

Press Release

19/04/2007

For Immediate Release

Carl Zeiss Vision NZ Now Online

Carl Zeiss Vision New Zealand now has a dedicated website to provide eyecare professionals and spectacle lens wearers with the latest in optical information.

New Zealand: www.vision.zeiss.co.nz

Eyecare professionals will find the site to be a comprehensive resource on products – with much information on key product categories and product specifications. Features and benefits of the SOLA and ZEISS lens ranges are available, together with range information and material availability.

Interactive vision demonstrations on a range of topics, including “How lenses are made”; “The benefits of AR coatings”, “different vision defects” and “relaxed vision” are available for staff training and use with patients.

Mr Tony Gray, Carl Zeiss Vision General Manager Australia/New Zealand said “The new website gives eyecare professionals another medium to access important information on SOLA and ZEISS lenses, as well as acting as a training tool for staff. It is one of the many steps we are taking in improving our customer service and in the way we communicate with eyecare professionals.

The website will also include information on current marketing activities and promotions, latest press releases and links to the new CZV Partnership Program.

www.vision.zeiss.co.nz went live on Friday 13 April, 2007.

Images:

Carl Zeiss Vision New Zealand Home Page

Further Information:

Laura Breeding
Marketing Communications Manager
Carl Zeiss Vision
laura.breeding@vision.zeiss.com
08 8392 8140

Carl Zeiss Vision
19 Cooroora Crescent
Lonsdale SA 5160

Telephone: 08 8392 8140
Facsimile: 08 8392 8480
laura.breeding@vision.zeiss.com



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