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Online press kit:

bit.ly/lenspenpressroom

Vision Expo West

September 18 through September 20, 2014
Booth 20118

New Peeps™ from LensPen® Cleans Eyeglasses and Sunglasses

Vancouver, Canada – Peeps™ is the new all-in-one cleaner for eyeglasses and sunglasses, created by LensPen®. Peeps features the same carbon-cleaning technology LensPen products have used to clean fine optics for more than two decades. LensPen introduced Peeps at Vision Expo West 2014.

“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 Meurrens, Vice President of Operations for the LensPen Group, and developer of Peeps. “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 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. And that product is Peeps.”

Cleaning eyeglasses with Peeps is a simple two-step process. First, clean the lens with the retractable goat-hair brush to remove any loose dust or potentially abrasive particles on the lens surface. No other cleaning system offers this pre-cleaning step, which is essential to protect the lens and the AR (anti-reflective) coatings. Second, slide the arms out from the holder and clean the lens with smooth circular motions of the cleaning tips. If some smudges remain, breathe gently on the surface and repeat.

Each time the arms slide back into the holder, the carbon on the cleaning tips is replenished and Peeps is ready for its next cleaning. The Peeps cleaning tips can be recharged up to 500 times.

“Everyone who wears high-quality glasses or sunglasses wants a cleaning solution that is safe, convenient and effective,” Meurrens said. “Peeps is the answer – the only eyeglass cleaning innovation in 50 years. And they’re available in stylish colors and finishes.”

(more)

For more information on Peeps and other LensPen products, go to www.lenspen.com. Watch Peeps clean at <http://www.youtube.com/watch?v=PXA6xynDz1c>.

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Photos Attached: Peeps™ is the new eyeglasses and sunglasses cleaner from LensPen®. Peeps uses the same carbon technology other LensPen products use to remove grease and fingerprints from fine optics and touchscreens.