

## Quality Price & Real Value

Often I am asked about the price of a quality frame ... and why it seems so expensive to purchase a durable, good looking frame. After all, many frames are so similar in looks ... what makes them different in price?

An analogy I find to be most accurate is wall paint. To the untrained eye, all paint looks the same the first week. It is after the abuse of time that good quality paint begins to show its VALUE. When it still looks good after multiple washings and abuses, then its inherent VALUE becomes apparent.

**An eyeglass frame must endure the test of time and the abuse of use over that time. Here are a few factors to be considered when deciding what quality frame is right for you or your child.**

\*Most adults replace their frames every 22-24 months. Will the frame you choose look good that long? Will it still FEEL good?

At Different Frames Of Mind we only stock frames we feel confident will maintain their integrity and looks for the life of the frame. It follows that if the frame still looks good , it should also still feel good when it is maintained with the proper adjustments.

\*Will replacement parts be readily available should you need them? Has the frame been discontinued, if so is the style supported by the manufacturer?

Discontinued frames and Manufacturers that go out of business has been a sad fact of life especially over the last few years. At Different Frames of Mind, our policy reflects those facts in that discontinued frames with Out of Business Manufacturers have price adjustments made on those frames to reflect their status although their quality is unchanged. We work with you to find suitable solutions should there be a manufacturer's defect in the frame, but we cannot warranty discontinued discounted frames in the same manner as we do our regular frames. Discontinued frames from current manufacturers are not kept in stock on a regular basis unless the frame is supported by the manufacturers stock of replacement parts.

**Unlike most fashion items, eyeglass frame quality is closely related to cost.**

- Durable metals
- Comfort design features, such as spring hinges and smoothly operating parts
- Silicone or specially designed Nose pads

- Memory Ability
- Handcrafted Detailing
- Foil or double/triple laminated zyl that is sculpted rather than molded

All these details tend to increase production costs and in turn the retail cost of frames. One other fact to remember is that in most cases, the true expense of eyewear is in the cost of the lenses.

**As in any major purchase, you will want to match your wants and needs when choosing your new eyewear.**

As a custom product, you will be able to combine many different types and styles of lenses with your new frame. Please remember in choosing new eyewear, proper vision is the most important aspect!

**If the "frame of your dreams" will not work well with the lenses you NEED for Comfortable Vision, find another "Frame of Your Dreams". With over 15,000 different styles on the market at any given time, there HAS to be another one for you!**

Please remember to ask about your new eyewear's warranty. How long is the warranty and what does it cover? Are there additional costs to activate your warranty such as a co-pay? Is that co-pay for each part that is warranted?

**The Different Frames Of Mind warranty is FREE, and there is NEVER a Patient CO-PAY needed to take advantage of the warranty.**

IN ADDITION:

We will leave no stone unturned in order to satisfy the needs of our patients.

**At DIFFERENT FRAMES OF MIND**

**We Warranty OUR WORK to insure YOUR SATISFACTION.**

Our Services include:

- No Charge adjustments
- NEVER A COPAY!
- Personalized service with your satisfaction in mind!
- House calls for the nursing home or homebound patient

**Bring your prescription and discover what TRUE OLD FASHIONED SERVICE and HONEST VALUE really are.**

**DIFFERENT FRAMES OF MIND - Where the FOCUS is on You!**