

ABOUT US:

“Overhead costs are wicked in small businesses,” Jules Morel wrote in 1890. At the time, “manufacturing and selling eyewear was undergoing a sea of change,” as it still is today. As an independent, family-owned company, we’ve been there – we get it.

Our passion for product led us here with over 135 years of optical know-how. Since inception, Öga, Koali, Lightec, & Nomad are Morel’s collections that has enabled us with the flexibility to evolve and adapt to the needs of our market.

Since 1880, Morel has remained steadfast in the ever-changing optical landscape and most importantly, dedicated to you: the independent eyecare professional.



TEXAS STATE OPTICAL MEMBER BENEFITS:

15% ONGOING DISCOUNT

20% ongoing discount available for members who maintain 30 board spaces with at least two Morel collections*

NEW TO MOREL INCENTIVE

40% OFF initial order of 25

NEW TSO START-UP

Receive 120 day billing on your initial inventory order.

FREEBIES

- **FREE GROUND SHIPPING** on all online Rx orders
- **FREE FRAMES:** Receive 2 FREE overstock frames for every 10 purchased on a quarterly basis.

REBATES

Earn rebates based on sales volume and a return percentage of 20% or lower

- **2% ON \$5K**
- **4% ON \$12K**

**Öga Wood is excluded from all offers.*