Vision Rx Lab hosts its annual forum to foster sustainable business development in changing times

VRX GLOBAL INNOVATION SUMMIT 2020

In the age of disruption powered by digital and technological advancements, the key to sustained business is innovation. And innovation has been the central point of discussion at VRX Global Innovation Summits. Vision Rx Lab presented its latest innovations to its 65 global partners gathered at the Leela Ambience Hotel, Gurgaon, for a two-day conference held on Nov 11-12, 2019.

Vision Rx Lab unveiled the latest protective lens material and AR coating categories needed for today's active lifestyle. For optimal UV protection, they introduced UV Max, an advanced lens material which completely cut out harmful UV Rays up to 400 nm ensuring greater comfort and protection for wearers.

In the AR coating category, Satin Klear UV is the latest, which is one of the most advanced and transparent AR in the market with 99.6% transmittance and exceptional resistance to high temperature. In lens designs, a preview of soon to be launched products was given to the partners, which would offer increased comfort and exceptional optics to the wearers. Alongside the new products, the new marketing campaign for its flagship brand Nova, featuring its global brand ambassador Jacqueline Fernandez, was unravelled at this Summit.

Since innovation also entails how business decisions and initiatives are taken to keep up with the changing times, an informative Panel Discussion was part of this Summit, focusing on the topic 'Emerging Trends that are Redefining the Global Retail Business and its Challenges'.

The partners were given a tour of the fully integrated lab of Vision Rx in Gurgaon equipped with state-of-the-art robotic technology and latest cutting edge technology in digital surfacing, remote edging, coating & tinting processes. With two more new labs in place, the production facility of the lab has grown in size to 1,80,000sq.ft.

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