

"Lenz-Brite" Liquid Eyeglass Cleaner And "Anti-Fog"

This eBook brought to you by:
Buy-Ebook.com

Our site has got a great collection of the best ebooks which are sold on the Internet, but at a lower price than on any other site.

Affiliates

Earn 60% Commission On Every Sale! We sell 500+ eBooks.

As a Buy-Ebook.com Associate, we will pay you a Massive 60% referral fee for every sale that you generate. You can [sign up for FREE](#) and start making money straight away.

If you want to directly link to some ebooks related to content of your site, [get affiliate link here](#). Choose any from 500+ titles.

NOTE:

If you Would like to Offer this Ebook to Your Web Site Visitors as a FREE Download, then please do so. You can post this ebook to your web site, offer it in your newsletter, print it out as a book, give it to your friends, etc. No royalties are necessary. Give it away or offer it as a bonus with your products. You are not allowed to make any changes to it without permission.

The Author, his publishers, agents, resellers or distributors assume no liability or responsibility to any person or entity with respect to any loss or damage or alleged to be caused directly or indirectly by the use of and the advice given in this publication. It is recommended that the users of this publication seek legal, accounting and other independent professional business advice before starting a business or acting upon any advice given. This book is not intended for use as a source of legal, business, accounting or financial advice, but is distribute for information purposes only.

"Lenz-Brite" Liquid Eyeglass Cleaner And "Anti-Fog"

This product is a small plastic vial with screw cap, in which a piece of chemically saturated folded felt is packed. When the screw cap is removed, this wet piece of felt extends up and above the top opening of the vial, so that the plastic container serves as an applicator when the screw cap is removed.

The product is designed as a quick and easy lens cleaner for eye glasses and to use it, you simply remove the cap, dab the wet felt lightly on each side of the eye glass lens and then polish off with a handkerchief or tissue. It not only cleans the lens with a sparkling clarity but it also retards fogging of the lens under certain conditions of heat and cold.

Another feature is its long lasting effect, so convincingly demonstrated by suggesting that the customer or prospect smear a LENZ-BRITE cleaned lens with his finger and then polish off with his handkerchief, without further application of the cleaner. This feature makes one application last all day long.

The product is simple to make - all that is needed is your vial which may be plastic or glass, the felt or any absorbent substance that will hold the non-drying cleaning solution and the solution itself. The absorbent substance may be felt, synthetic sponge, cotton wicking, or even a piece of cloth rolled up to fit the small container or dispenser.

FORMULA FOR THE SOLUTION:

Ethylene Glycol 8 parts
Wetting Agent 1 part
Water 8 parts

PROCEDURE:

Mix the wetting agent in the water and then stir in the Ethylene Glycol. We have given the units as "PARTS". You may consider the parts as drams, ounces, pints, quarts or gallons according to size batch you wish to make.

TREATING THE FELT: As explained previously, other substances may be used in treating any substance with this solution; simply immerse the felt in the solution and allow to remain until it is completely saturated with the liquid. Wring out only lightly and then insert the treated felts in small vials or containers. One concern uses a strip of felt folded and inserted in the vial, so the folded edge protrudes above the opening of the vial, the fold being the point of application to the lens.

LABELING: Give your product an appropriate name. Beneath the name, state "Long Lasting Lens Cleaner" or "Instant Lens Cleaner". **DIRECTIONS:** Dab a small spot of (name) to each side of lens. Polish with handkerchief or tissue. Will not scratch. Will NOT evaporate. **LASTS FOR ONE YEAR.** Mfg. by:

SELLING: These vials or containers are put up **TWELVE** to a display card, with an **EXTRA VIAL** inserted separately on the card, suggesting that the prospective customer **TRY IT ON HIS OWN EYEGLASSES** before he buys it. This is a convincing demonstration that helps to sell.

The product retails for \$1.00 paying a very liberal profit and your initial offer to salesmen and agents can offer them **TWO** samples for \$1.00, suggesting that they sell one and get their dollar back and use the other to prove that this is the money maker they have been waiting for.

You can also offer a trial display card holding thirteen vials (Twelve to sell and one as the demonstrator) for \$5.00 and in larger quantities at the following prices: 3 dozen at \$4.55 per dozen; 12 dozen at \$3.90 per dozen; 24 dozen at \$3.25 per dozen.

ADVERTISING CLAIMS THAT YOU CAN MAKE: (name) is a handy little gadget with sales appeal plus to every man and woman who wears glasses -- with profits galore for the man who sells it. Just unscrew the cap, apply a small spot of (name) to each glass, wipe dry with handkerchief or tissue and Presto! A sparkling clear lens that stays that way **ALL DAY** without any fogging from heat or cold. No water - no soap - no mess - no fuss. Just carry in pocket or purse - always handy - always ready to use.

SUPPLY SOURCES:

Molded plastic containers with screw caps:

Imco Container Co, Empire State Bldg, 350 - 5th Ave, New York, NY
Mack Molding Co., Inc., 160 Main St., Wayne, NJ

Ethylene Glycol:

Dow Chemical Co., Midland, Michigan
Carbide & Carbon Chemical Division, 30 E. 42nd St., New York, NY

Wetting Agent for this use - **MONAWET MO-70%** supplied by:
Mona Industries, Inc., Paterson, NJ

Felt:

American Hair & Felt Co., 1828 Merchandise Mart, Chicago, IL

Synthetic Sponge:

E.I. DuPont de Nemours, Cellulose Sponge Dept., Wilmington,
Delaware