



ISTORIC

Tokai Optical Japan



- Infiintata in 1939
- Numarul 3 in Japonia
- Family Company: Furuzawa (3rd)
- ISO 14001

Tokai Optecs Belgium

- Centru de distributie infiintat in 1992
- Centru de productie din 2001
- ISO 9001:2000



TOKAI

FABRICILE DIN JAPONIA



SUN-LUX OPTICAL

Lentile organice semifabricate
(9.500.000 bucati / an)



TOKAI OPTICAL
Tratamente speciale

Centru aplicare tratamente speciale



TOKAI OPTICAL Fabrica principala

Lentile organice
(Producere/Prelucrare/Colorare/Aplicare tratamente durificare si AR)



TOKAI OPTICAL Kamoda

Productie lentile minerale
(Prelucrare/AR Multiplu)



TOKAI

FABRICA DIN EUROPA



TOKAI OPTICS N.V.



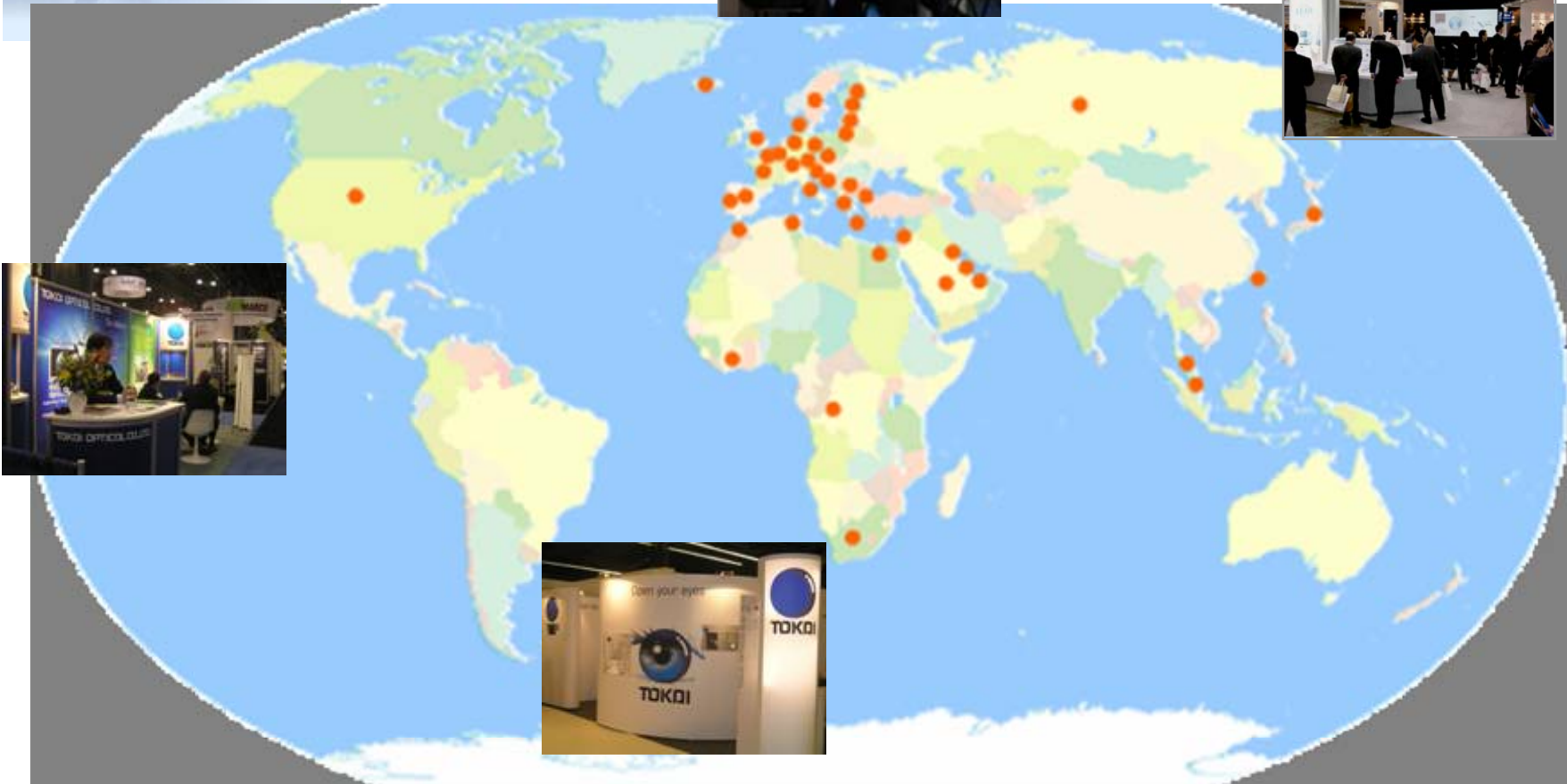
Depozitul European,
laboratorul de prelucrare
si centrul de distributie
pentru Europa, Orientul
Apropiat si Africa.

Distributie in 2006:

Din Belgia:	2.800.000
Direct din Japonia:	750.000



DISTRIBUTIE REGIONALA



OBIECTIVE



- Dezvoltarea noilor produse *premium*:
indice 1.76, 1.60/42 fotocromatic, 1.60/42 polarizat
- Dezvoltarea a noi tehnologii de prelucrare a suprafetei
- Cresterea satisfactiei clientilor
- Imbunatatirea calitatii vederii



TOKAI

PERSPECTIVE



- **In Japonia:**
 - sa devina numarul 2 in 2-3 ani
- **In Europa si Orientul Apropiat:**
 - sa-si consolideze relatiile de afaceri existente
 - sa implementeze noi centre de distributie
- **In America:**
 - similar cu Europa



TOKAI

PARTENERIATUL CU CLIENTII



- **Exclusivitate in productie si distributie**
- **Personalitate versus Volum**
- **Respect reciproc si colaborare stransa bazata pe incredere**
- **Educare si informare asupra noilor produse si tehnologiei**



STRATEGIA PRODUCTIEI



MATERIALE

Mineral

1.5
1.6
1.7
1.8
1.9

Organic

1.50
1.52
1.54
1.55
1.56
1.60/37
1.60/42
1.62
1.67
1.70
1.74
1.76



TOKAI

TEHNOLOGII AVANSATE



Tratamente (personalizate)

SPS, PGC, CMC, HMC

Design

BS, PM, POLAR, PHOTO

Materiale

1.76, 1.70, 1.60/42 si 1.50



TOKAI

TEHNOLOGII AVANSATE

Tratamente (personalizate in functie de indicele de refractie)

SPS: super power shield: tratament anti-zgariere, rezistenta similara sticlei, bazata pe o noua tehnologie de acoperire

PGC: pro-guard coating: tratament super hidro-oleofobic

CMC: clean multi coating: tratamentul care determina o vedere naturala prin reducerea reflexiei pe ambele fete ale lentilei avand o transmisibilitate mai mare de 99%

HMC: hard multi coating: tratament multiplu de inalta calitate



TOKAI

TEHNOLOGII AVANSATE



Design

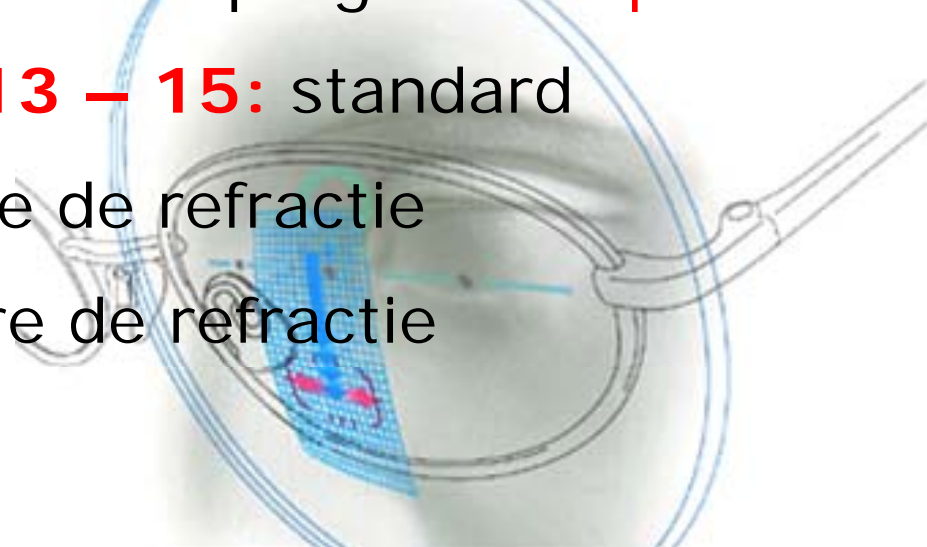
BACK SURFACE: lentila progresiva individualizata

PERFECT MATCH: lentila progresiva optimizata

CONVENTIONAL 13 – 15: standard

POLAR: indice mare de refractie

PHOTO: indice mare de refractie



TEHNOLOGII AVANSATE

Materiale

1.76: cel mai mare indice de refractie din lume

1.70: ideal pentru rame in suruburi si cu fir in comparatie cu 1.67 si 1.74

1.60/42: ideal pentru rame in suruburi si cu fir, rezistenta termica excelenta in comparatie cu policarbonat 1.59 si 1.60/37

1.50: indice obisnuit de refractie

TOATE PRODUSELE SUNT BREVETATE IN JAPONIA



TOKAI

DISPONIBILITÀ

Monofocale

Asferic

1.76 UV SPS
1.70 UV PGC
1.70 UV CMC
1.60/42 UV PGC
1.60/42 UV CMC

Sferic

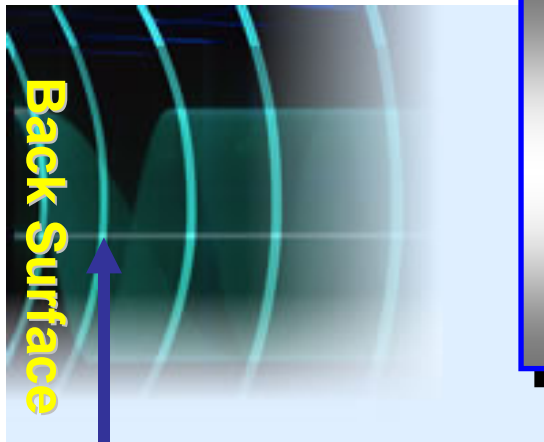
1.60/42 UV FOTOCROMATIC
1.60/42 UV POLARIZAT
1.60/42 UV PGC
1.60/42 HMC
1.60/42 SPORT SOL
1.50 HMC



TOKAI

DISPONIBILITATE

Progressive



1.70
1.60
1.60 POLARIZAT
1.60 FOTOCROMATIC
1.50

BS-Custom
(11, 13, 15 & 17)

BS PM
(11, 13 & 15)

BS Standard
(11, 13 & 15)

Conventional

1.60 PM

1.70
1.60 -13
1.50

1.70
1.60 -15
1.50

1.60
1.50 READERS

1.60
1.50 LARGO

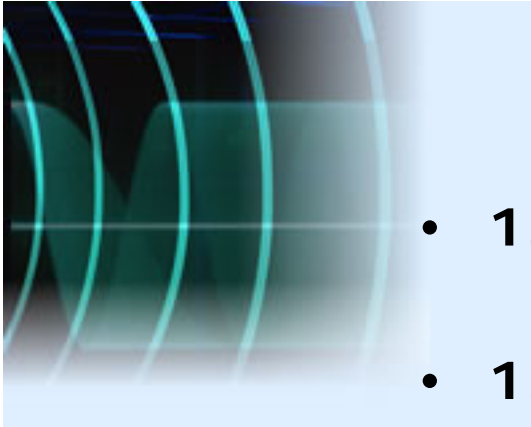
APROAPE

INTERMEDIAR

DISTANTA

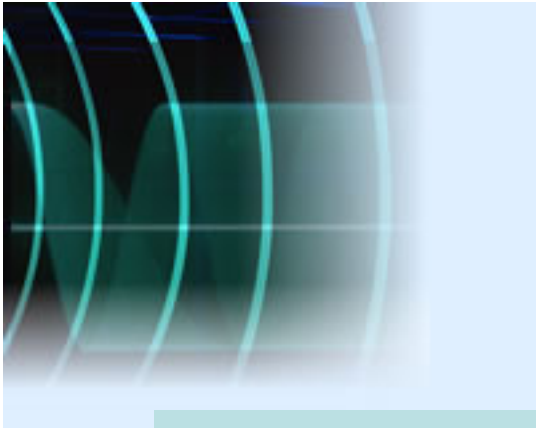


PRODUSE NOI



- **1.76**
- **1.60/42 PM Progresiv**
- **LARGO / PRO-READERS**
- **1.60/42 Polarizat**
- **1.60/42 Fotocromatic**
- **1.50 BS**



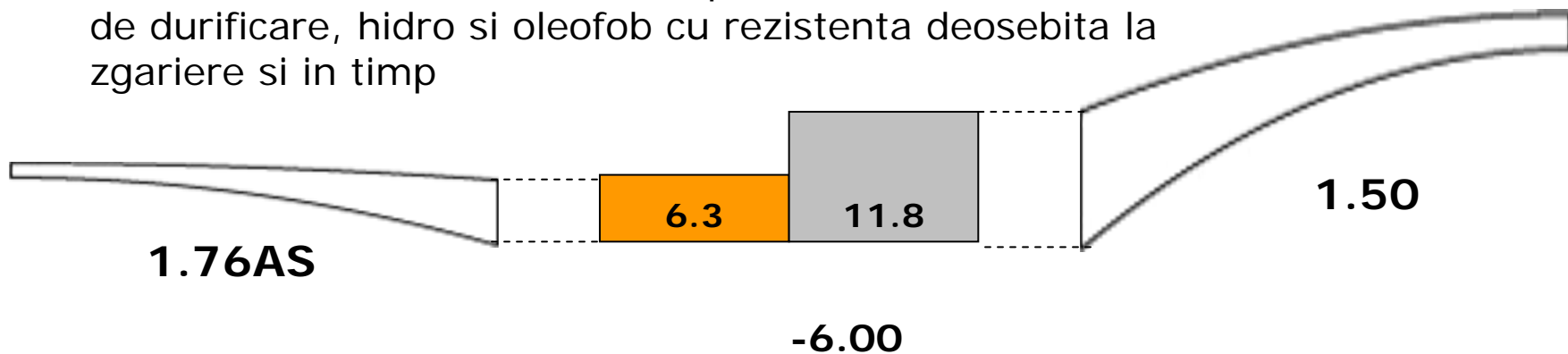


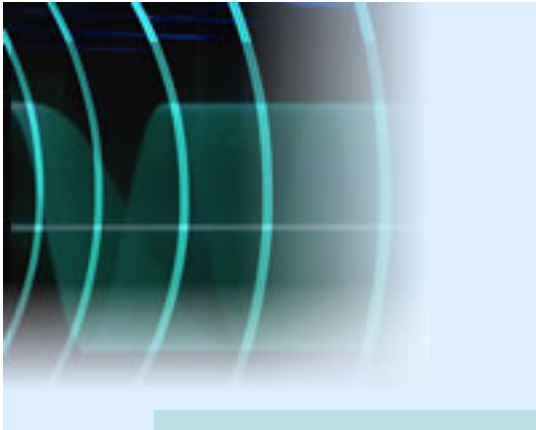
1.76

TEHNOLOGIE / DESIGN

1.76

- **Cel mai mare indice de refractie: 1.76**
 - Subtire si usor: cu pana la 47 % mai subtire decat CR39
- Camp vizual natural garantat de **design-ul asferic**.
- Transparenta excelenta: 99%
- Protectie totala impotriva radiatiei UV: **UV400 nm**
- **SPS**: Tratament antireflex multiplu de cea mai inalta calitate, de durificare, hidro si oleofob cu rezistenta deosebita la zgariere si in timp

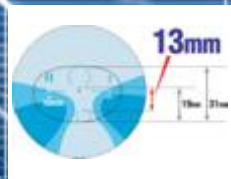




1.60/42 PM

TEHNOLOGIE / DESIGN

1.60/42 PM (Perfect Match)



Design Progresiv Nou

Adaptarea Descentrării in functie de dioptrie

1.60/42 cu protectie UV400

Pentru Vederea la Distanta



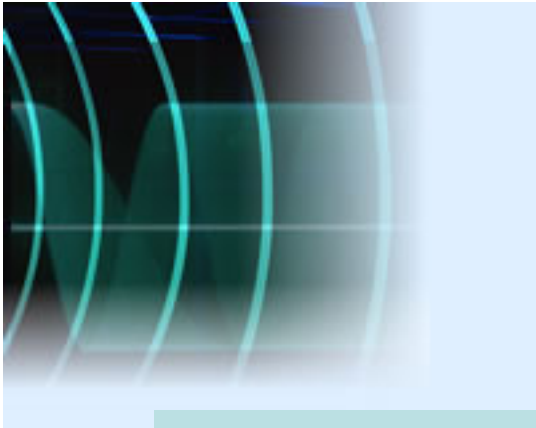
Pentru Vederea Intermediara



Pentru Vederea la Aproape



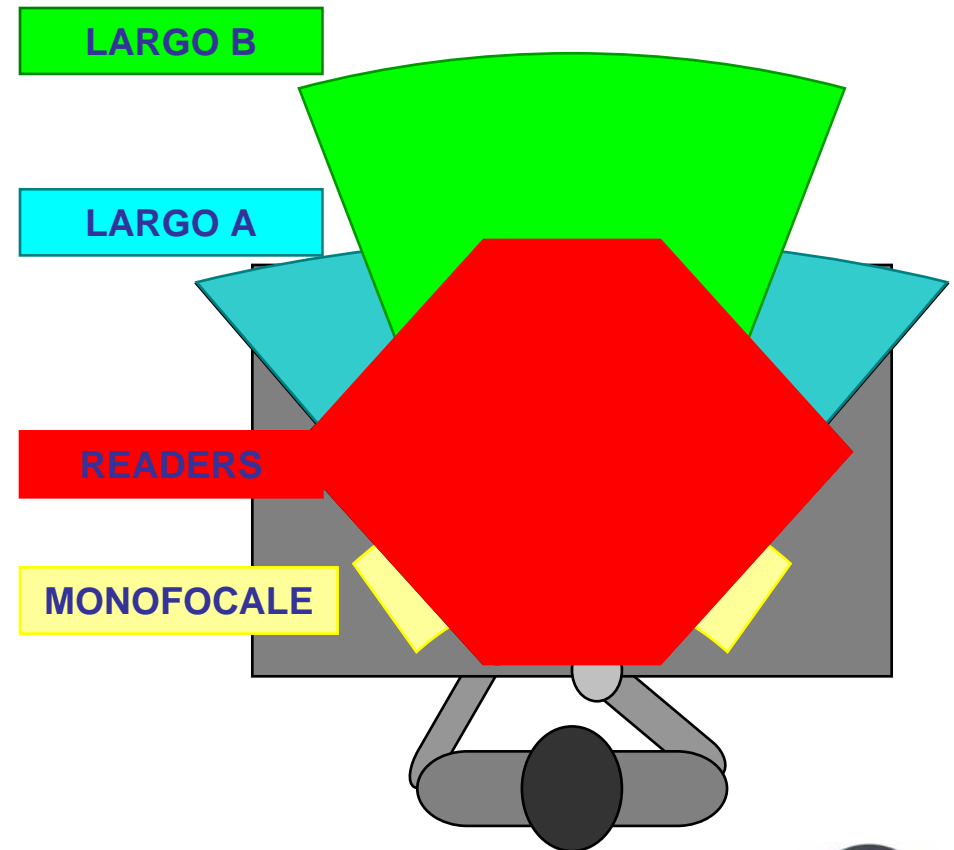
TEHNOLOGIE / DESIGN

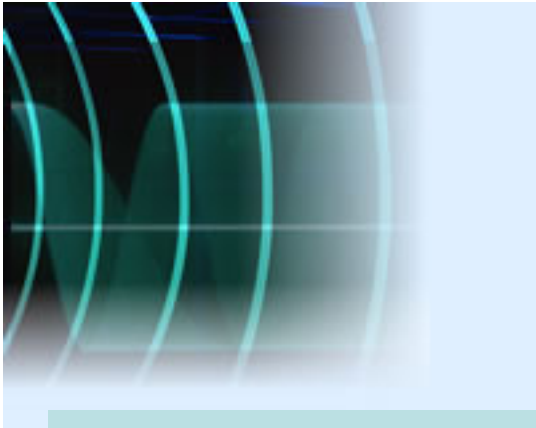


READERS / LARGO

TEHNOLOGIE / DESIGN

Comparatie intre Readers, Largo si Monofocale





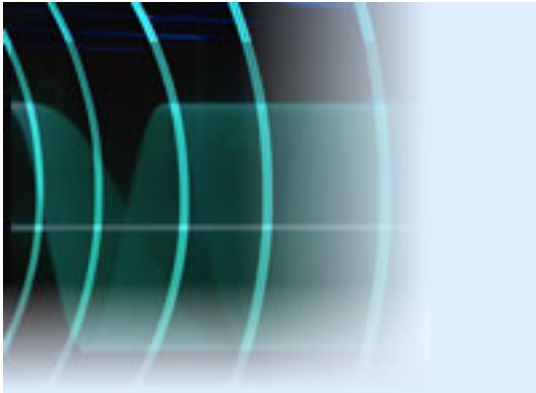
1.60/42 POLAR

1.60/42 POLAR

- Design sferic
- Distributie uniforma a agentului polarizant
- Integrat in material
- Eficienta polarizarii - peste 99%
- Transmisibilitate: Gri 12%
 Maro 21%
- Protectie totala UV

Disponibilate pe monofocale si progresive BS
cu coridor de 11, 13 si 15 mm





1.60/42 PHOTO

1.60/42 PHOTO

- **Subtire si usoara**
- **Se adapteaza rapid la radiatia UV**
- **Colorare extrem de rapida**
- **Satisfactie demonstrata a purtatorului**
- **Protectie totala UV**

1.60/42 PHOTO

Expunerea la UV

- | | | |
|-----------------|-------------|---|
| Minima | > | claritate optima |
| Moderata | > | raspunde direct radiatiei UV incidente |
| Maxim | > | protectie totala UV |

1.60/42 PHOTO

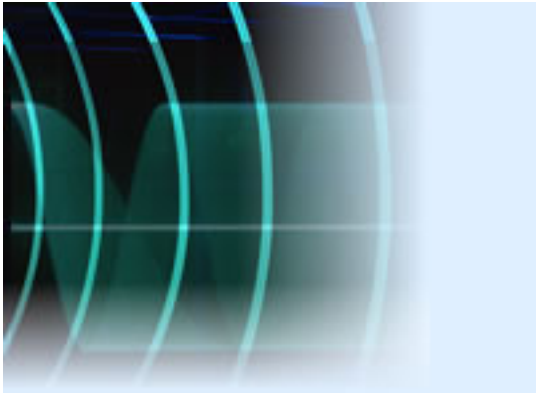
Disponibilitate

1.60/42 Photo monofocal

1.60/42 Photo BS Progresiv:

- 11
- 13
- 15





1.50 BS Series

Back Surface Progressive range



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BS SERIES

Progresie incorporata pe fata posterioara a lentilei

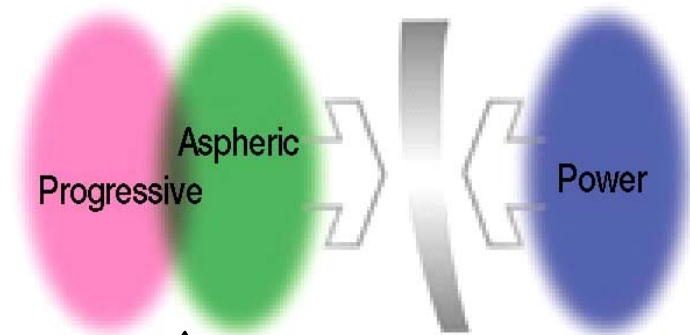
1. Imbunatatirea performantei vizuale
2. Personalizare adaptata fizionomiei purtatorului
(Personal Design System)



DESIGNUL LENTILEI PROGRESIVE BS

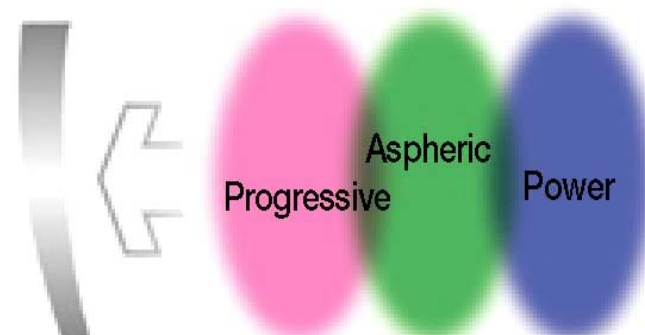
Imbunatatirea
performantei
optice a lentilei

Conventional Progressive Design



Suprafata progresiva
asferica

Back Surface Progressive and
Aspheric Design

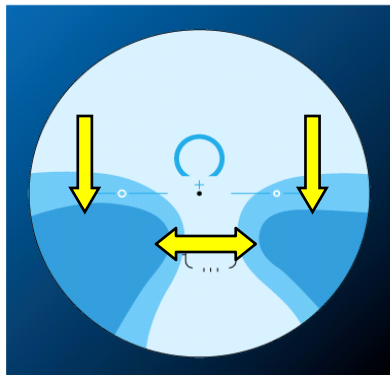


Crearea unei suprafete ideale
care combina dioptria,
asfericitatea si progresia

IMBUNATATIREA PERFORMANTEI OPTICE A LENTILEI

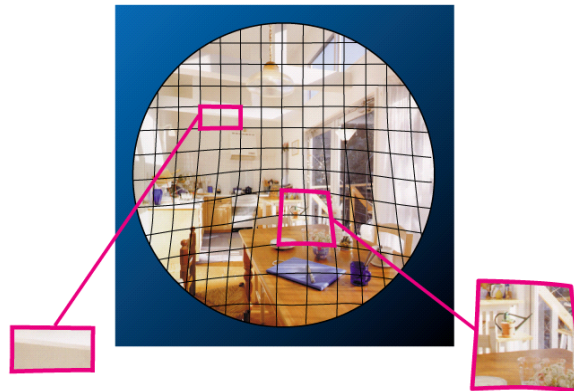
BACK SURFACE PROGRESSIVE + ASPHERIC

Cresterea
campului vizual



Aprox 30%

Reducerea
distorsiunilor si a
efectului de val



Aprox 35%

Mai subtire si
mai usoara



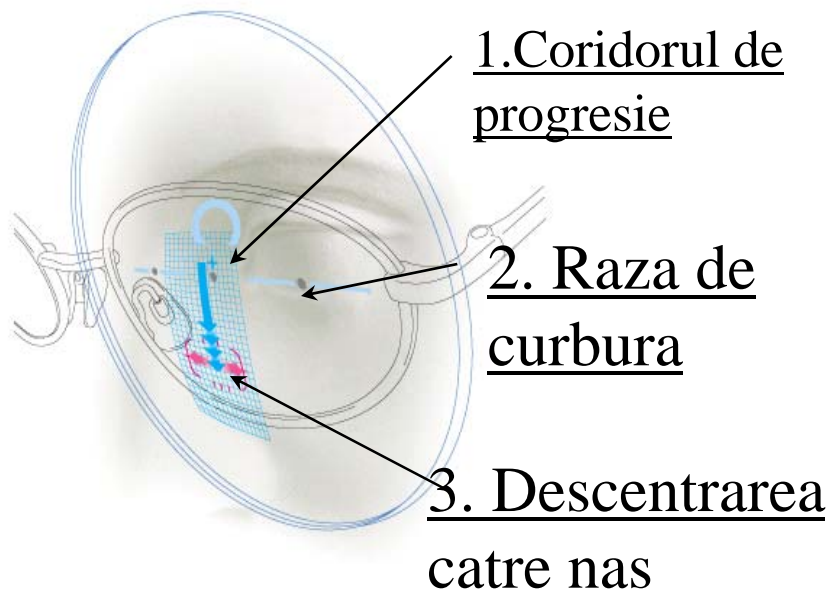
(S-6.00 ADD2.00)



PERSONAL DESIGN SYSTEM (P.D.S)

Personalizare

Adaptat fizionomiei purtatorului



Selectarea lungimii coridorului de progresie de 11, 13, 15 sau 17 mm

Selectarea razei de curbura de la mica, standard sau mare

Selectarea descentrarii catre nas de la 0.00 la 5.00 mm cu pasi de 0.1 mm

1. Distanta pupilara

2. Distanta de citit

3. Dioptria

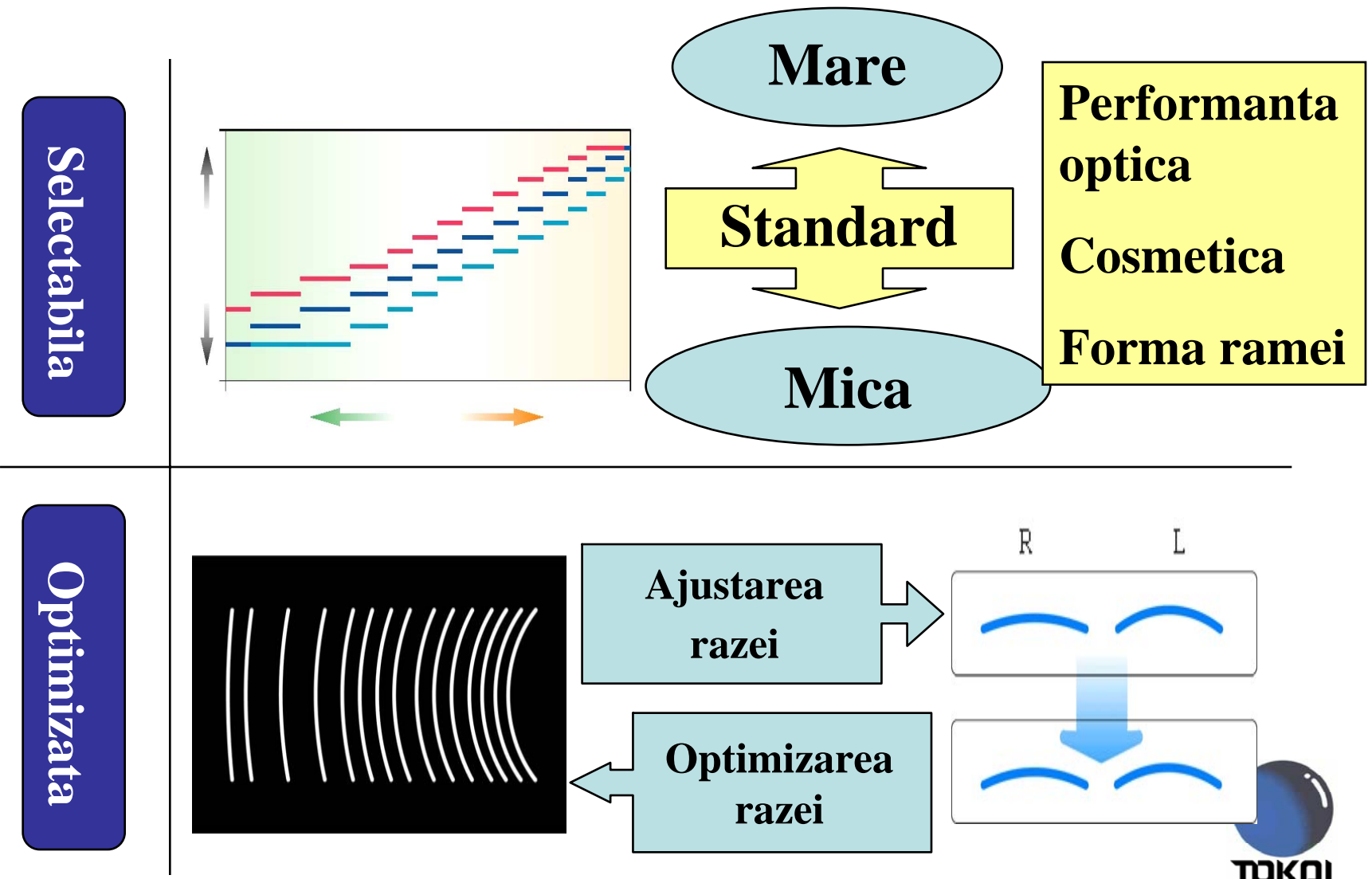
4. Vertex

5. Unghiul de inclinatie al ramei



PERSONAL DESIGN SYSTEM (P.D.S)

RAZA DE CURBURA



PERSONAL DESIGN SYSTEM (P.D.S)

Descentrarea catre nas

La cerere

Descentrare catre nas intre 0.00-5.00 mm cu pasi de 0.1 mm pentru ambii ochi

sau

- Selectarea distantei de citit la 33, 36, sau 40 cm
- Selectarea distantei interpupulare

Standard

Calcularea descentrării catre nas bazata pe dioptria de distanta, aditia si raza de curbura

(DP VD 62mm si distanta de citit 36cm)

Vertex: 12 mm

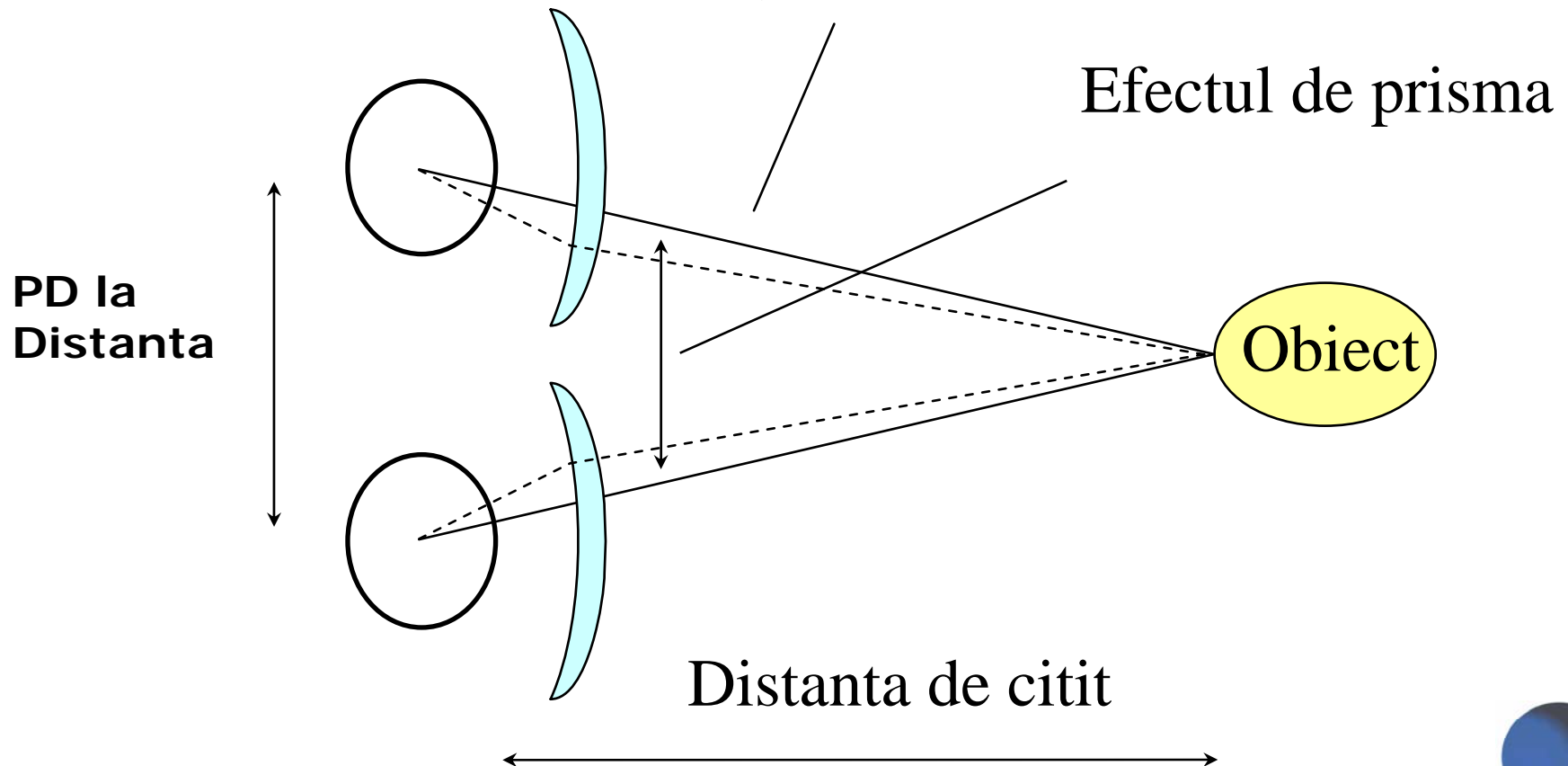
Unghiul de inclinare al ramei: 10 °



Descentrare catre nas flexibila

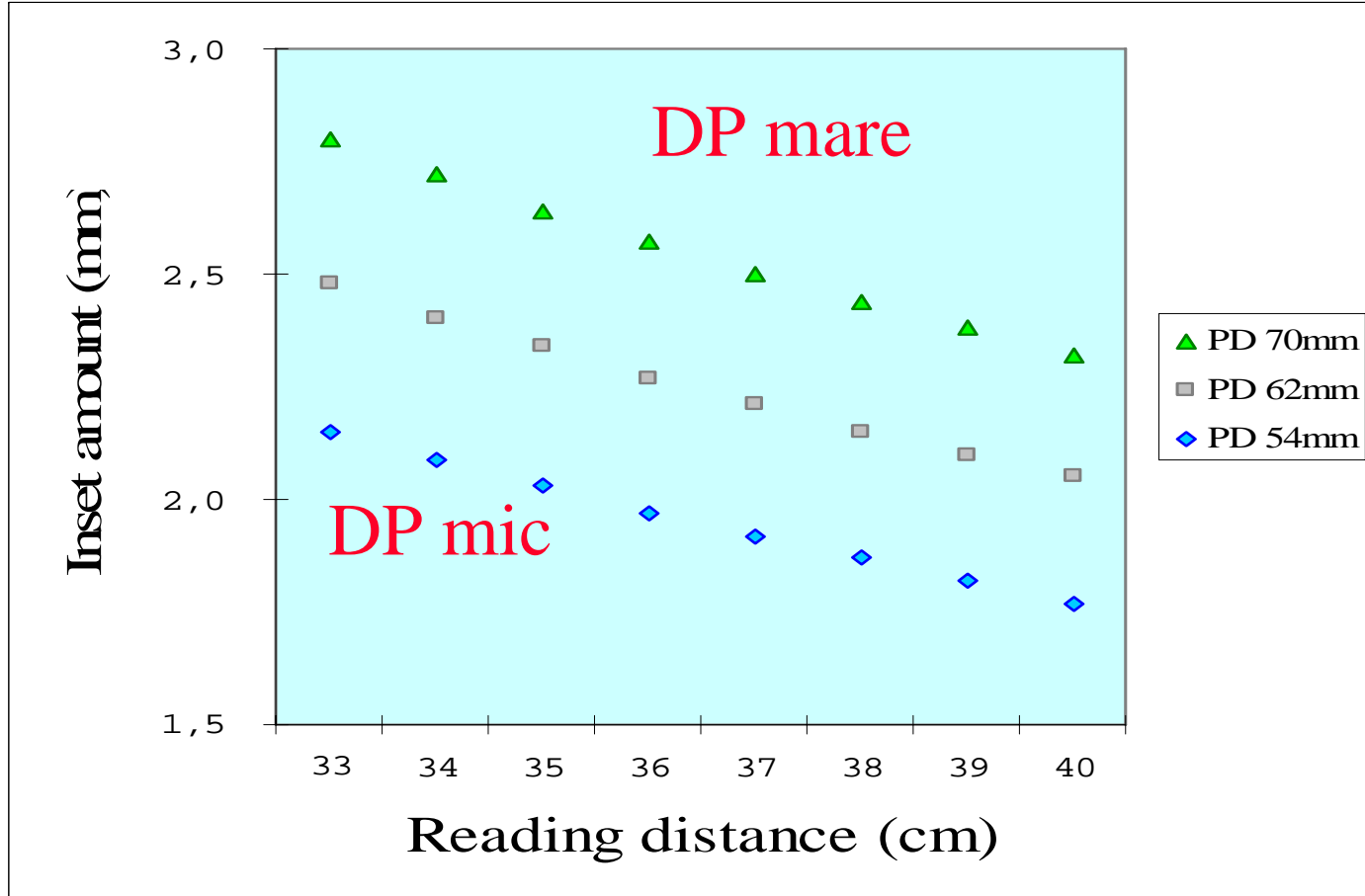
Efectul de prisma = Modificarea PD

Privirea fara lentila



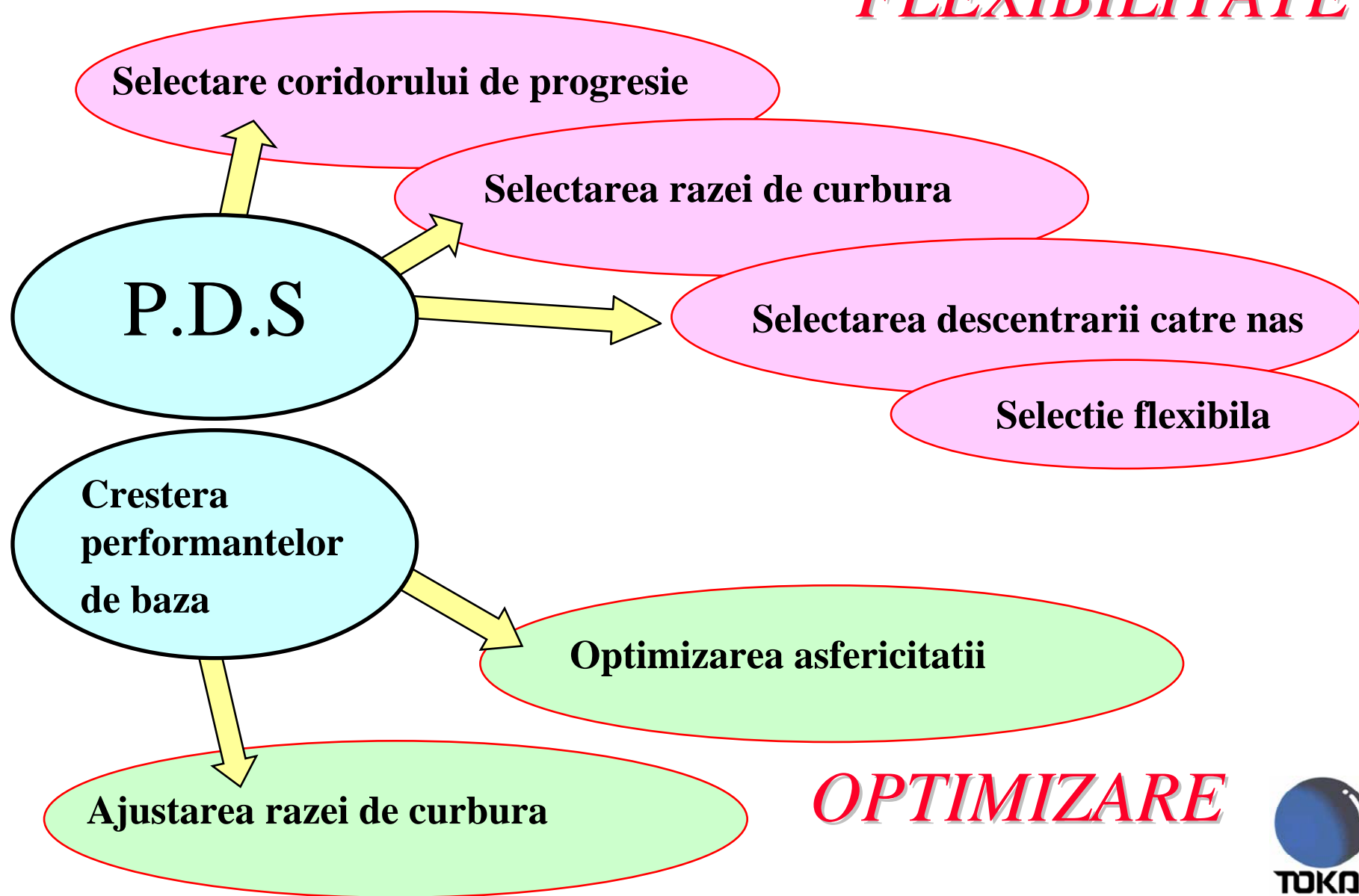
Nevoia unei descentrari catre nas specifica

Diferenta dintre VD si VA a PD



TOKAI BS

FLEXIBILITATE



www.tokai.be

