



KODAK Lens

PRESS RELEASE

KODAK LENS LAUNCHES CANADIAN CAMPAIGN FOR THE NEW GENERATIONS

Montréal, July 08, 2021

The KODAK brand has a rich heritage.

By simplifying its technical approach - “You push the button, we do the rest”, as said by George Eastman - the company has enabled generations around the world to capture moments in their lives and create memories.

As a result, **KODAK stands out as a world-famous and emblematic brand among the general public.** Relying on nostalgia and the advent of vintage, the company recently revisited its image with its famous logo. Open your eyes: the classic KODAK “K” is back!



Consistent with the brand’s general message and its slogan “See the colours of life”, **KODAK Lens is presenting its new image to speed up its progression in the mainstream market.**

KODAK Lens products are sold on the optical market under a worldwide license in more than 60 countries. “You put your glasses on, we do the rest.”

A new campaign, a new website

The “Happy Vision for a New Generation” campaign which was just launched in Canada aims to attract the interest of younger consumers and promote the brand as a specialist in glasses.

The campaign features visuals depicting scenes from daily life where young role models share moments of joy. In this way, it makes it clear that **KODAK Lens optimizes vision and allows people to see a richer, clearer, and more vibrant world.** Memories will then be more colourful and joyful than ever!



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The new image of KODAK Lens is also displayed on the internet with a **new website www.kodaklens.ca, which will soon allow each consumer to locate the eye care professional close to home.** In addition to product information, the website also offers content on lifestyle and vision.

Eye care professionals can immediately benefit from tools to learn more about KODAK Lens: technical brochures on products, centering cards, reading cards, etc.

An expanded product portfolio

This new campaign is the opportunity to launch two innovations in the KODAK Lens portfolio: the Silk AR enhancement and the KODAK Lens Powerup.

The new Silk AR enhancement is now available with the KODAK Clean&CleAR UV Lens. This treatment makes the surface of the glasses more resistant and smoother, for more durable cleanliness and clearer vision. An excellent choice for a clear vision with UV protection. “Less cleaning, more living!”

Another innovation is the addition of the KODAK PowerUp Lens to the portfolio. They allow people to stay connected throughout the day without tired eyes and to have a more comfortable visual experience. “Still working, still smiling!”

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See the Colours of Life



To find out more about KODAK Lens, the different products, and the possibility of being referenced in the next website location tool (www.kodaklens.ca), eye care professionals can contact their representative at Riverside Opticalab or Centennial Optical Lens today.

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