPlus.ca, which will host the spring 'Lenses for Life' campaign with a manual participation option also available for those who prefer it.

This celebrates the launch of Hoya's newest Anti reflective coating Super HiVision EX3+ which is now even easier to clean than its predecessor EX3, and one of the industry's most innovative optical advancements available on the market today; "Binocular Harmonization Technology – BHT."

HOYA's patented Binocular Harmonization Technology (BHT) considers the prescription for the right and left eyes as individual components to calculate the optimal binocular lens performance. BHT lenses are at the forefront of the Lenses for Life campaign combined with other premium lenses and treatments including EX3+.

HoyaPlus.ca rewards participants for incremental growth on featured products and tracks all eligible purchases through the site. Reward points can be redeemed on demand through the portal for gift cards from over 50 different vendors!

"HOYA's "Lenses for Life" campaign is yet another example of the revolutionary developments that we are introducing to give our partners the tools to be successful. As the Ally of the Independent, HOYA strives to give you competitive advantages in the marketplace for the lenses you choose to order." said Ahmos Henry, President of HOYA Vision Care Canada.

"Lenses for Life" will begin March 16th, 2020 and run through August 31st, 2020.

For more information about HOYA Vision Care Canada, please contact the customer care team at 1-888-258-4692.

**About HOYA Vision Care**

For over 60 years, Hoya Vision Care has been a passionate and global leader in optical technology innovation. As a manufacturer of high quality, high performing eyeglass lenses, Hoya continues to drive optical technology innovation with the aim of finding only the best vision solutions. Hoya Vision Care supplies eyeglasses in 52 countries with a network of over 12,000 employees and 45 laboratories around the globe. For more information, visit [www.hoyavision.com](http://www.hoyavision.com)

**About HOYA**

Founded in 1941 in Tokyo, Japan, Hoya is a global technology and med-tech company, and a leading supplier of innovative high-tech and medical products. Hoya is active in the fields of healthcare and information technology, providing eyeglasses, medical endoscopes, intraocular lenses, optical lenses, as well as key components for semiconductor devices, LCD panels and HDDs. With over 150 offices and subsidiaries worldwide, Hoya currently employs a multinational workforce of 37,000 people. For more information, please visit <http://www.hoya.com>.

##