



"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 everchanging optical landscape and most importantly, dedicated to you: the independent eyecare professional.



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

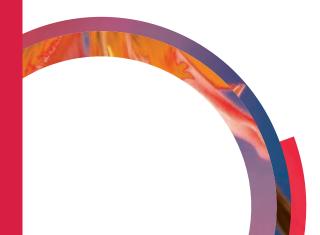
- **FREE GROUND SHIPPING** on all online Rx orders
- **FREE FRAMES:** Receive 2 FREE overstock frames for every 10 purchased on a quarterly basis.

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.



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