

**FOR IMMEDIATE RELEASE**

## **Signet Armorlite, Inc. Unveils New PracticePlus® Website**

Carlsbad, CA (May 3, 2017) - Signet Armorlite, Inc. (SA) is pleased to unveil a new and enhanced PracticePlus website.

Created with the independent eyecare practice in mind, [www.Practice-Plus.net](http://www.Practice-Plus.net) was redesigned to provide the ultimate user-friendly experience with simple, clear navigation for ECPs to quickly find the information and practice-support tools they need.

PracticePlus provides rebates for every qualifying pair of **Kodak** Progressive Lenses purchased and redeemed, including an assortment of traditional, dual-side and full backside lens designs. Members also gain access to additional tools like dispenser training and lens demonstration materials for use with patients and staff. The new website means ECPs benefit from richer online content across a wide range of resources.

Practices do not need to be direct customers of Signet Armorlite or Signetek™ in order to participate, and may purchase **Kodak** Progressive Lenses from any authorized laboratory. Potential members can watch a short video on the website to learn how PracticePlus helps build a strong practice while incorporating a brand patients know and trust.

ECPs are invited to explore the public portion of the website. However, each PracticePlus Member's account pages within the site are password protected. The members-only section features:

- Dashboards – To easily submit claims and review up-to-date account details
- Active Deals – Frequently updated to highlight member promotions, events and new products
- Resources – Order complimentary patient materials and point-of-purchase displays
- Videos – Product demonstrations and valuable visual aides
- Support – Dedicated PracticePlus Lens Consultants ready to assist

“PracticePlus was established to support the independent eyecare practice’s success,” states Edward P. DeRosa, Executive Vice President, Signet Armorlite, Inc. “The new PracticePlus website, with enhanced capabilities, continues to build on that commitment with an eye toward improving practice efficiency, making participation simple so eyecare professionals can focus on their patients.”

To learn more about or to enroll in PracticePlus, please visit [www.Practice-Plus.net](http://www.Practice-Plus.net), email [practiceplus@signetarmorlite.com](mailto:practiceplus@signetarmorlite.com) or call to speak to one of our specialists directly at 1.800-950-5367.

### **About Signet Armorlite, Inc. and PracticePlus**

Signet Armorlite, Inc. has been manufacturing and distributing ophthalmic lenses since 1947. The headquarters and lens technology center, Signetek™, are located in Carlsbad, California. Find out more at [www.SignetArmorlite.com](http://www.SignetArmorlite.com).

PracticePlus was established in 1998 to support the independent eyecare practice. Learn more about PracticePlus at [www.Practice-Plus.net](http://www.Practice-Plus.net).

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