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