

NANOFILM FEATUES DEFOG IT ANTI FOG TREATMENT AND ECOCLENS™ ECO-FRIENDLY LENS CLEANER AT VISION EXPO EAST

February 10, 2010 – Valley View, OH – [Nanofilm](#), the leading maker of professional lens care products, is featuring two new products at Vision Expo East: [Defog It anti-fog towelettes and liquid](#) and EcoClens Lens Cleaner. The new products can be seen at Nanofilm's booth 3011 at [Vision Expo East](#), March 18-21, 2010, at the Jacob K. Javits Convention Center in New York City.

EcoClens is an eco-friendly lens cleaner. The solution is made from biodegradable components in a 100% recycled plastic bottle. The bottle will also be silk-screened to eliminate label material. To further reduce environmental impact, the product will be shipped in 100% recycled cardboard cartons.

EcoClens Lens Cleaner provides the high performance that's the hallmark of products. The formula earns the highest ratings for safe cleaning of soils, fingerprints and dirt without leaving streaks or haze. It's proven safe and effective on all eyeglass lenses, including anti-reflective and superhydrophobic surfaces. It's also effective for camera lenses, computer screens, binoculars and other optics. It's available in a 1-ounce spray bottle for \$2.49 (MSRP).

"People want to live out their eco-conscious values in every area of life," states Jodi Groh, Nanofilm's Director of Marketing. "With EcoClens Lens Cleaner, consumers can keep their eyeglasses and the environment clean."

Defog It anti-fog treatment is a high-performance solution to help defog safety glasses, safety goggles, welding faceshields and eyeglasses. It is also effective and safe on ski goggles, scuba masks, motorcycle faceshields, binoculars, scopes and other optics. A single application can keep optics fog-free up to all day.

The Defog It anti-fog formula is used by the military around the world to help keep optics fog free in vision-critical situations, and its performance has been proven in rigorous lab tests. In one [test](#), when treated lenses were held over constant hot steam, Defog It kept the lens fog-free for a full 60 minutes. Competitors failed in as little as 5 minutes. Three Defog It reusable towelettes in a plastic carrying case sell for \$7.49 (MSRP). A kit that includes a 5 ML bottle of anti-fog liquid and a microfiber cloth is \$4.99 (MSRP).

Nanofilm, founded in 1985, is a global optical leader in lens care and coatings. Millions of people around the world use Nanofilm products, including Clarity Clean It™, Clarity Defog It™ and other lens care products, as well as nanotechnology-enabled coatings. More information at www.nanofilmproducts.com