



May 1, 2020

#### A Promise to our Customers-

As America slowly and carefully returns to work, I-deal Optics is ready to serve you as you open your doors to your patients.

We promise you that our Sales Team and our inside Service Team at our Michigan headquarters have spent the last 7 weeks preparing for the reopening of your business. We deliver the most value-creating brands in the optical industry. It is of utmost importance that you feel comfortable receiving our products and dispensing them.

Let's talk specifics.

Our Sales Team will follow your lead. They are prepared to hold appointments by phone, video call and in person. They will ask you about your safety protocols and will meet your standards for a worry-free appointment.

Once your order has been placed, rest easy knowing that I-deal Optics holds our factories to the highest standards- whether it's frame quality or frame hygiene. No exceptions. During this time, we are adding the additional step of holding all of our in-coming product deliveries for 72 hours in isolation prior to opening and putting on our wiped-down shelves.

Our warehouse staff has been retrained. All pulling and packing is done with extra distance between co-workers. For now, they call one another with questions instead of live meetings. They take frequent breaks to wash their hands. It's the right thing to do.

Your safety, and that of our staff, is always top of mind. We will continue to monitor this situation closely and take guidance from local authorities and the Centers for Disease Control (CDC).

I-deal Optics has valued your business for 25 years. We can't wait to say Thank You once again!

