

Life Cycle of Sun Glasses

Group 8

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- Redefine products by redefining what is physically possible
- Reject conventional ideas, and when necessary, reinvent from scratch.
- Erase the line between form and function by elevating physics to the level of art.
- Transcend performance innovations into solutions for everyday applications
- Deliver the unexpected.

Research and Development (Oakley)

- Sunglass marketing has involved noticeable use of the product in large production movies.
- Other techniques include sponsoring musical artists such as, Lil' Jon, and T-Pain.
- Marketing techniques also include sponsoring of sporting events.

Marketing

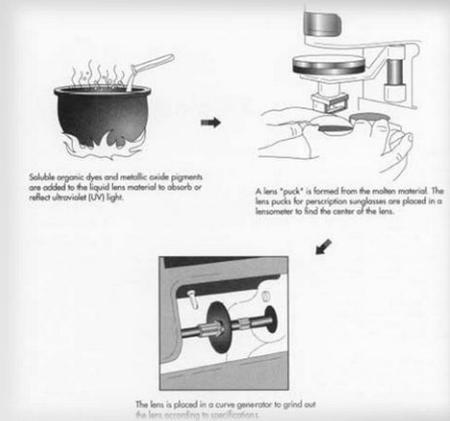


- There are two ways to make lenses.
- 1) Add coloring to the molten glass or plastic to create a tinted lens
- 2) Add a coating afterwards creating a tinted lens.
- Lenses are then molded into a “puck” shape. Cheap lenses are placed immediately into the frame, expensive lenses are ground down like prescription eye wear.
- Lenses are then coated with an anti reflective material.



Manufacturing (Lenses)

- Frames are constructed using either metal or plastic.
- Plastic frames use tension to hold the lens in place. Metal frames use screws.
- Frames are cast or molded in a factory separate from lens construction.



Manufacturing (Frames)

- Higher quality glasses tend to be packaged for retail much like prescription glasses.
- Lower quality can be found completely un-packaged.



Packaging

- Sunglasses are made and distributed all over the world.
- With the advent of online marketing, most sunglasses can be bought from the manufacture themselves.
- Shipping methods include rail, air, and road.



Sales and Distribution

- High quality sunglasses can go for \$300-400. That is a 5000% markup in price. These typically last 3-6 years.
- Lower quality glasses can cost as much as \$20. These typically last a few months to a year.

Consumer Use

- Eyeglasses are not considered recyclable, for they do not become new products.
- They are however considered a reusable product.
- Revo released a new line of sunglasses which uses frames made of 100% consumer recycled nylon plastic.



Final Disposition