

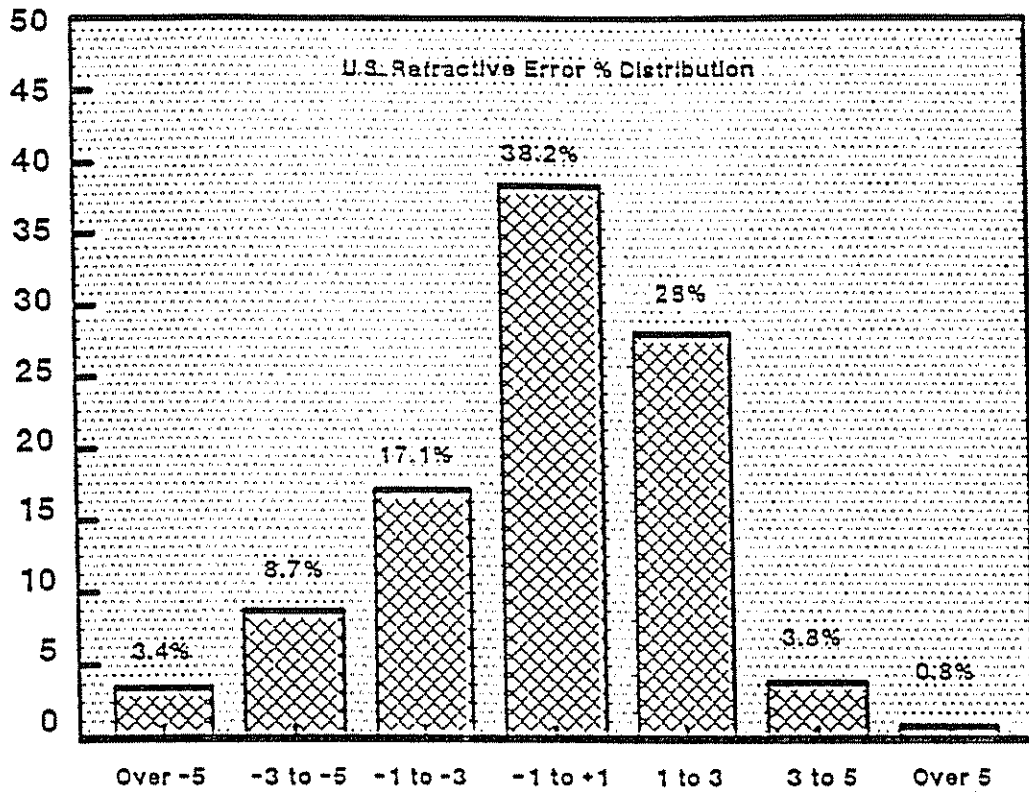
U.S. PLASTIC EYEGLOSS LENSES
MARKETS, TECHNOLOGIES & TRENDS
1991-96

Prospectus for a Multiclient Study

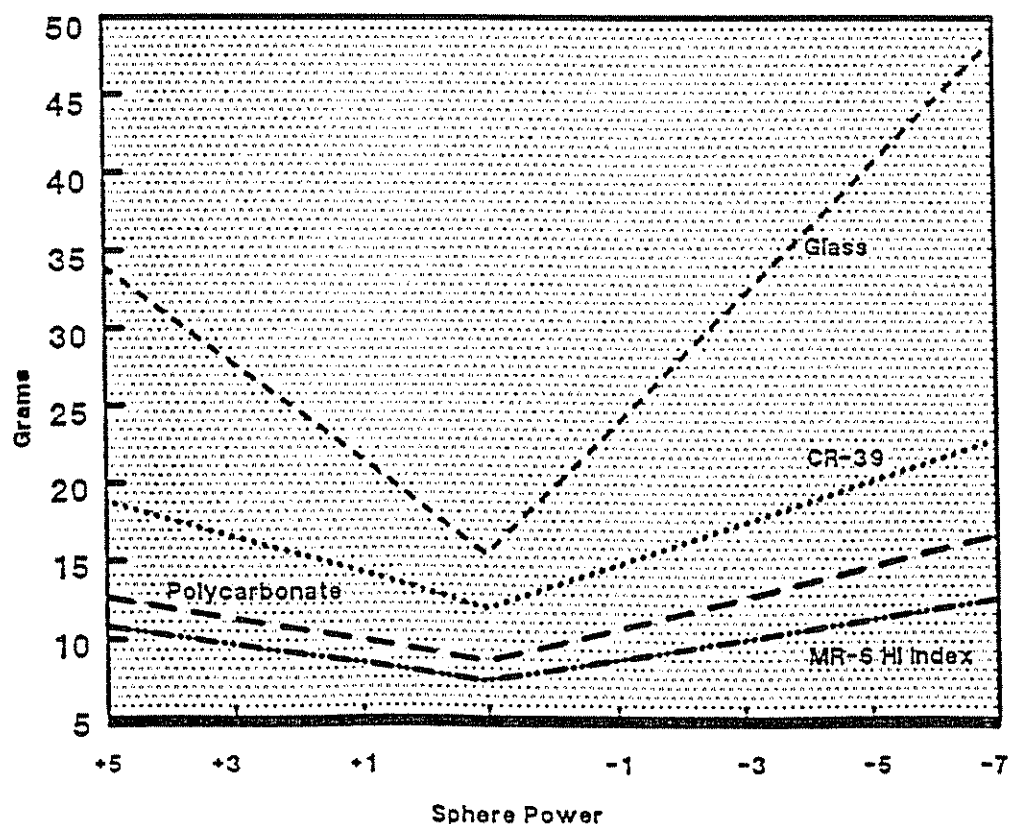


Chemical Market Resources

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Weight Comparison of Eyeglass Lens Materials



U.S. PLASTIC EYEGLASS LENSES MARKETS, TECHNOLOGIES & TRENDS 1991-96

BACKGROUND

The total revenue for 1990 from the sales of prescription eyeglass lenses was \$ 463 million. The market is expected to grow at an average of 6 percent per year during the period 1991-96. The prescription eyeglass lens industry is going through several major changes including: (1) the use of plastic lenses at the expense of glass (currently 74% plastic, an increase from 67% in 1986). (2) the developments in high refractive index lenses that could potentially impact the market for all eyeglass lenses and (3) developments in plastic photochromic materials/processes. These changes also impact the plano and safety eyeglass lens markets.

The developments in plastic eyeglass lens technologies create new and growing markets for both thermoset and thermoplastic optically clear resins.

A NEW MULTICLIENT STUDY

To assist companies in monitoring the rapid developments, analyzing the trends and capitalizing on the many opportunities in PLASTIC EYEGLASS LENSES, Chemical Market Resources (CMR), with their extensive global experience in eyeglass lens markets and technologies, has undertaken a comprehensive business/technical analysis that reports on the emerging opportunities in this industry sector. The major objectives of the study are to:

- Assist optically clear resin producers and eyeglass lens resin producers in developing and refining strategies related to eyeglass lens product developments
- Provide producers of eyeglass lenses and major users with an assessment of growth prospects, supply/demand balances and end use economics
- Assist companies in monitoring the technology and market developments in this specialty market application with extensive intermaterial competition

KEY MARKETS COVERED

The study will address market/technology developments in the following and related eyeglass lens related markets:

- Ophthalmic Prescription Eyeglass Lenses
- Safety Eyeglass Lenses
- Plano Sunglass Lenses

KEY ISSUES TO BE ADDRESSED

- Outline of the U.S. markets for plastic eyeglass lenses
- Listing of the market needs, translatable into opportunities
- Characterization of the U.S. distribution system and pricing practices as they influence product/process development
- Characterization of consumer preferences and unmet needs
- Technology and economics: (1) CR-39, (2) Polycarbonate, (3) High Refractive Index Materials and (4) Plastic Photochromics
- Strategic options for participating in the lens business via technology, materials, distribution or service.

APPROACH

The information, data and conclusions of this analysis were developed from sources around the world and are based upon, but not limited to, the following methods:

- Structured interviews with leading eyeglass lens manufacturers, distributors and resin suppliers
- Interviews with producers of actual and potentially competitive processes and materials (high refractive index materials, other optically clear lens materials)
- Search, review and interpretation of information from government sources, trade and industry groups, published articles and product promotional information
- Information from private experts and CMR confidential files and data bases

TIMING & SUBSCRIPTION INFORMATION

An order form is included as the last page of this prospectus. The report has been issued as of the FIRST QUARTER of 1992. The purchase price for the study is U.S. \$4,000 for two copies of the study.

PROJECT MANAGEMENT

This study was managed and executed primarily by Dr. Balaji B. Singh, with the assistance from our associates in U.S, Europe and Japan.

DR. BALAJI B. SINGH obtained his Ph.D in Chemical Engineering from the Texas A&M University and an M.B.A. in Marketing Research and Strategic Planning from the Ohio State University. Following 10 years of experience in the plastics and chemical business with Ashland Chemical Company, Dow Chemical Company and a major plastics consulting firm, he founded **CHEMICAL MARKET RESOURCES**. His key area of expertise is in opportunity evaluation and competitive assessment for technology and valued added specialty products in a broad spectrum of polymer materials. Dr. Singh studied the U.S eyeglass lens markets extensively over the last five years.

CHEMICAL MARKET RESOURCES is a marketing and management consulting firm specializing in the analysis of plastics, petrochemicals and chemicals. The types of analysis include market status and forecasting, technology assessment, manufacturing cost analysis, competitive analysis and image/marketing effective analysis. Our strength is in providing cost-effective, documented, quantitative, actionable, quality analysis' for our clients in a timely manner. Our goal is to work interactively with our clients to assist them in all aspects of strategic market planning for improved profits.

Our professional staff has a combined experience of over 50 years in the plastics and petrochemical industries in all aspects of business including research, technical service and marketing research.

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