



BLUWATER®
POLARIZED

DEALER INFORMATION

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WHAT'S NEW FOR 2022

For years BluWater® Polarized, a brand of Global Vision®, has provided outstanding profit margins for our dealers. Today, we are keeping to this mission and doing so much more. Below are some of the changes that are happening in the coming year.

Product Ordering

We have refined our ordering process. This means you can order a specific frame and/or lens color in the quantities you need, to give your customers exactly what they want. Assortments can still be built in even quantities at your request. You will notice this change in our Price/Order Sheets.

Website

We are updating our website for a greater experience. Our goals are to make your ordering process easier, product information clearer, and have more tools available to support you. As a dealer, look for email campaigns that will tell you about the launch, your account, and product offers.

Catalog

Our catalog has been updated to better represent our products and the information each contains. It is a great companion as a sales tool.

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MAKING MONEY IS EASY WITH BLUWATER® POLARIZED

PROFIT

- You can show our catalog to your customers or leave one in the waiting area of your business. The dealer pages are what we produce for your eyes only. Additional catalogs available upon request.
- Free displays are available with qualified purchases. Ask our eyewear consultants or sales representatives for details.
- Chances are excellent we will have the item that you need when you need it because our in-stock rate is over 98%.
- We design cutting edge, innovative products that sell.
- We offer referral incentives for referring a new customer. Ask our eyewear consultants for details.
- Your profit margins will increase even more with our Quantity Discounts.
- BluWater® Polarized is nationally advertised in magazines and on the web.

WE ARE READY TO HELP

You'll find that our staff is friendly, knowledgeable and ready to answer any questions you may have, or to help you place an order. Call us today or visit us on the web, and see the BluWater® Polarized difference for yourself.

Phone: 616-583-8383

Fax: 616-583-8384

Toll-Free: 800-927-2801

Web: www.bluwaterpolarized.com

Email: sales@bluwaterpolarized.com

We know you'll like doing business with us because of our great products, pricing and service. Thank you for choosing us as your eyewear supplier and allowing us to serve you!

EASE

- You can contact us for images of our products for web and print.
- Each pair of glasses is tagged with the retail price and individually barcoded, so all you have to do is place them on the display, unless noted.
- You will find the name of each product on the inside left temple of each of our glasses and on the buckle of each goggle to help make reordering easy.
- You can pay by credit card, C.O.D., bank wire, apply for 30-day terms or direct billing to corporate.
- You can choose a Variety Pack that comes with a free display and free shipping within the contiguous 48 states (50% off second day air shipments to Alaska and Hawaii) and a sales guarantee to help make your first purchase fast and easy.
- Do you have Lightspeed Software? Ask for an uploadable file.
- We have a Top 20 Bestsellers list. Ask our eyewear consultants or sales representatives for this list.
- You can order by phone, use our online ordering or use the fax order sheets found on pages 8-9.
- You can order all our glasses and goggles individually.

EXCELLENCE

- Our products are held to high standards of quality and have a low defect rate. If you have a problem with any of our products, let us know. We will take care of it right away.
- Our First-Time Purchase Guarantee allows you to return any product within seven days for a full refund or exchange.
- First-time customers are called after their scheduled delivery date to make sure everything is satisfactory and to answer any questions.
- You will be called before backorders are shipped and backorders of catalog items (six dozen or less) will ship free.
- You will also be called to authorize any substitutions before we make them.
- If your order doesn't ship the same day, it will ship the following business day.
- Our staff is honest, knowledgeable and friendly.
- All orders received by email, online or fax will be confirmed.

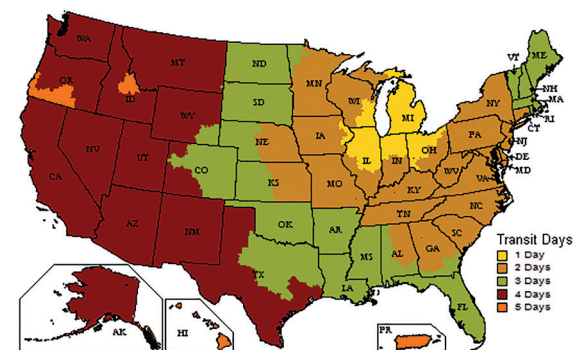
SHIPPING

FREE FREIGHT on QUALIFYING ORDERS \$300 or More

Products (eyewear and accessories) are shipped the same or next business day from our 32,000 sq. ft. warehouse and showroom at 5760 N. Hawkeye Ct. SW, Grand Rapids, MI 49509. Check the map to the right for the number of delivery days to your location.

Your first order must be at least \$100. Following orders less than \$50 will have a \$10 surcharge.

Free Shipping within the contiguous 48 states (50% off second day air shipments to Alaska and Hawaii).



SALES GUARANTEES

FIRST-TIME PURCHASE GUARANTEE

We've all experienced buying something that was pictured in a catalog or flyer, and then being disappointed when we received the product. Some people look at our catalogs and think because our prices are so low (sometimes less than half the price of our competitors) that the quality must be compromised.

That just isn't the case! To help our dealers feel comfortable making their first purchase of any of our products, we have created this guarantee.

You will be delighted with any product you purchase from BluWater® Polarized or you can choose to return it within seven days after the date of receiving it for either a credit or refund (your choice) of the full purchase price.

PRODUCT SALES GUARANTEE

In the month of December, product returns will be accepted up to 40% of your total December purchase.

In other words, with our Product Sales Guarantee, you can place an order in December and get a credit on your bill for merchandise up to 40% of the total purchased.

This offer excludes products purchased on a closeout or discounted by 25% or more. Product returned must be in resale condition and enclosed in plastic bags. Call first for a **return authorization number and shipping instructions**.

VARIETY PACK SALES GUARANTEE

Getting started with BluWater® Polarized is easy. We've taken our best-selling items from the previous year, added our most promising new items for this year and backed it with this guarantee. Any item from a Variety Pack can be exchanged **dollar for dollar** in the months of November and December without incurring a restock fee.

Product returned must be in resale condition and enclosed in plastic bags. Call first for a **return authorization number and shipping instructions**.

GUIDE TO YOUR PROFITS

All BluWater® Polarized products come tagged and pre-priced, allowing you a keystone markup when ordering in dozen quantity. With our Quantity Discounts listed in the next column, your profit margins will be even higher.

PRODUCT AVAILABILITY

A DOZEN OF EACH

BluWater® Polarized eyewear can be packaged in mixed dozens of brown and gray lenses.

IN MULTIPLES OF THREE

We will break full dozens so you can order in threes, allowing you the freedom to choose a larger variety of eyewear without carrying a larger inventory, or just to try something new.

BY THE PIECE

Our eyewear is also available by the piece. If you only need one pair to satisfy a customer's needs, we've got you covered.

BY THE VARIETY PACK ASSORTMENT

Enjoy a variety of our best-selling eyewear, a free display, free shipping*** and a sales guarantee. Ask our eyewear consultants or sales representatives for details.

QUANTITY DISCOUNTS*

FREE FREIGHT ON ALL QUANTITY DISCOUNTS



SILVER

Purchase any \$600.00 combination of all product lines and enjoy a 10% Silver Discount on your entire order.**



GOLD

Purchase any \$1,000.00 combination of all product lines and enjoy a 15% Gold Discount on your entire order.**



PLATINUM

Purchase any \$1,800.00 combination of all product lines and enjoy a 20% Platinum Discount on your entire order.**



DIAMOND

Order full cases (25 dozen of the same eyewear) or 100 dozen combination of full dozens of glasses and/or goggles to receive a 25% Diamond Discount. Photochromatic styles and PC Polarized are not eligible for the Diamond Discount.**

*NOTE: Quantity orders must be for items that are IN STOCK at the time of the order.

**Additional Discounts are not available on products already discounted 30% or more.

***Free Shipping within the contiguous 48 states (50% off second day air shipments to Alaska and Hawaii)

ROTATING FLOOR DISPLAY

The perfect solution for displaying large quantities of eyewear on your floor. This pedestal rotating floor display can be purchased or received FREE with a qualifying order. If your order is less than the free display purchase amount, you will receive a 30% allowance toward the purchase of this pedestal rotating floor display.

Customers receiving quantity discounts on eyewear will also receive a 20% discount on the price of displays. Contact our eyewear consultants or sales representatives if you have any questions.

120-PC PEDESTAL FLOOR DISPLAY FOR GLASSES

This 120 piece woodgrain display turns easily and mounts on an 18" high storage pedestal that locks. Display has three mirrors and space underneath for displaying cords and pouches. (Peg hooks are included.) 23" diameter space required for rotation. Storage cabinet holds six dozen glasses. Four lockable wheels. Includes two keys and signs. Comes unassembled.

D-120PC X

DISPLAY AND PEDESTAL

\$325.00 OR FREE WITH A \$1100.00 ORDER

75" H (SIGN INCLUDED) X 23" D X 23" W

[DISPLAY SIGNS ON PAGE 6](#)



SIDE WING DISPLAY

These are the ideal display for the store that wants to make the most profit per square foot possible. This display can be purchased or received FREE with a qualifying order.

Please contact our eyewear consultants or sales representatives if you have any questions.

24-PC SIDE WING DISPLAY

This 24 piece display is lightweight and has hooks that can easy mount to end cap, grid wall, or pegboard system. Side wing displays have one large mirror. Hooks and signage are included. Comes assembled.

D-24PC X

DISPLAY

\$35.00 OR FREE WITH A \$120.00 ORDER

13" H X 2.75" D X 40.25" W



ROTATING AND LOCKING COUNTER DISPLAYS

Utilize that extra counter space and exhibit a wide variety of products. These displays can be purchased or received FREE with a qualifying order. If your order is less than the free display purchase amount, you will receive a 30% allowance toward the purchase of these rotating or locking counter displays.

Customers receiving quantity discounts on eyewear will also receive a 20% discount on the price of displays. Contact our eyewear consultants or sales representatives if you have any questions.



72-PC ROTATING COUNTER DISPLAY

This rotating display holds 72 pieces. It features woodgrain panels, mirrors, and special peg hook sections underneath for displaying cords and pouches (Peg hooks are included). 23" diameter of space is required for rotation. Signs are included. Comes unassembled.

D-72PC X

\$160.00 OR FREE WITH A

\$533.00 ORDER

36.25" H (SIGN INCLUDED) X 23" D X 23" W

[DISPLAY SIGNS ON PAGE 6](#)



40-PC METAL WIRE OR DARK WOOD COUNTER DISPLAY

Double-sided sign with two mirrors. Holds 40 pieces. 18" diameter of space is required for rotation. Comes unassembled.

D-40M

\$105.90 OR FREE WITH A

\$353.00 ORDER

32" H (35.5" H WITH SIGN INCLUDED) X 18" D X 18" W

[DISPLAY SIGNS ON PAGE 6](#)



20-PC LOCKING COUNTER DISPLAY

This locking display holds 20 pieces and keeps them safely on your counter. It rotates and features mirrors on both sides. 14.25" diameter of space is required for rotation. Includes two keys and signs. Comes assembled.

D-20PC LOCKING

\$147.75 OR FREE WITH A

\$495.00 ORDER

33.25" H X 9.25" D X 14.25" W

PREMIUM COUNTER DISPLAYS

These premium counter displays showcase a number of products with style. You may purchase or receive them FREE with a qualifying order. If your order is less than the free display purchase amount for the 20 or 60 piece premium counter displays, you will receive a 20% allowance toward the purchase of these premium counter displays.

Customers receiving quantity discounts on eyewear will also receive a 20% discount on the price of displays. Contact our eyewear consultants or sales representatives if you have any questions.



60-PC MULTI-FUNCTION DISPLAY

Display on your wall, table or zip tie to the poles of a tent. Features top mounted eyelets to hang display. Designed to hold up to four displays on a 2' x 4' table. Signs included. Comes unassembled.

D-60PC SX

\$150.00 OR FREE WITH A \$500 ORDER

41.6" H (45.6" H WITH SIGN INCLUDED) X 11.25" D X 24" W

[DISPLAY SIGNS ON PAGE 6](#)



12-PC DARK WOODGRAIN COUNTER DISPLAY

This 12 piece standard counter display is made of rigid 1/8" hardboard and has a laminate face of dark woodgrain. It has a supportive foot made of rigid 3/8" hardboard with matching laminate. The feet and two glass support sections attach to the upright display without using any tools. Includes mounted rectangular mirror with two polarized testers and sign. Comes unassembled.

D-12PC DX BW **12-PC DARK WOOD**

YOUR CHOICE \$24.50 OR FREE WITH A

\$149.00 ORDER 23" H X 10" D X 14" W



POLARIZED READERS

This 30 piece set offers 6 colors of reading glasses with magnetic click-on polarized lenses. Each color comes in 4 different magnifications: 1.5, 2.0, 2.5, 3.0. Each reader comes with a pouch that matches the frame color. The 30 piece counter display comes assembled.

PL READER 1

DISPLAY COMES FREE WITH A \$180.00 ORDER

11.625" H X 9.8437" D X 15.5625" W

D-40, D-60, D-72 AND D-120 DISPLAY SIGNS AND POLARIZED TEST CARDS

You can use these signs to help create a complete branding lifestyle experience.

D-40 DISPLAY SIGN



D-BW HEADER

POLARIZED TEST CARD



This polarized tester is designed to be visible through polarized lenses only. They make a great, interactive addition to any BluWater® Polarized display.

PL TESTER

D-60, D-72 AND D-120 DISPLAY SIGNS

GENERIC



D-SIGN BW GENERIC

OUTDOOR LIFESTYLE



D-SIGN BW OUTDOOR 1



D-SIGN BW OUTDOOR 2



D-SIGN BW OUTDOOR 3



YOUR LOGO HERE

CUSTOM PRODUCTS

Our extensive experience, knowledge and manufacturer base allows us to customize or develop BluWater® Polarized products for your specific market. Our Private Labeling Team is here to assist you in a timely and productive manner to further your brand.

- Customization: Add your company name, phone number, website or logo to our glasses and accessories.
- Private Labeling: We will help you develop a line of eyewear specific to your market.
- Your custom options range from:

-CASES	-GOGGLES	-POUCHES
-DISPLAYS AND HEADERS	-LENS STICKERS	-SPECIAL PACKAGING
-GLASSES	-NEOPRENE BAGS	-TAGS

Call today at 1-800-927-2801 or email custom@globalvision.us
You can also visit us on the web at www.bluwaterpolarized.com

ORDER INFORMATION

A Proforma Invoice (PI) describing each item will be submitted to you for your approval, detailing each item you order.

Vector artwork is required in files ending in: .ai, .pdf or .eps. If you do not have vector artwork available, our graphic department will be able to assist you. A graphics fee may apply.

A mock-up photo with your artwork will be offered to you for your approval.

Overall lead times will vary depending on logo, product and specifications. Expect longer lead times for specialized eyewear and new product development.



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POLARIZED

5760 N. Hawkeye Ct. SW • Grand Rapids, MI 49509 • (800) 927-2801 • sales@bluwaterpolarized.com
bluwaterpolarized.com • globalvisioneyewear.com



TWO BRANDS FOR DIFFERENT LIFESTYLES.

BLUWATER® POLARIZED IS A BRAND OF GLOBAL VISION® EYEWEAR.