

## **CROSSBOWS OPTICAL INTRODUCES A NEW LOOK AND A NEW WEBSITE**

Lurgan, County Armagh, Northern Ireland (March 24, 2016)...Crossbows Optical, a leader in freeform lens design, unveils its new image with a redesigned website which includes a user-friendly structure, fresh imagery and a marketing support section for digital lab customers. The new site complements the CrossbowsRx digital design software package with added marketing tools Crossbows Optical customers can use to increase their market share and profitability.

When digital labs visit [www.CrossbowsOptical.com](http://www.CrossbowsOptical.com), they can learn all about a wide range of customized designs that include: premium progressives, designs specifically engineered for unique lifestyles and tasks, a customized blended bifocal and custom single vision. The software package (CrossbowsRx) runs as a locally installed program or as part of a cloud-based solution and fully integrates with the laboratory's management system.

A new video has been added to the website containing an overview of Crossbows Optical, freeform technology, the digital lens process, and the features and benefits of freeform designs for patients.

[www.CrossbowsOptical.com](http://www.CrossbowsOptical.com) now features a secure Marketing Tools site where Crossbows clients can log-in and access product sales aids and fitting guides for any of the freeform designs included in their software package. Labs can customize these materials with their company information and product names to assist their sales efforts. The site includes a patient brochure and waiting room video that briefly outlines the benefits of freeform designs. Labs can distribute these items to their eye care professional accounts for use in their dispensaries.

"We (Crossbows Optical) are excited by our fresh new look and upgraded freeform software offering. Our company story dates back to 1946, and since then we have continuously evolved our ophthalmic products in line with the latest technologies of the day. Now with our relaunched website and added customer support, we are equipped for the future of digital lens manufacturing," states Mervyn McCrea, Crossbows Managing Director.