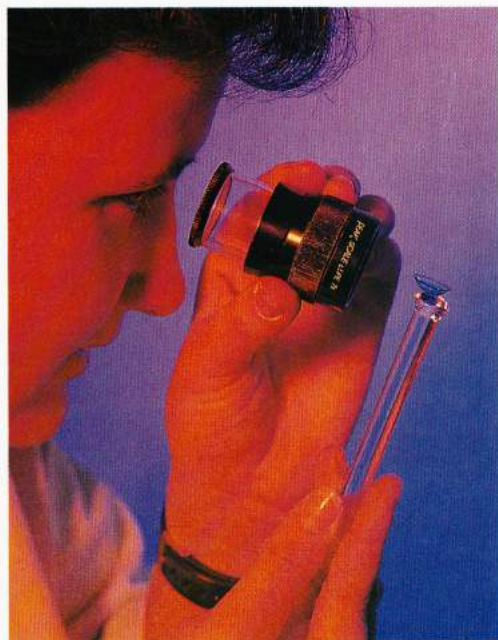


CONTACT LENS EXCELLENCE

- 1942 G Hirst establishes HIRSTLENS laboratory
- 1943 1st trial set of haptic lenses supplied in snakeskin box.
- 1944 Toric Haptics available  
Haptic lenses supplied for gas keratitis and conical cornea
- 1945 Hirst reps travel through NZ taking all haptic impressions
- 1946 Social security benefits introduced for contact lenses
- 1947 Hirst engineers develop 1st radius cutting device. 1st vertometer developed with DSIR
- 1948 Foil cast haptic moulding
- 1949 1st Hirstlens journal published
- 1950 First corneal lens manufactured
- 1951 D Mortimer joins Gene Hirst



# HIRSTLENS

## CONTACT LENS EXCELLENCE

HIRSTLENS, a privately owned company, is the foremost manufacturer and distributor of contact lens products in New Zealand. Established in 1942 by Eugene Hirst OBE, the company offers a vast range of high technology products.

While providing services and products to all eyecare professionals in New Zealand, HIRSTLENS has continued to develop its long established history of successful international trade.

Each member of the strong HIRSTLENS team utilises precise skills gained through solid training in all aspects of contact lens manufacture, a comprehensive understanding of optics and experience through long service to manufacture products of superior quality.

HIRSTLENS has a commitment to a long term growth policy in both domestic and export markets. The company supplies its customers, the focus of its business, with products and services of the highest quality and value.

Integrity and honesty are foundations of the business and will never be compromised.



1952

Sole agency granted to HIRSTLENS for Smith & Nephew solutions

1953

Multicurve lens design introduced

1954

First surface tinted hard lenses made by HIRSTLENS

1955

1956

Early work begins on aphakic lenses

1957

G Hirst begins a series of international lecture tours

1958

1959

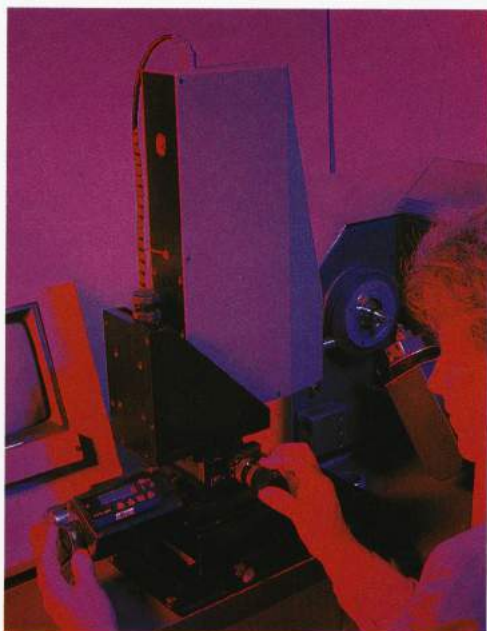
Microlenses introduced

1960

Work begins on bitorics

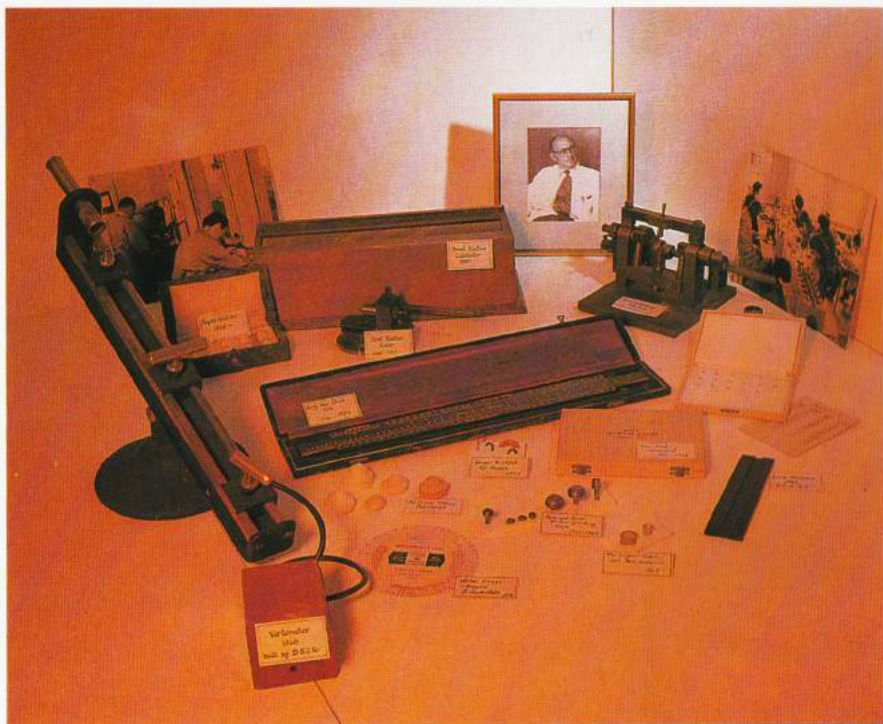
1961

V Contour lens design introduced



# OUR HERITAGE

HIRSTLENS, New Zealand's first contact lens laboratory, was formed in 1942 by Eugene Hirst, a European dental technician. A partnership was formed with Mr D.M. Mortimer, a prominent Auckland optometrist, and together they were responsible for introducing internationally recognised methods and breakthroughs in contact lens designs and fitting techniques.



- HIRSTLENS was the first company outside Czechoslovakia licenced to manufacture soft lenses
- Dr David Volk's 'Conocoid' Aspherics were first developed by HIRSTLENS which now leads this technology in New Zealand
- The Laboratory pioneered many important keratoconus and toric lens forms
- Prominent international contact lens companies have bought technology developed by HIRSTLENS
- HIRSTLENS was the first laboratory in the world to manufacture soft aspheric toric lenses



1962 Barnes-Hind contact lens accessories exclusively available from HIRSTLENS

1963 1st adjustment accessories available

1964 Bitorics introduced

Hy Frax high refractive index material now used

1965 Kennard keratoconus lens designed

1966 Volk conocoid perfected. Aspheric lenses 1st introduced in NZ

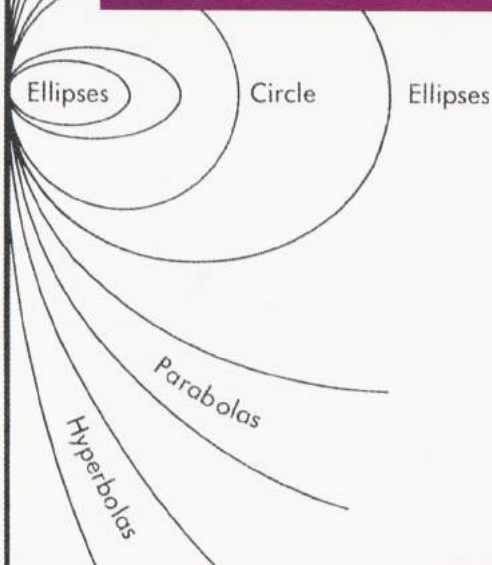
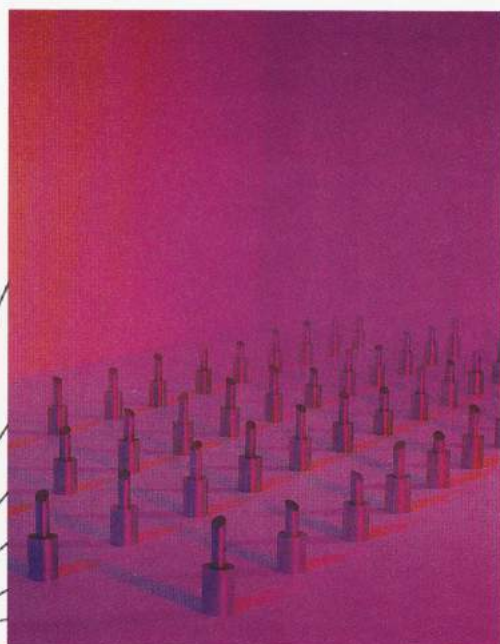
1967 First soft lenses manufactured by HIRSTLENS

1968 Fused and annular bifocals manufactured by HIRSTLENS

1969 Aspheric hydrophilic lenses now available from the laboratory

1970 Hirstlens (Adelaide) formed

1971 First very high water content lenses introduced



# TECHNOLOGY

Computerisation plays an important role for HIRSTLENS. The laboratory uses the most advanced CNC contact lens lathing systems available. CAD is used extensively for lens design and strong support is given by HIRSTLENS in computer development for NZ practitioners.

HIRSTLENS have built a trusted reputation in Rx production based on reliability, repeatability and quality. Special care and attention is paid to quality customer service with a commitment to achieving the highest standard of product support which has lead to successful export contracts.



HIRSTLENS manufactures a complete range of aspheric lenses in both soft and hard materials

A comprehensive Rx lens service has always been available culminating in the launch in 1988 of Eyclights, one of NZ's most popular daily wear 38% soft tinted lenses

More than 20,000 successful fitting keratoconus lenses have been produced by HIRSTLENS both in spherical and compound aspheric form

Torics, Bitorics, Toric peripherals and truncated or prism torics are all a speciality of the laboratory

The company is geared towards achieving the ISO 9002 quality assurance level with elements of ISO 9001 by 1994.



1972 Work begins with 1st  
GP materials (CAB &  
Rynco RX56)

1973 Polycon introduced  
  
Export of Hirst lenses  
to Sth America starts

1974 Optometry students  
now visiting Hirst lab  
annually

1975 Japan & UK sub-  
licenced by Hirst to  
produce aspheric  
lenses

1976

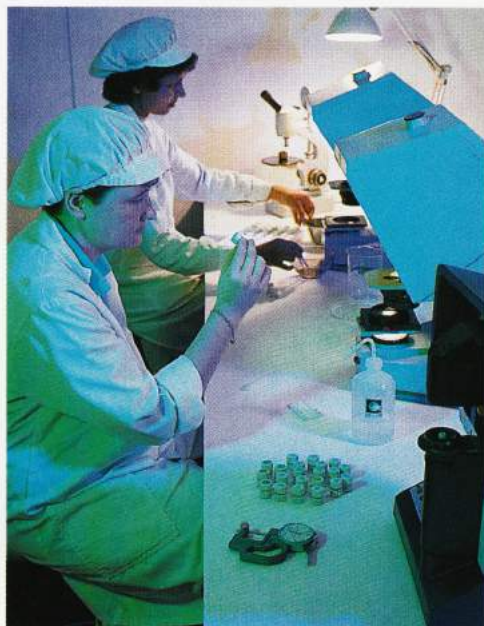
1977 HIRSTLENS becomes  
a division of NZ  
Optical Ltd

1978 Export of semi-  
finished toric buttons  
to South America  
begins

1979 The revolutionary  
TOC soft aspheric  
toric lens introduced

1980 Designmark award  
granted to HIRSTLENS  
for TOC lens

1981 Export of lenses to  
Canada and Africa  
commences.

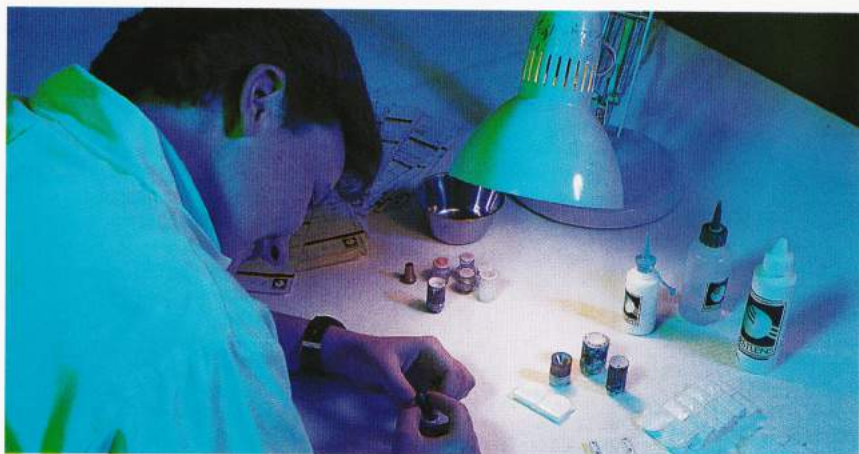




# PRODUCTS & DISTRIBUTION

HIRSTLENS manufactures spherical and aspherical soft and gas permeable lenses including torics, keratoconus and aphakic designs. The company offers a comprehensive total fitting plan and offers a wide range of accessories and lens services.

In addition to its own products, HIRSTLENS represents and distributes lenses by Eycon, Lunelle, Menicon, Igel Nissel and Barnes-Hind, solutions by Alcon, Allergan, Bausch & Lomb and Barnes-Hind and materials by Polymer Technology, Ocutec and Vista.



- Hard & GP lenses in Novalens, HiK, Optacryl, Vista, Boston IV, RXD, Equalens, FC50 and PMMA
- Soft lenses in Hydron 38% and Vistagel
- Speciality lenses including Nissel Haptics, Titmus Cosmetics, Lunelle UV and Igel Cosmetics
- Full lens cleaning services, adjustments and training courses for in-practice lens modification
- Extensive range of cases, suction holders, adjustment tools, polishes and hand tools
- HIRSTLENS distribute a comprehensive range of major brand name solutions



- 1982 Hirstlens purchases its first computer  
HCL5 & HiK materials introduced. Menicon lenses launched
- 1983 TFP (per case plan) offered
- 1984 CLS40 and Conax II designs introduced
- 1985 1st Polytech lathe purchased  
Experimental work begins with tinting soft lenses
- 1986 Eycon soft torics launched in New Zealand
- 1987 2nd Polytech lathe commissioned. FC50 launched
- 1988 Eyclights launched  
Soft lens tinting begins
- 1989 Wesley Jessen product introduced. Contact lens solution range expanded
- 1990 HIRSTLENS purchased by Ian Handricks & John Shennan  
Lunelle & Boston RXD launched
- 1991 Novalens introduced. Major export agreement signed with Australia



# YOUR FUTURE WITH HIRSTLENS

## HIRSTLENS CAN OFFER:

■ A trusted reputation in contact lens manufacture, supply, distribution and technology

■ Total commitment to research & development

■ Experience and dedication with a focus on direction & purpose

■ An efficient and cost effective facility for producing high quality product

■ A comprehensive range of products and services

■ Energy and vigour

■ Proven results in export trade

## DIRECTORY

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Auckland  
NEW ZEALAND

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PROPRIETORS &  
JOINT MANAGING DIRECTORS  
Ian Handricks  
John Shennan

BANKERS  
National Bank  
Gt North Rd  
Mt Albert  
Auckland  
NEW ZEALAND

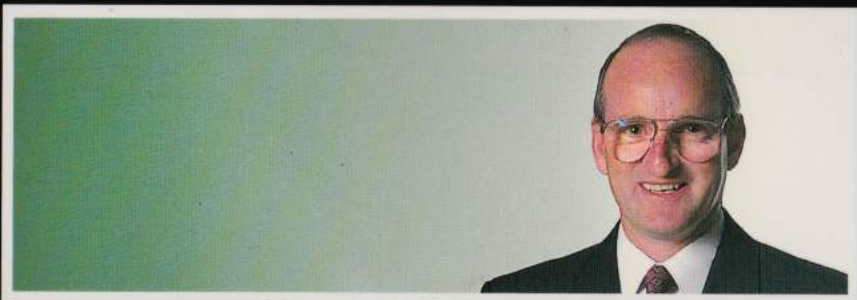


# PROPRIETORS



IAN HANDRICKS  
Joint Managing Director

Ian joined HIRSTLENS IN 1974 concentrating on computerisation for optics after completing training as a contact lens technician. Extensive overseas experience in marketing, sales & service has helped the company remain at the forefront of developing lens technology.



JOHN SHENNAN  
Joint Managing Director

John has a lifetime involvement within the contact lens industry experiencing and contributing to the growth from haptics to the sophistication of today's designs. A commitment that ensures HIRSTLENS remains a leader in its field.