



TACKLING COATING CHALLENGES TOGETHER FOR OVER A DECADE

Maui Jim, a global polarized sunglasses brand, set out to fully digitize its lens production. Trusting Satisloh's know-how and expertise to deliver the company's ambitious goals, Maui Jim invested in new equipment and streamlined processes.

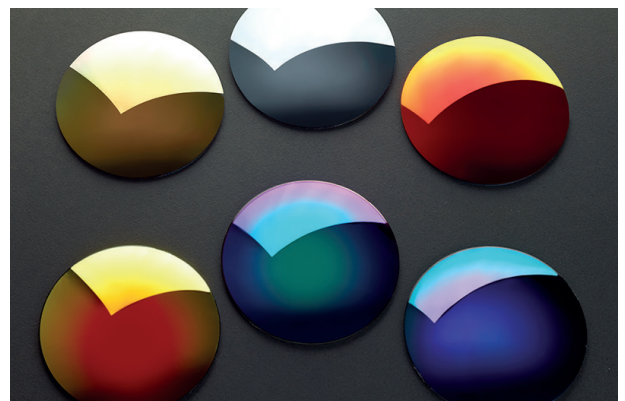
GOING FULLY DIGITAL

The number one priority for Maui Jim is to ensure their customers get a quality product and outstanding service. So when deciding to fully automate its US lab, it was with this success criteria in mind. Changing their conventional operation to a fully digital lab meant that they could streamline production and increase throughput, while providing a superior product with outstanding customer support.

Maui Jim produces nine different batch types of varying solid and bigradient mirror colors as well as AR coating on three different proprietary lens materials which are hard to work with. Therefore their production really challenges the Satisloh machines, putting their capabilities to the test daily. It was important for Maui Jim to find the right solutions when changing their lab and this meant working with Satisloh to find the machine capacities as well as processes which could work with their unique lenses.

"Our newest lens is our Brilliant Lens. It's a mid-index and it has the clarity and abbe value of glass. When we first tried it in the generators we had monumental breakdowns with it. We sent lens material to Germany, and they researched some of the issues we had, and made recommendations."

- Paul Ponder, Vice President
Global Rx Manufacturing



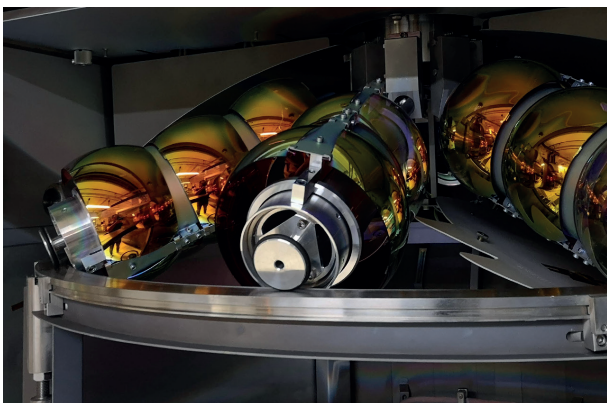
Satisloh Mirror Coated Lenses

MAKING CHANGE HAPPEN

Whenever Maui Jim upgrades equipment, all deliveries and installations have to fit within a very tight window, outside their peak production period. Digitizing the US lab in 2010/11 meant upgrading and changing the lab while it was in full production. So ultimately, it was all about timing. This required Satisloh to work around the production while coordinating delivery times with different vendors and contractors as well as technicians to finalise installations.

A part of the new, upgraded digital Maui Jim lab was the Orbit generator with an automatic engraver. Maui Jim's proprietary lens material and deep lens curve weren't processed optimally in the Orbit and required custom solutions to fit their needs. Satisloh redesigned tooling to make the engraving process work for the lens material. It was not only in the Orbit where Maui Jim required custom solutions - the lens material also needed unique polishing pads. With the service and resources from Satisloh, it is possible for Maui Jim to use lens material that no one else in the industry can process.

Ensuring the Maui Jim machines are as versatile as possible is a key priority, so when Satisloh suggested an automatic fan mask in their 1200-DLX vacuum box coater it was a no-brainer. For the production this means any product can be processed in any of their four vacuum box coaters. This versatility is also reflected through the automation where macros and tooling across all machines have been adjusted and refined with the help of Satisloh so that orders can be processed together in the same machine regardless of lens materials.



Satisloh 1200-DLX-2 AR Coater Planetary System

40% BETTER THROUGHPUT

AFTER DIGITIZATION

**BREAKAGE REDUCED
SIGNIFICANTLY**

**+1M LENSES
PER YEAR**

**FROM THE
US LAB**

WORKING TOGETHER

The relationship between Satisloh and Maui Jim goes back 16 years. It is a real partnership and together we have solved the many challenges the Maui Jim labs have faced. This collaboration has created new innovative solutions and processes very unique to the Maui Jim lab. However, these have also benefited other Satisloh customers who may have faced similar problems.

It is not only in terms of creating new solutions where Satisloh supports Maui Jim. The Satisloh technical team has become an extension of the Maui Jim team who uses the resource and assistance whenever needed. Whether it is developing a new colored mirror coating, changing something in an AR stack, Satisloh's expertise is called to action.

When expanding the production to include a lab in Braunschweig, Germany, Maui Jim worked with Satisloh to make their vision come to life. Together with Satisloh they identified the best workflow for processing their lenses to ensure a productive lab, easy for the team to operate. The lab is fully digital, making it easier for the team while being as efficient as possible.

"We get assistance from Satisloh whether we're developing a new colored mirror for Maui Jim or changing something in our AR stack. We always use Satisloh as a resource."

- Paul Ponder, Vice President
Global Rx Manufacturing



Maui Jim's fastest growing segment and biggest opportunity is its ophthalmic range.

INTO THE FUTURE

Performance and quality is key in the Maui Jim lab and they take full advantage of the STEP maintenance program. Therefore you can find 12-year-old generators in their labs which look brand new. This is partly due to the way the Maui Jim team looks after the machines, however, it is also due to upgrades to ensure Maui Jim could keep up with demands. It's a true testament to the durability of the Satisloh machines.

Satisloh are regularly keeping Maui Jim up to date with the latest technology and developments which means that they can easily upgrade or change machines if they need to increase capacity. By implementing new processes and technologies Maui Jim ensures they continue to improve the quality and service to their customers.

"Satisloh is great at keeping me up to date with what's new and what will benefit us. If I need to build on my capacities, I really don't have any more real estate to add equipment, but if there's new equipment coming out that has increased capacity, that I can replace older equipment with, that's what I do. Satisloh helps me work through that."

- Paul Ponder, Vice President
Global Rx Manufacturing

ABOUT MAUI JIM

15 DISTRIBUTION CENTERS
AROUND THE WORLD

 **100+** COUNTRIES
COVERED

 **30+** YEARS
IN BUSINESS

Founded in the 80s on the beaches of Maui, Walter Hester has built the Maui Jim brand into one of the largest sunglass brands in the world. It's evolved into over 125 styles of sunglasses, all of which are polarized and protect from 100% of UVA and UVB rays. Since 2015 the brand is the third-largest sunglasses producer in the world.

In addition to their sports and fashion sunglasses, Maui Jim also manufactures prescription lenses for all of their frames - including progressive lenses. Besides its Peoria headquarters, Maui Jim maintains an office and store front in Lahaina, Hawaii, a Canadian office in Mississauga, Ontario, and a European headquarters in Braunschweig, Germany.