



## peeps™ by LENS PEN® A Revolution in Eyewear Care

peeps™ is a new **revolutionary** all-in-one cleaner for eyeglasses and sunglasses. Made by LensPen®, Peeps features the same unique carbon compound that LensPen products have used for more than two decades to clean high-quality lenses on cameras, binoculars, scopes, and other fine optics.

“People that wear high-quality glasses or sunglasses are not satisfied using microfiber rags, tissues, sprays and shirt sleeves to clean their lenses,” said Peter Meurens, Vice President of Operations for the LensPen Group. “They want something better: a cleaning device that cleans perfectly, is convenient and has some style. Since a camera lens and an eyeglass lens are virtually identical in structure and function it was logical for us to develop a new product for the optics market which has not seen a cleaning innovation in over 50 years ... Peeps.”

Cleaning eyeglasses with Peeps is a simple two-step process.

First, use the retractable natural goat-hair brush to remove any dust or potentially abrasive particles from the lens surface **before trying to clean the fingerprints**. The outside surface of the lens has an AR (“anti-reflective”) coating and it will be easily damaged if you rub these particles while cleaning (always the problem with cloths, tissues and shirt sleeves).

Second, use the special carbon compound on the soft Cleaning Pads to clean the fingerprints. Slide the arms out from the Cap. With gentle pressure and smooth circular motions clean both sides of the lenses at the same time. After cleaning, slide the arms back into the Cap – this will automatically recharge the carbon on the Cleaning Pad to use again and again. Over 500 cleanings!



Peeps will be available in a variety of attractive colors and finishes – stylish lenses can have a stylish cleaner.

For more information on Peeps and other LensPen products, go to [lenspen.com](http://lenspen.com). Go to our [YouTube channel](#) and watch Peeps clean!



### What are others saying about LensPen?



“Anyone who has asked me for advice on new camera equipment knows I have advised they also pick up a LensPen with their camera.”

- [DB Walton](#)



“This cleaning system represents excellent value. Not only is [the SensorKlear Loupe Kit] good value, but it is very effective also, allowing you to be sure you've captured every last particle of dust that may show in images.”

- [ePHOTOzine](#)



“[LensPen]s are great at keeping your lens, filter, sensor and viewfinder clean. They even offer ones for your iPad too. Not only are they airport friendly and super portable, they work like a charm every time. And just when I think it can't get any better, it does. These guys invent invisible carbon.”

- [Petr Svoboda Photography](#)



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[info@lenspen.com](mailto:info@lenspen.com)

In this issue of LensPen News we profile Hungarian distributor Pálvölgyi-Digital Kft and retailer 220 Volt.



Based in Budapest, Hungary, Pálvölgyi-Digital Kft. distributes LensPen, Polaroid, Cullman, Doerr and many other brands of photo and consumer electronics accessories products in Hungary and several other countries in Europe.

In 2014, Pálvölgyi-Digital became the first company in the world to sign an exclusive contract with LensPen for distribution of the exciting new Peeps product, using LensPen's unique invisible carbon cleaning compound to clean eyeglasses and sunglasses.

Check them out at [www.lenspenandmore.com](http://www.lenspenandmore.com)



With 5 major store locations in Hungary, 220Volt is one of the largest retailers of photo and consumer electronics products in the country.

They carry only the best brands and LensPen is proud to be included in their range.

220Volt's headquarters are in Budapest.

Check them out at [www.220volt.hu](http://www.220volt.hu)



The LensPen World Tour continues in September. We'll be at **Photokina** in Cologne, Germany, and **Vision Expo West** in Las Vegas, Nevada.

## Photokina



### Stand:

**lenspenandmore**

**Hall:** 2.1

**Booth:** C028

September 16-21, 2014  
Cologne, Germany

Visit us at the world's leading imaging fair at the LensPen & More stand hosted by LensPen distributor Pálvölgyi-Digital Kft. At the "LensPen & More" stand Pálvölgyi-Digital is presenting

- ▶ The full range of LensPen products in new styles and colors
- ▶ Peeps, the new eyeglasses and sunglasses cleaner from LensPen
- ▶ Brand new HUFA clips for lens caps
- ▶ Top-of-the-line memory cards and WiFi cards from Toshiba
- ▶ Bubl 360° cameras

"Our mission is to help people to take better pictures and have a clear vision, and LensPen is a key component of our product line," said Zoltan Pálvölgyi, president of Pálvölgyi -Digital Kft.

LensPen is always a popular stop at Photokina!



People were lined up three-deep to see LensPen at Photokina in 2012

[photokina.com](http://photokina.com)

## Vision Expo West



### Stand:

**peeps™ by LENS PEN®**

**Location:** Sands Expo & Convention Center: Eyewear & Accessories Pavilion  
**Booth:** 20118  
September 18-20, 2014  
Las Vegas, Nevada

We're introducing Peeps eyeglasses and sunglasses cleaner at Vision Expo West in Las Vegas.

Vision Expo West is the world's most inclusive ophthalmic conference and expo, including the latest trends in eyewear and fashion.

Stop by and join the eyewear care revolution!

[visionexpowest.com](http://visionexpowest.com)

## New LensPen Product Videos From Around the world



- [Netherlands](#)



- [Russia](#)