

This Style Guide positions all 200+ Preferred Supplier frame brands on a matrix grid by styling category and by suggested retail price band. This serves as a key reference point when considering new frame brands to fill identified range gaps.

Suggested retail price points have been determined in conjunction with frame suppliers where available, or set to reflect a market-competitive retail price based on net cost price and a realistic margin expectation.

Suggested retail pricing may vary for your practice depending on patient demographic so treat suggested prices as a guide only.

BLUE indicates
Top 50 Selling Frame Brands (\$)

K Kids brand