



## Signet Armorlite Launches Second KODAK Lens Heitmeier Eyecare Location in New Orleans

CARLSBAD, CA (November 7, 2017) -- Signet Armorlite, Inc. announces the next strategic phase of its US professional services initiative with the launch of the second KODAK Lens | Heitmeier Eyecare location in New Orleans, LA. This KODAK Lens initiative continues to provide independent eyecare professionals (iECPs) that are committed to dispensing KODAK Lenses with the opportunity to leverage the strength, recognition and heritage of the KODAK brand in their local markets. Existing iECP owners like Dr. David R. Heitmeier of KODAK Lens | Heitmeier Eyecare continue to retain full ownership in this Signet Armorlite retail initiative.

Edward DeRosa, Executive Vice President of Signet Armorlite, says, "KODAK continues to be one of the most trusted and recognized brands in the United States and Signet Armorlite holds the exclusive license in the ophthalmic space through 2029. We launched this initiative in 2015 with Dr. Heitmeier at his Marrero, LA location which has already experienced substantial growth. Based on this success and his standing as a longtime champion of the KODAK Lens brand, Dr. Heitmeier's second location in New Orleans was a natural next step."

For over 30 years, Dr. Heitmeier has provided eye care to residents of the Westbank and recently updated facilities will insure patients continue to experience the service and quality they have come to expect for years to come.

The new look of KODAK Lens Heitmeier Eyecare was celebrated at a Grand Opening held on Thursday, October 19 at the Holiday Drive location. Many patients who have been loyal to Heitmeier for over 30 years were in attendance along with his nine Ophthalmologists and Optometrists who provide services ranging from routine eye examinations to complex medical procedures.

"I am very pleased with our association with Kodak. The Kodak name is recognized throughout the world with a history of innovative color imaging technology. Today, KODAK Lens represents the continuation of this legendary tradition of imaging expertise through advanced optical digital technology," said Heitmeier.

When asked about the success of his thriving practice, Heitmeier credited the staff and a continued investment in state-of-the-art equipment. "There is no substitute for experience and we are fortunate to have assembled a team of experts in the field of eye care. I am always confident our patients are receiving the best care possible. In addition to a quality staff, we achieve such a high rate of success in the treatment of our patients by investing in the latest technology available," he said. "Technology has allowed us to identify and treat diseases of the eye at a much earlier stage than when I began practicing 30 years ago."

Heitmeier has lectured on business organization and efficiency and has taught the principles of patient service and ethics around the country. He is a past recipient of Optometrist of the South and Top Optometrist in the Nation awards.

Learn more about the Signet Armorlite professional services initiative online and how practices can take advantage of exclusive KODAK Lens branding opportunities at

[http://kodaklens.us/en/pro/pro\\_services](http://kodaklens.us/en/pro/pro_services).



Signet Armorlite, Inc.

**About Signet Armorlite, Inc.**

Signet Armorlite, Inc. is celebrating its 68th anniversary. The headquarters and lens technology center, Signetek™, are located in Carlsbad, California. Signet Armorlite holds the worldwide distribution license for KODAK Lens.

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