

THE CONTACT LENS COMPANY  
**WITH A DIFFERENCE**

**markennövy**



DELIVERING THE  
EXCEPTIONAL  
SINCE 1997

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mark'envoy, a clearly different type of contact lens company, dedicated to a quality experience that bonds loyalty between the eye care professional and the patient.

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At mark'envoy we have the courage to challenge current industry practices with innovation and technology that rivals the best in the industry. Our dedication is to add value at every stage of the lens journey, from the very first consultation with the patient to the final success in fitting the contact lens.

The patient and eye care professional are firmly at the heart of everything we do. The contact lenses we produce are carefully and individually crafted to the specific measurements and requirements of the patients' eyes as assessed by

the eye care professional. Our most advanced materials, optics and technology enable us to provide exceptional, comfortable vision throughout the day, whilst safeguarding the health of patients' eyes. After all, at mark'envoy, we strongly believe that seeing better is living better!

**GEORGE N. SARROUF**  
Chairman and Chief Executive





## EMBEDDING QUALITY INTO OUR CORPORATE DNA

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mark'envoy was founded with an entrepreneurial spirit and a passion for bringing life to vision.

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90% of the information the brain processes is visual, therefore caring for people's eyes is essential for a good quality of life. For that reason, customised eye care solutions became embedded in our DNA and loyally serving the eye care professional, our mission.

In our market, mark'envoy has an unrivalled combination of materials, parameters, geometries and service with an exclusive focus on the eye care professional – both clinically and commercially.

THE PATIENT AND EYE CARE  
PROFESSIONAL AT THE HEART  
OF EVERYTHING WE DO

COURAGE TO CHALLENGE  
CURRENT INDUSTRY PRACTICES

INNOVATION AND A  
TECHNOLOGY TO RIVAL  
THE BEST







## MARK'ENNOVY AT A GLANCE

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We are active in more than 37 countries globally and employ nearly 200 people, drawn from 13 nations.

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Underpinning our competitive advantages in contact lens innovation and personalised service to eye care professionals, we have a lean but world class management structure. This combination gives us the skills and capabilities of a much larger company, whilst retaining the speed and agility of a much smaller company.

### MADRID

The hub of the organisation, in Madrid, is the heartbeat of the mark'ennovy group. Our commercial offices with a multilingual team of customer care experts to our state of the art precision lathe cutting facilities with virtually unlimited capabilities, is not only where a large proportion of our work is produced, but is also the nerve centre of our global logistics and custom manufacturing operations. With purpose-built facilities, designed to streamline all of our production and distribution processes, it is an ideal environment for everything we do at mark'ennovy, from innovative thinking to efficient manufacturing.

### WIDNES

Home to mark'ennovy's exclusive raw materials development, our technologically advanced laboratory and manufacturing facility located in the county of Cheshire in the UK provides an optimal setting for new materials development and importantly ensures the quality and consistency of our products with every order.

### ROMSEY

With leadership in technology the Romsey facilities are home to our advanced moulding operation, providing the combination of high quality precision optics into a volume manufacturing platform with rapid turnaround to our global clients. Supporting this is our centre of excellence for engineering and technology, utilising professional skills, advanced design capability and state of the art metrology.



## ONE WORLD. ONE TEAM. ONE MISSION.

mark'ennovy brings together a team of talented professionals from all over the world. From marketing to sales, from professional affairs to R&D and through to operations and logistics, one thing unites us all: our dedication to a high quality and consistent customer and patient experience. Each of our lenses is designed and individually crafted to the patient's own eye – no matter what the shape, size or uniqueness that it presents. After all, every patient is unique,

their lifestyle is unique, and their eyes, through which they see the world every day, are also unique. It is our daily commitment at mark'ennovy to provide the eye care professional with a comprehensive range of premium products offering an unrivalled combination of lens parameters, geometries and materials, to meet virtually any vision need and have the greatest impact on the lives and eyesight of our precious patients. It is what we do everyday.







## PASSION ABOUT PATIENTS AND EYE CARE PROFESSIONALS

Quality experience between the eye care professional and the patient is our passion. We are ambassadors and ardent believers in fitting the contact lens to the patient, not the patient to the contact lens.

We provide a variety of support to help the eye care professional achieve that quality fitting experience. Our optometrist-led customer care team is always at hand to provide full fitting guidelines and assess the patient's record at your wish. We have a world class lead time

with soft custom-made monthly lenses typically ready for shipping within 72 hours of ordering. And above all our products are available exclusively to you, the eye care professional.



### CUSTOMER CARE

Staffed by trained Opticians, for Opticians



### FAST DELIVERY

3 - 5 working days



### OPTICIAN ONLY

Supply only through the Optician, not the internet





## OUR APPROACH STARTS WITH AN EYE

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There are over 7 billion people in the world and each one of their eyes is unique.

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Each day eye care professionals come across various types of cornea – steep, flat, large and small with different degrees of astigmatism and increasingly more presbyopia. However, not every contact lens is as unique as the patient's eyes.

In fact, recent studies\* show that around 1 in 4 patients experience compromise on the corneal diameter alone when fitted with contact lenses.

When considering all of the variables that make a perfect fit, it is likely that many more patients would

benefit from wearing custom-made contact lenses. This is why mark'envoy offers an astonishing number of over 5 billion parameters to correct the unique variety of:

- base curves
- diameters
- astigmatism
- presbyopia
- astigmatic presbyopia

1 Caroline P, André M. "The effect of corneal diameter on soft lens fitting" (part 1). Contact Lens Spectrum 2002;17(4)46  
2 Woo SL. "A lens for every eye: Custom Contact Lenses". Review on Cornea and Contact Lenses 2015; online access 09/15/2015.



UNIQUELY  
DESIGNED SOFT  
CUSTOM-MADE  
CONTACT LENSES  
TO MEET YOUR  
PATIENTS' NEEDS

BASE CURVES  
(6.50 TO 9.80 MM)

4

PROPRIETARY SOFT  
CONTACT LENS MATERIALS

12

11

DIAMETERS  
(11.50 TO 16.50 MM)

241

SPHERES  
(+/-30.00D IN 0.25D)

30

CYLINDERS  
(UP TO -8.00D IN 0.25D)

ADVANCED ASPHERIC OPTICS

15

ADD VALUES  
(0.50 TO 4.00D IN 0.25D)







180

AXES  
(1° STEPS)

CD, CN DESIGNS

SMART MULTIFOCAL  
TECHNOLOGY

MARK'ENNOVY CUSTOM-MADE SOFT CONTACT LENSES GIVE YOU  
INFINITELY MORE OPTIONS THAN YOU EVER THOUGHT POSSIBLE:

						
	BASE CURVES	DIAMETERS	SPHERES	CYLINDERS	AXES	ADDs
MARK'ENNOVY	12	11	241	30	180	15
OFF THE SHELF	2	1	57	4	18	3



**IN ANY GEOMETRY:**

- Spheric / Aspheric
- Toric
- Multifocal
- Multifocal Toric

**AND A CHOICE OF MATERIALS:**

- Silicone Hydrogel
- Ori:gen Technology Hydrogel
- Conventional Hydrogel
- Silicone Hydrogel with selective blue light and Class 1 UV light blocking filters





# Blu:gen

INTRODUCING  
ANOTHER WORLD'S FIRST  
BY MARK'ENNOVY

SELECTIVE BLUE LIGHT FILTER  
Blocks at least 14% of potentially harmful  
blue light\* (blue-violet: 380 to 450nm)

CLASS 1 UV FILTER  
(UVA:315 to 400nm and UVB:280 to 315nm)

MONTHLY SILICONE HYDROGEL  
75% H<sub>2</sub>O Dk 60

\*Based on a -3.00D spherical lens where the 'least' blue light is blocked. Data on file.

# Blu:kidz

ALL THE BENEFITS OF BLU:GEN  
IN A CONTACT LENS SPECIFICALLY  
DESIGNED FOR CHILDREN

SAME SELECTIVE BLUE LIGHT  
BLOCKING & CLASS 1 UV FILTER



CHILD-FRIENDLY  
RANGE OF DIAMETERS  
ALLOWS YOU TO FIT  
EVEN SMALLER EYES  
THAN BEFORE



SEASONAL PACKAGING TO SURPRISE  
CHILDREN WITH EVERY NEW BOX

1	11.50
2	12.00
3	12.50
4	13.00
5	13.50
6	14.00
7	14.50
8	15.00
9	15.50
10	16.00
11	16.50





## TEAM OF PROFESSIONALS AVAILABLE AT HAND

Our optometrist-led customer care team assists on the final lens choice based on the patient's information.

Our customer care agents are experts in all the different shapes, sizes and oddities of the eye. After all, no two eyes are the same, but we can guarantee the same high quality conversation with our team who are always available and ready to support the eye care professionals.

### FRIENDLY EXPERT SUPPORT


- Qualified opticians on the phone
- Understand the importance of optimising chair time

### EAGER TO MEET YOUR NEEDS

- Diagnostic lenses ready to ship in 72 hours
- On and offline continuing education to support you throughout the fitting process







I think that the Individually Yours product boxes is a unique and clever concept. The lenses are bespoke made for each patient, so personalising each box gives the patient a feeling of being given preferential treatment.

**OPTOMETRISTS AND  
PRACTICE DIRECTOR, LONDON**



## GIVING YOU MORE WITH INDIVIDUALLY YOURS

At mark'ennovy we are passionate about innovating throughout the lens journey and constantly looking at ways to bring value to the eye care professional and the patient.

That's why we created "Individually Yours", a presentation of the product completely unique in the contact lens market. We engrave the patient's name onto the box and place it in a premium black packaging that is then delivered to the eye care professional to present to the patient. All of this is designed to support a high quality experience and reinforce to the patient that these lenses were made just for them.

- Packed into final premium packaging, complete with signed quality card
- Patient's name engraved onto the box
- Sold exclusively through the eye care professional

INDIVIDUALLY YOURS

Sophie Jones





Our market is not ordinary and our patients have come to expect high levels of performance and achievement.

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In an era when standardisation and 'off the shelf' products are commonplace, how refreshing and pleasing to be able to break the mould and build solid business alliances with a manufacturer and supplier who is able to marry product, service and supply with our specialty needs. Our market is not ordinary and our patients - often deserving and challenging characters - have come to expect high levels of performance and achievement.

Combining innovative, cutting edge and unique materials with bespoke, individually manufactured contact lenses, mark'ennovy has managed to bring more than a little sunshine into the lives of many of our valued patients - tailor made 'one off' products, taking contact lens availability and performance to hitherto unreachable levels. Speed of supply very much on a par with mass production and a tangible wealth of personable, friendly advice and expertise make mark'ennovy a very special concept in a marketplace which increasingly demands something above and beyond 'routine'.

As our business survives and thrives on continuing to exceed patient expectations, mark'ennovy, is our perfect ally, and may be summarised in a single word which requires very little imagination in translation... extraordinario.

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NICK HOWARD FBDO HONS CL FBCLA, UK

Whilst we have come a long way since our humble beginnings in 1997, some things haven't changed.

We remain as independent as when we started out and our customers remark time and again about our approachability and ease of dealing with us. We have never lost a sight of the fact that it is our people that make the difference. After all, we are in the people business, caring for and looking after their precious eyes. So wherever you are, whatever your need, give us a call and see how we can help you.

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