

FREE DISPLAYS



Rio Ray Floor Display - 36 Piece
Free with purchase of 36 sunglasses



Free Mirror Display
included with every Rio Ray Display
Offer met.



Counter Top Display - 12 Piece
Free with purchase of 12 sunglasses



Counter Top Display - 24 Piece
Free with purchase of 24 sunglasses



The Best Rx Sunglasses
Begin With The Best Frames



FREE DISPLAYS ARE AVAILABLE WITH PURCHASE OF
SELECT NUMBER OF RIO RAY SUNGLASSES



2600 Beverly Dr., #101t
Aurora, IL 60502
800-224-7090
info@midlandoptical.com

2360 59th Street
ST Louis, MO 63110
800-325-3176
www.midlandoptical.com



THE PERFECT
ALTERNATIVE



POLARIZED



POLARIZED GRADIENTS (ADD \$20)



POLARIZED MIRRORS (ADD \$20)



DIGITAL PAL



DIGITAL SV



PRICE INCLUDES*:

- Rio Ray frame of your choice
 - Shamir Digital Private Label prescription lenses in poly polarized.
 - Backside AR
 - 100% Hassle Free Lifetime Warranty Guarantee
 - Standard Midland Warranty on lenses
- *All prices are NET and not subject to any additional discounts.

ORDERING INSTRUCTIONS:

- Specify "Rio Ray Package" when ordering in the special instructions.
- (RX's over +/- 4.00 to 2.00 cyl, please call for availability. Additional power overage rates will apply per diopter.)

RIO RAY FEATURES & BENEFITS

- Rio Ray priced at 35% below nearest competitor
- Great for all insurance patients including VSP & Eyemed
- All styles feature CR-39 Polarized Plano Lenses
- Frame only option increases your pricing flexibility
- MaxFlex Bendable Titanium compares with Maui Jim
- Ideal for contact lens patients

GET A FREE LENS SAMPLE BOOK!*

Purchase a set of 12 frames for your board and receive a free frame display and sample book of polarized and mirror lenses! (valued at \$200)

*For initial orders only

For more information on the Rio Ray frame and lens package, please call customer service at 800.325.3176!

Rio Ray

STYLE GUIDE



SUNSET **NEW**



RIVERIA



DESTIN **NEW**



DAVENPORT **NEW**



WEST PALM



MARCO



POMPANO



TAMPA BAY



SANTA CRUZ **NEW**



SEACREST



VENICE



TIMES SQUARE **NEW**

THE MALIBU BY RIO RAY OPTICS

