

**100** YEARS OF  
*Zylo*ware®  
SINCE 1923



# “Helping people see a beautiful day every day.”

## To our extended Zyloware family,

The Zyloware journey began when our grandfather, Joseph Shyer, at age 13, started working on a street corner in Manhattan selling pencils to feed his immigrant mother and his seven brothers and sisters. Joe was a born salesman, and by his 20's he was selling various goods to retailers across New York City – including eyeglass frames.

He was a visionary (pun intended) who saw that eyeglasses were an absolute necessity for people to live their daily lives, and a way he could make a positive difference in the world. He dreamed of a company where he could call his employees 'family' – a stark change from his experience with the 'iron fist' bosses he had come to dread.

## Friday January 26, 1923

Who could've imagined on this day – the day that Joe registered Zyloware Corporation – that 100 years later we would still be celebrating his dream. Joining the likes of Disney, Betty Crocker, and the New York Yankees, Zyloware has survived 18 US Presidents, the birth of rock & roll, disco and hip-hop, a world-wide pandemic, and countless losses by the NY Jets. Imagine how glasses were produced, distributed, and prescribed 100 years ago!

We've persevered through many obstacles, including the Great Depression, the Great Recession, World War II and too many other wars and conflicts to count. Times were not always easy – Bob loved to remind us that he once had to mortgage his home to 'save the company.'

Through it all we have remained nimble, adapting to the times, re-inventing ourselves to consumer needs, always looking ahead to our next opportunity; all the while guarding our core values as a family business – our guiding star at the center of everything we do.

## Not Every Idea is Epic... But Memories Always Are

Putting this book together has been an extremely powerful emotional and nostalgic experience, especially after the all-too-recent passings of Bob and Henry. Some might discount nostalgia as a collection of biased and disjointed memories, however this book collects the reminders of what it took for us to flourish for 100 years. For us, nostalgia is just a reflection of love.

It has been wonderful to look back on the decisions made by our grandfather, our fathers, and now a third generation of Shyers, molding our family business over these years into

what it is today. And as you can tell, we are incredibly proud of everything we have accomplished.

We are told in business school not to take business personally, however, this business is nothing but personal. It is a powerful moment to remember the past, as it lays the foundation for the future, and we are honored to share our future with you.

## “100 years, make it to 100 Years” – Henry Shyer

We would be remiss not to thank so many who have traveled this journey with us.

**We want to thank our employees.** To the hundreds of Zyloware employees since 1923 – you are truly the backbone of our company and the reason we are so strong today.

**We want to thank our customers.** Thank you for partnering to bring consumers the best possible experience. You are the anchor of the Zyloware family.

**We want to thank our licensed partners.** Thank you for having the faith in us to bring your brand, in your vision, successfully into the optical industry and onto the faces of millions of people around the globe.

**We want to thank our competitors.** Thank you for being so good at what you do, which in turn makes us set a higher bar.

**Thank you to so many who share the name Shyer,** especially Grandma Rose, our mothers Marlene and Carol, and Bonnie. Thank you for being a support for our grandfather, our fathers, and of course, always being there for us.

And finally, thank you to our partners David and Sara. You each have our backs through the ups and downs, and keep us sane when sanity may only be an option. We love you more than words can ever express!

Well Henry, we made it to 100, and now it's time to look forward to the next century!

– Chris & Jamie



A handwritten signature in black ink that reads "Chris".



A handwritten signature in black ink that reads "Jamie".





# HOW THEY DID IT: MAKING IT TO 100



## Zyloware, spanning three generations, is the longest running family-owned eyeglass frame supplier in the U.S. So how did they make it to an eye-popping 100 years?

Did you know that only around 1,000 companies have survived more than 100 years in the United States? That's less than half of one percent of all businesses in this country, according to Chris Mayer, portfolio manager of the Woodlock House Family Capital fund.

One family-owned company defied those odds. Zyloware, which is celebrating its 100th anniversary this year, is clearly a one-percenter... in more ways than one.

So what does it take to survive, and thrive, for a century? Grit? Hustle? An innovative spirit? Family values and impeccable standards? Actually, all of the above! Many factors contribute to a company's overall success, but here's how they did it.

### A strong corporate mission and culture

"Everyone at Zyloware believes we're making a difference," says Jamie Shyer. "We're all contributing to helping people see a beautiful day every day. Whether you're answering the phone in customer support, handling product in our distribution center, no matter where you are in the company, you are making a difference. And we talk about this purpose all the time.

"As a company we bring that forward, resulting in the end-user getting a product that's made with expertise, care, true American spirit, and a love for what we do."

### Unique core strengths and management style

Family ownership brings a competitive advantage in situations that demand resiliency rather than rapid growth. And that's one of Zyloware's core strengths, the Shyers believe. "We think long term and work short term," Jamie says. "We reinvent ourselves every three to five years. When the landscape of our market changes, we're able to pivot very quickly. We're not beholden to stockholders, we're beholden to each other. And when I say that, it's not just Chris and me, it's to everyone within Zyloware, and everyone we do business with.

"We've established relationships with some of the largest and most successful retailers in optical, and one of the reasons why they work with us is because of how fast we can react to market needs. Plus, we're an open-minded, honest, trustworthy company of really good people!"

### Close relationships with our business partners

"We are focused on supporting the needs of our retailers," says Chris Shyer. "One of the most important things about our company is that we actually partner with retailers to serve their businesses. For instance, many of Zyloware's current brands are designed to fill retailers' specific needs and help them grow their business.

"Our partners want to do business with us because they know we'll help them be successful," Chris says.

Jamie's dad Henry, one of the second generation of Shyers, established a legacy that continues to this day: placing a premium on personal relationships. "My dad made friends all around the world, from Australia, Europe, the Far East," Jamie says. "They were customers & suppliers and they'd come stay at our house. He'd introduce them as 'Aunt this' or 'Uncle that,' they were family. He created a business out of relationships—it wasn't just transactional. His feeling was, no matter what technology brings, there's nothing more important than the interpersonal, face-to-face relationship, what he called nose-to-nose and toes-to-toes."

### Long-term employee relationships

Many people in the work world would agree that they often spend more time with their coworkers than their own family.

Supporting and encouraging their employees and making sure they're happy is a priority for Chris and Jamie.

"Recently customers have asked us about our diversity and inclusion initiatives, and we were way ahead on that. It's part of our family DNA," Jamie says. "We have diversity at an executive level, and our employees are from different religions, races, ethnicities. We support a diverse culture of talented people working in roles that are best suited to their individual skills. We cultivate our family of employees — many have been with us going on 30 years!

"We also encourage camaraderie, teamwork, and 'purpose' — feeling like you're part of something bigger."


### Active in our local community

As well as being top-notch employers, studies show that family-owned companies are often better community citizens than their non-family-run peers.

Zyloware founded National Eyewear Day in 2016, to be celebrated on June 6, the birthday of company founder (and Chris and Jamie's grandfather) Joseph Shyer. The day is a reminder for everyone to get their annual comprehensive eye exam.

Every year, Zyloware opens its doors to members of the Port Chester, N.Y. community who are in need, for free vision screenings, testings, and eyeglasses. National Eyewear Day serves as a reminder of the importance of being proactive in your eye health.





Top Left: Henry Shyer  
Top Right: Bob Shyer  
Seated: Joseph Shyer

# STANDING ON THE SHOULDERS OF GIANTS

***Zyloware founder, Joseph Shyer, and his sons Henry and Bob, left big shoes to fill for the 3<sup>rd</sup> generation. Chris and Jamie picked up the mantle and met the challenge.***

## ***Joseph Shyer, Founder***

The legacy began in 1923 with Joseph Shyer, an inventor, innovator, and pioneer rolled into one. Like the Wright Brothers 20 years earlier who altered the course of aviation, Joseph paved the way for the eyewear industry we know today. His is a true rags-to-riches story that captures the essence, and heart, of the American spirit.

Born in 1896 Joseph started selling pencils on NYC street corners at 13 to help support his family. After discovering he had a knack as a salesman, he got a better job selling plastic eyeglasses for a startup company, but

then quickly realized he could do the same thing — and be his own boss. He founded Zyloware at age 26.

“Our grandfather was one of the first to take advantage of the new plastic material, whose trade name is Zyl, to make really beautiful frames,” said Chris. Invented by Dupont in 1916, the plastic offered not just a more comfortable fit, but adjustability and rich colorations, which up until then were nonexistent.

“Previously glasses had wire frames or were made out of tortoise shell—you literally had to kill a tortoise, no kidding!” Chris said. “And they were hard to come by.”

Over the next decade, even as Zyloware grew more successful, Joseph never lost his vision for building a company where employees would be treated well, fostering a family dynamic at a time when most CEOs led with an “I’m the boss and you’ll do exactly what I tell you” attitude.

“My grandfather wasn’t like that,” said Jamie. “He was treated poorly at a previous job and wanted to build a company where respect was baked into our core DNA, as it has been since 1923.”

During the Great Depression, Joseph filled an unused capacity in the factory making handbags, keeping everyone employed.

During World War II, Zyloware supported the war effort by making frames for the armed forces. In 1945, the Optical Manufacturers Association, a consortium of eyeglass manufacturers around the U.S. coming out of the war, was created to drive and grow consumer vision correction. Joseph was the founding president of the OMA, which later evolved into The Vision Council of today.

“He saw at that time that there was a need to grow the industry together — you could work with your competitors to build something that benefits all of us,” Jamie said.

“And,” added Chris, “he was personally driven to carry on the company with his sons. That’s his special legacy.”

## Bob and Henry Shyer 2<sup>nd</sup> Generation

Robert (Bob) and Henry Shyer, brothers born two years apart, were the next generation of visionaries and innovators. True entrepreneurs, they identified needs in a marketplace and acted on them, managing the business and assuming the risk for its failure — or in their case, success.

Bob and Henry joined their father at Zyloware in the ‘50s, taking on roles that matched their personalities and skill sets to a T. Bob trained to run the factory, at that time in Long Island City, and like a sponge, soaked up everything he could from factory employees, especially about how frames fit — knowledge he ultimately passed down to his son Chris.

Henry, Jamie’s dad, was a gregarious, charming, witty, very lovable character who made friends of customers all over the world. “To know Henry was to love him,” Jamie says. At the same time he was a natural salesman, the likes of which the industry had never seen before! As they say, he could sell anything to anyone! He became the outward face of Zyloware.

The brothers became legends in the industry, not just for licensing the first American designer eyewear brand—which they did with Gloria Vanderbilt in 1976. Or for introducing the first celebrity brand license with the incomparably gorgeous Sophia Loren in the ‘80s.

“More important, and much bigger,” said Chris, “is that they brought the authenticity of this fashion and beauty icon telling American women that it’s OK to wear glasses, that you could be beautiful wearing glasses.”

Here’s how the partnership with Sophia Loren happened (which captures the Shyer brothers in a nutshell).

After the successful launch of the Gloria Vanderbilt line — six months before her jeans hit the market! — Bob was watching “The Dick Cavett Show” (a predecessor of Johnny Carson for those too young to remember), and Sophia Loren was being interviewed and she was wearing eyeglasses.

Cavett said to her, “You are specifically known for your eyes. Why are you hiding behind those glasses?!” And she said something to the tune of, “Well, I think of them as a fashion accessory.” Bob Shyer thought to himself, who’s going to be a better spokesperson for the product? We’ve gotta talk to her!

So Bob went into work and said to Henry, “we need to get in touch with Sophia Loren!” And they had her on the phone that very afternoon!

Stetson Eyewear, which was introduced in 1982, conveyed the same message to American men: You could be rugged, masculine, authentic —not nerdy — and wear glasses. For both men and women, the novelty was that you’re not wearing a disabled-vision device, you’re wearing a fashionable accessory.

“That’s their main legacy,” Chris said.

## Chris and Jamie Shyer 3<sup>rd</sup> Generation

When Chris and Jamie took the helm and started running the business, they had big shoes to fill. And while both revered their fathers for their ingenuity, guts, and vision, there were definitely some father-son intergenerational arguments about where things were headed and how Zyloware needed to adapt.

According to Chris, in the 1980’s there was a seismic shift in how eyeglasses were distributed to doctors and consumers. European eyewear companies that had previously been making frames for distributors had figured out that they should set up their own distribution arm in the U.S. and sell directly to retailers. “From 1980 -1995, it went from 100% of frames being sold by laboratories to ECPs, down to 15%,” Chris said.

During the same time, optical chains started to appear on the scene, most notably Dr. Pearle of Pearle Vision, whose original nine stores became 1,200 locations. Chris and Jamie realized that the company needed to change along with the times.

Following a complicated period of hybrid distribution the sons pivoted the company to selling directly to chains and doctors. As had been the case with Bob and Henry and their father Joseph, the Shyers’ willingness to change course was the reason Zyloware has continued so successfully to this day.

As co-CEOs, Chris and Jamie tend to collaborate on most things, their end goal is to be partners supporting the business needs of optical retailers, large and small.

“It goes without saying, first they need beautiful frames consumers want to wear that fit!” Chris said. Also now, those needs include high sell-through rates, keeping goods in stock, and having products that are high quality



yet affordable. “Also offering market-friendly terms, having a full-service warehouse and supply chain, as well as the lowest backorder rates in the industry, and building products that can make our retail partners money in a difficult insurance market. A lot of our newer brands are really designed to do that,” Chris said.

One of their biggest accomplishments has been the creation of a company of experts —“first in marketing, but then with sales support, supply chain, quality control, warehousing, all the other services that other eyewear companies didn’t initially have,” said Chris. So they weren’t just the company that had the brands retailers wanted and consumers were now familiar with; they could also service multi-hundred-door optical retailers in a way in which others could not.

“We are a company of experts, honed to both optical and retail,” Chris said. “We built all these services so our retailers can be successful in a landscape that is quite competitive, both brick & mortar and online retailers. That’s part of our legacy.”

In the 2000’s Chris and Jamie presided over the enormous expansion of Zyloware’s fashion brands. Rather than just figuring out which were the coolest brands to partner with, they identified fashion trends and niches in the market—an aesthetic—that people were looking to wear and retailers needed. Sometimes they’d work directly with the retailers, both big and small, to identify those needs and custom-make collections for them.

During those years they also oversaw the launch of Zyloware’s B2B online presence with [Zyloware.com](http://Zyloware.com) and their social media platforms. In 2010, busting at the seams, the company moved its operations after 87 years in the Long Island City, NY location to their new state-of-the-art and environmentally friendly headquarters in Port Chester, N.Y.

Although both Shyers have successfully shepherded their company into the 21st century, there are tenets from their fathers that they still hold dear. One of which is learning to separate business from family.

“My dad said, ‘You can argue or disagree during business hours, but at the end of the day sit down and have dinner together’,” Jamie said. “Many family businesses fail because they don’t know how to do that.”

As they move toward the future — the next 100 years —“We are still going to be who we are,” Jamie said. “We will have the same core values, the same respect for our coworkers, diversity, open-mindedness and inclusion that is our DNA.”

“And,” Chris adds, “always listening and prepared to innovate and change.”

“That’s what makes us special, and successful, for ourselves and for our partners,” they believe. “We’re always going to stand out as a special kind of business.”



Left to Right: Chris Shyer, Bob Shyer, Henry Shyer, Jamie Shyer



Sophia Loren®  
EYEWEAR

## THE FIRST CELEBRITY EYEWEAR BRAND

**Brand:** Sophia Loren

**Year Signed:** 1980

**Why Sophia:** World-renowned beauty and award-winning internationally-known actress who first declared eyeglasses a fashion accessory

**Vibe and Brand DNA:** Elegant, timeless, feminine design

**Customer/Consumer Niche:**  
Women 40+

**Claim to Fame:** Forever put to bed the Dorothy Parker quote: "Men seldom make passes at girls who wear glasses." The 1st signed eyewear celebrity



Sophia is wearing SL BR 95







Style ST 229

# STETSON®

**OUTFITTING AMERICA  
SINCE 1865, BEYOND  
THE HAT...**

**Brand:** Stetson      **Year Signed:** 1982

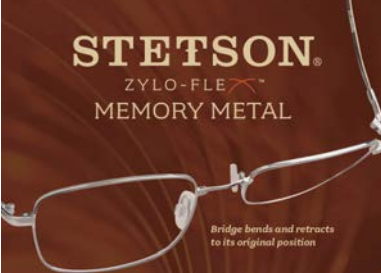
**Why Stetson:** Embodies the rugged, resourceful, authentic American heritage

**Vibe and Brand DNA:** Masculine, classic, durable, comfortable

**Customer/Consumer Niche:** Men, especially comfortable for those wearing progressives

**Claim to Fame:** Celebrities from Roy Rogers to George Plimpton to sportscaster/former football QB Phil Simms have all been featured in Stetson eyewear ads

**STETSON**  
ZYLO-FLEX™  
MEMORY METAL



Bridge bends and retracts to its original position

- DURABLE MEMORY METAL TECHNOLOGY FOR EXTRA STRENGTH
- LIGHTWEIGHT FLEX BRIDGE AND TEMPLE FOR SUPERIOR COMFORT
- ANTI-CORROSIVE STAINLESS STEEL EYERIMS

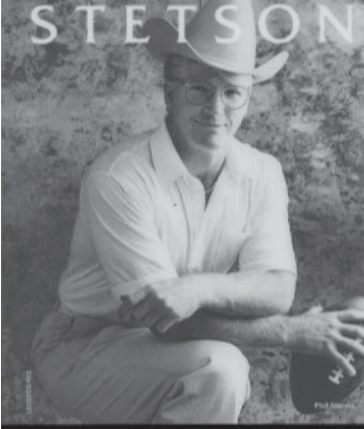
WWW.ZYLOWARE.COM

STETSON



LEGENDS  
\*\*\*\*\*eyewear\*

STETSON



LEGENDS





# THE Zyloware® DIFFERENCE

## EASE OF DOING BUSINESS

*We say yes and make things effortless!*

“ I was eager to bring change to our purchasing patterns and improve our profit margins. I was immediately sold on Jim Galinsky’s professional courtesy to serve our needs as a potential account and continue to be satisfied by Zyloware’s service to our needs.

We are a multi-location ophthalmology/optometry practice serving a wide area in Virginia. Jim has been accommodating in having our orders sorted by office, which **DRASTICALLY** cuts down on my time as I work to absorb and disperse a role that I didn’t feel needed to be staffed full-time. **Zyloware has proven that they strive to be different, making it easy for their accounts.**

Randy Jackson is **FLYING** off the shelves and is suiting our customers’ style preferences, while accommodating some larger frame needs with ease.

One of my goals in taking on the position as Operations Director, was to simplify some of our processes and created packages to best suit our community’s needs and desires. Sports goggles are a need in a world driven by athletics in our youth. With Shaq Eye Gear, we have been able to affordably reach our area kids with protective eyewear.

Moving forward, I look forward to our continued relationship with Jim and Zyloware’s **EXCELLENCE**. They know business and family, doing both 100%! I believe this is just the beginning for our adventures with this team.

**JENNIFER CARY** — EYE ONE

STAUNTON, VIRGINIA | [EYEONEVA.COM](http://EYEONEVA.COM)







# MORE THAN EYEWEAR

Left to right: Zyloware's Gilda Mehraban & Jamie Shyer, with Shaquille O'Neal, and MyEyeDr.'s Sue Downes



Shaq is wearing S/O by Shaquille O'Neal, an exclusive line only at MyEyeDr.

*We are a diverse group of experts in product design, marketing, quality assurance, inventory management, and operations. We leverage the power of our expertise to be a full-service partner for you and provide comprehensive support so you can flourish in a complex optical marketplace.*

“ When deciding to pursue a new exclusive line, I knew I wanted to design an elevated collection that was not only high-quality but also something that was truly unique to both MyEyeDr. and the industry. There was no question on who to partner with other than Zyloware. **Jamie, Gilda and the Zyloware team took the time to thoroughly research our company's purpose and our patient's preferences, and then worked side-by-side with my team to custom design each frame.** As a result, their passion and expertise has since brought to life a brand that our patients have come to love, but also a relationship with Shaquille O'Neal who has partnered with MyEyeDr. to advocate about the importance of eye health.

We are so grateful for our partnership with Zyloware, and look forward to seeing it continue to grow for years to come. Happy 100 years!”

**SUE DOWNES** — MYEYEDR.  
RALEIGH, NC | MYEYEDR.COM



# Randy Jackson eyewear®

Randy is wearing RJ 1105

**Brand:** Randy Jackson

**Year Signed:** 2006

**Why Randy:** Impeccable fashion sense, keen eye for style; seen by 40 million viewers each week for 11 years

**Vibe and Brand DNA:** Masculine shape meets bold styling. High-end aesthetic at an affordable price point

**Customer/Consumer Niche:** Men who appreciate good taste and a comfortable fit without the high price tag and have extended fit needs

**Claim to Fame:** Panel judge on *American Idol* known for wearing new, on-trend, eye-catching glasses each week. Inspired Zyloware's pivot from brand name to aesthetics. Made men feel comfortable wearing trendy, bold eyewear





# SHAQUILLE O'NEAL™ EYEWEAR



Left to Right: Henry Shyer,  
Shaquille O'Neal,  
Chris Shyer, Jamie Shyer

**Brand:** Shaquille "Shaq" O'Neal

**Year Signed:** 2016

**Why Shaq:** Basketball legend, in size and reputation. Hall of Famer and international sports personality

**Vibe and Brand DNA:** Athleisure styling, high quality, affordable

**Customer/Consumer Niche:** Men aged 18 to 50 who are brand and quality conscious and want stylish, masculine and sport-inspired eyewear at an attainable price point

**Claim to Fame:** Makes a point of partnering/investing only with companies that can "change people's lives." Won't promote a product unless he likes and uses it himself



Shaq is wearing QD 118

# THE Zyloware® DIFFERENCE

## QUALITY. QUALITY. QUALITY.



*Strict quality standards are employed by our experienced QA team who are stationed at every step of the manufacturing process.*

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“ For nearly one third of Zyloware’s history, I’ve had the privilege of working with a few of their brands. Sophia Loren and Stetson were staples in our retail optical business in the 90’s and we knew the patients would get a stylish, well- fitting frame at a value price point. My own father wore a classic favorite with unfit bridge for decades! As quality was evident, he had to be pressed to switch to the new model, as long as it was his same style. **Their warranty and commitment to taking care of the customer always set industry standards.**

In our current portfolio, we choose to keep the classics, Leon Max has been a newer favorite and Halston the recent addition that our teams love. The Zyloware difference for us is the Family atmosphere. Whether it’s a meeting with leadership, an operational call or visits to our practices, we are treated like a member of the family. Cheers to Zyloware and Happy 100th Anniversary. Looking forward to many more years of business together.

**SUSAN LUDWICK** — ESP  
DALLAS, TEXAS | ESPMGMT.COM





Diana Hall & Zyloware's George McLeod



Left to right:  
Diana Hall,  
Shaquille O'Neal,  
Mick Hall

*Our vastly experienced team continues to be flexible and resourceful towards market changes, allowing us to be a strong partner for you and your bottom line.*

## PRICE & VALUE

“ With all of the challenges we face now-a-days, Zyloware is always a steady and trusted partner. When we have product challenges we talk to their experienced team and they help us come up with a solid plan. From their budget products to their designer lines, value is always the name at Zyloware. We've partnered with the Zyloware team for over 40 years and I can tell you that's really what it's all about, **a relationship in trust, and we trust them to have our interest at heart.**”

**DIANA HALL** — BARD OPTICAL  
PEORIA, ILLINOIS | BARDOPTICAL.COM



# VIA SPIGA

**Brand:** Via Spiga

**Year Signed:** 2001

**Why Via Spiga:** Expanded portfolio beyond classic styling

**Vibe and Brand DNA:** Fashion forward, embodies quality, fine craftsmanship and affordable luxury

**Customer/Consumer Niche:** Women aged 28 to 45 who shop in Bloomingdale's and Nordstrom's

**Claim to Fame:** Renowned Italian label named after a legendary shopping district in Milan



Style VS Palmira







Styles HH 2007 & HH 2006

# H HALSTON

**Brand:** H Halston

**Year Signed:** 2022

**Why Halston:** A progressively modern fashion brand aligned with current retro trends

**Vibe and Brand DNA:** '70s/'80s vintage vibe with modern, feminine detailing

**Customer/Consumer Niche:** Women 30+ looking for elegant sophistication and bold statement-making eyewear

**Claim to Fame:** Perfectly timed to the release of the 2021 Netflix miniseries *Halston* starring Ewan McGregor

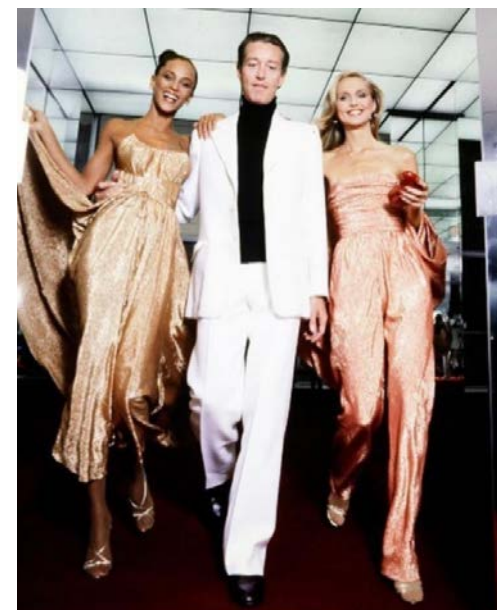
**N** SERIES  
*Halston*

**Halston**

2021 | TV-MA | 1 Season | TV Shows Based on Books

His name built an empire. His style defined an era. American fashion designer Halston skyrockets to fame before his life starts to spin out of control.

Starring: Ewan McGregor, Bill Pullman, Rebecca Dayan



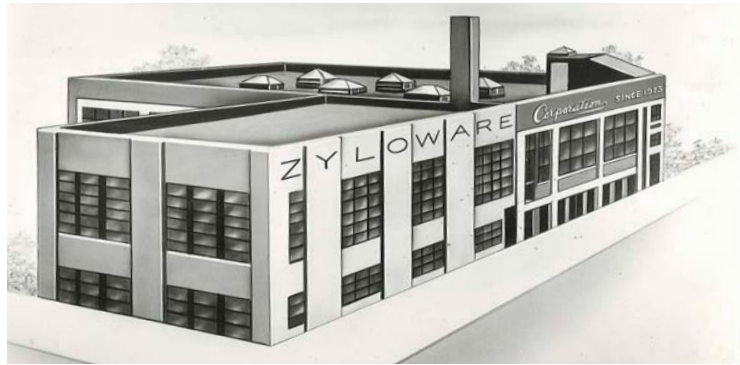
# 100 YEARS OF VISION

If you own a pair of glasses that perfect your vision and allow you see a beautiful day every day, then you owe a debt of gratitude to the 13th Century Romans. They were the ones who figured out how to create a glass sphere and mount it on a handle to magnify things, including small text. While the first person to set these spheres into frames is unknown, it's believed that the earliest versions were worn mostly by monks, who were some of the only people allowed to learn how to read and write back in the 1200s.

Thankfully, today eyeglasses are as common as hats and scarves on a blustery day. More than 6 in 10 people in the U.S. wear either glasses or contact lenses. That's in no small part due to the Shyer family, who over three generations have innovated and created milestones in the optical industry. Here are a few of those high notes, alongside some larger industry trends and developments.

## 1920s

**1923** While other Americans are dancing the Charleston and slinking into speakeasys, Joseph Shyer founds Zyloware Eyewear and opens manufacturing facility in Long Island City, NY



**1929** Mass production of sunglasses as we know them begins. Rather than dark tinted glass, a new light-polarizing filter made from celluloid is now used in eyewear to provide bright light and glare protection in the sun

Actors and celebrities start to embrace glasses as practical, and fashionable. Iconic figures like novelist F. Scott and wife Zelda Fitzgerald wear early versions of sunglasses as fashion accessories

## 1930s

During the Great Depression, Zyloware's factory continued to produce eyeglasses and added handbags. It was Joseph Shyer's goal to keep all employees on the payroll through the Depression.

1920s

1930s

1940s

## 1940s

Zyloware provides eyeglasses to the Armed Forces during World War II.

## 1950s

Second generation of Shyers, sons Henry and Robert, join their father Joseph at Zyloware

**1959** Invention of progressive lenses eliminates visible lines on multifocal lenses





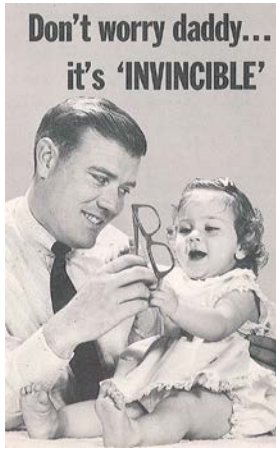
## 1960s

The American Optical Corporation introduces new single vision lens. Plastic, shatterproof, and lightweight lenses also make their debut

**1963** Zyloware introduces first nylon frame — the Invincible — selling more than 30 million units over 30 years

Glasses reflect the Mod era, with oversized shapes from thick acetate, geometric designs, and round metal frames favored by John Lennon. Mirrored and colored lenses arrive, as do graphic printed frames

**1965** Two Czechoslovakian scientists, Otto Wichterle and Drahoslav Lim, awarded a patent for their invention, five years earlier, of a soft plastic suitable for contact lenses, marking the beginning of soft contact lenses.



## 1970s

**1971** Bausch & Lomb introduces SofLens, the first mass-produced soft contact lens in the U.S.

**1974** Following President Richard Nixon's 1971 historic trip to China, Robert Shyer becomes one of the first businessmen to follow suit; starts working with factories in Japan, Korea and China, wherever the best quality eyewear could be produced. Establishes relationships with families that Zyloware still has today!

**1976** Zyloware creates the first American designer eyewear brand license with Gloria Vanderbilt



**1976** Plastic materials average 50% of men's frame sales, 70% of women's frame sales, according to the Optical Manufacturers Association

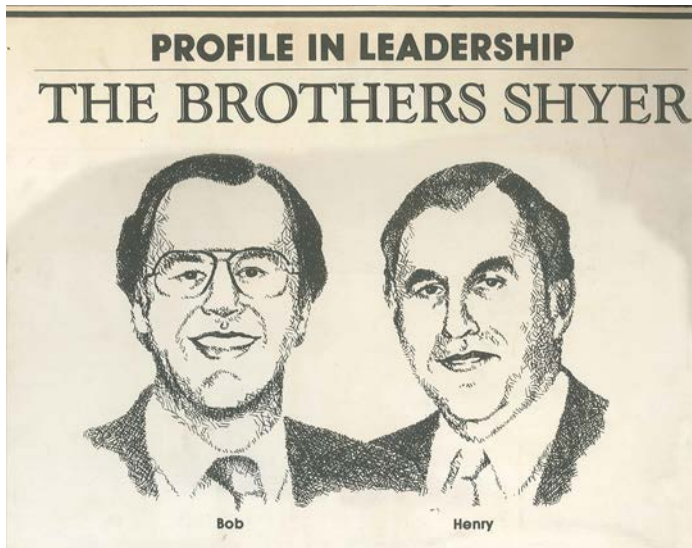
**1978** Federal Trade Commission (FTC) passes Eyeglasses I, mandating release of eyeglass prescriptions to patients on request. FTC also adopts rule to remove restraints on the price advertising of ophthalmic goods and services

1950s

1960s

1970s

1980s



## 1980s

**1980** Zyloware creates the first ever celebrity eyewear brand license with Sophia Loren.

**1980** "Eyelab," the world's first 'eyewear department store,' opens in New Jersey

Plastic lenses, more durable, lighter, and thinner than their glass predecessors, make their debut.

**1982** Stetson Eyewear is introduced, becomes hugely successful men's brand

**1984** The concept of "Lifestyle Dispensing" — matching patients with eyeglasses that suit their lifestyle needs — becomes an industry issue

**1986** The first "Vision Expo" debuts in New York







## 1990s

Third generation family members, Chris Shyer and Jamie Shyer, take on active management roles at Zyloware.

**1991** First warehouse clubs open optical departments

**1992-1999** Chris brings advertising and marketing in house, building optical-specific expertise. Jamie navigates new selling strategies and builds the company's first "direct" salesforce. The company pivots and starts selling directly to retailers.

## 2000s

Chris and Jamie Shyer take over the helm of Zyloware and oversee enormous expansion of fashion brands. Zyloware launches its online presence with [Zyloware.com](http://Zyloware.com), and its social media channels

**2001** Zyloware launches leading fashion brand from Italy, Via Spiga, broadening the company's reputation to include high fashion. Multiple designers are added to the staff.

**2006** Zyloware begins to partner with retailers to identify consumer eyewear needs, starting with American Idol judge Randy Jackson, who showcased stylish eyewear on TV. The company recognized that American men were prepared to wear cool glasses and Randy Jackson was the perfect spokesperson to convince them.



1990s

2000s

2010s

Today

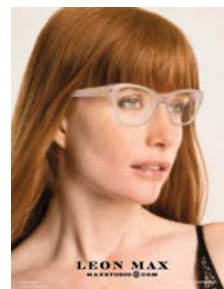
## 2010s

Zyloware moves its operations to a new state-of-the-art, environmentally friendly headquarters in Port Chester, NY.

Recognizing consumer hunger for their own style and a changing America, the company expands offerings to include trendy, sporty, and diverse-fitting needs. New brands include Shaquille O'Neal, Daisy Fuentes, and Leon Max.

The Shyers build out the company expertise in sales support, quality control, supply chain, distribution, and customer analysis.

**2019** The company extends offerings to include Sports Protective Eyewear



## Today & Beyond

Zyloware celebrates 100 years and continues its success and innovation with exciting new brands and products, and exceptional commitment to its customers







# NATIONAL EYEWEAR DAY JUNE 6

If World Hearing Day is on the National Day Calendar, then there must be a National Eyewear Day. Eyesight and vision care are important, too. The company chose Zyloware founder, Joseph Shyer's birthday, June 6, as the designated day to raise awareness about comprehensive eye exams.

Zyloware created an online hub for the industry to get involved. The hub includes a printable poster and easel card, sample social media posts for Facebook, Instagram LinkedIn, and Twitter, social media hashtags (#NationalEyewearDay, #ZylowareEyewear and #WeAreZyloware), imagery and more.

Zyloware takes pride in their annual event held in local Port Chester, where they offer free screenings and eyeglasses to those in need in their community. The company encourages all of its partners to do the same.

## SAVE THE DATE: JUNE 6 IS NATIONAL EYEWEAR DAY

# HONORS, AWARDS & LEADING THE WAY

As well as being committed to the success of their family business and their employees, the Shyers have been industry leaders over three generations and have made giving back a priority.

**Joseph Shyer** was founding president of the Optical Manufacturers Association, now The Vision Council, which represents diverse segments in the optical industry. "He recognized that even competitors could work together to build something that benefits all of us," said Jamie Shyer.

### Bob Shyer

- Twice served as president of the Optical Manufacturers Association (1976-78, 1992-94), founded by his father
- Treasurer for the Better Vision Institute
- Trustee for the Optical Workers Union pension plan during the 1970s
- Founder of The Vision Council, served as president from 1989-1992
- Member of the Young President's Organization from 1971-1981

### Henry Shyer

- Served as president of the Optical Manufacturers Association
- Served as key contributing board member to the Pennsylvania College of Optometry and New York Technical College
- Recognized for his ABO accredited lifestyle dispensing lecture, "What is an Optician"

- **1998:** Henry and Robert were honored by Prevent Blindness' New York Division, each as a "Person of Vision" for their contributions to the industry and to eyecare

- **2004:** The entire Shyer family was honored by the Optical Laboratories Association with its Director's Choice Award

- **2014:** Bob & Henry were honored with the "Persons of Vision Award" by Prevent Blindness. The award recognizes individuals or corporations for outstanding leadership and dedication in the field of vision and eye health

### Chris Shyer

- Current Board of Directors: Historic House Trust of NYC
- Previously: Trustee of the Pratt Institute and Board Director of The Acting Company, Public Health Solutions
- Belonged to the Leadership Council of Vision Spring
- Former Chair the Strategic Communications Committee for the Vision Council

### Jamie Shyer

- Board of Directors: Vision Council 2005-2015, Prevent Blindness: 2012-2022
- Vice Chair Vision Council: 2009-2011 · Chairman Vision Council: 2011-2013

**Zyloware** is a Platinum Sponsor of The Optical Women's Association and support many industry associations and initiatives



# GLORIA VANDERBILT™ eyewear

**Year Signed:** 1976

**Why Gloria:** A fashion world pioneer, this mom (to Anderson Cooper), actress, author, socialite, heiress, and artist had an unflinching commitment to quality, fit and style

**Vibe and Brand DNA:**

Not too trendy, subtly enhances the wearer's natural appearance

**Customer/Consumer Niche:** Mature woman who spends her money wisely

**Claim to Fame:** Her eyewear line hit the market 6 months before her famously revolutionary denim jeans



# ★ JENNY McCarthy™

Fun, flirty, and feminine. On-trend styling paired with quality, comfort, and affordability for the CEO mom



# INVINCILITES® by ZYLOWARE

**So light, it's almost like you're wearing nothing at all™**

**Sigma Collection**

customizable ultra-thin stainless steel metal bridges and stainless steel endpieces for adjustability, with colorful Grilamid® temples that fold flat

**Zeta Collection**

strong, lightweight stainless steel features, laser finished metal temples with design inspired detailing





## daisy fuentes

Defines the perception of Latina beauty and captures a fashion-forward contemporary appeal. Stylish and feminine for women ages 25-45



## CEV CLEAR EYE VIEW BY *Jaylen Smith*

Launched in 2022. Aimed at the confident achiever who knows what he likes and wants to accomplish in life. Styles to take him from business meetings and industry events to cocktail parties and weekend trips with family and friends.



## LEON MAX MAXSTUDIO .COM

Rich materials and exclusive styles for the discerning fashionista looking for cutting-edge eyewear



## *bravo* project **RUNWAY**

Inspired by Project Runway TV series and the creativity of its contestants. Features intricate design elements, bold color palettes, and on-trend shapes



# THE ZyloWARE® DIFFERENCE

IN-STOCK  
TODAY AND  
EVERY DAY

*State-of-the art technology  
and inventory professionals  
manage product supply levels  
resulting in a seamless high  
product fulfillment rate.*

“ZyloWARE has always been one of our leading suppliers providing **high quality products and excellent fulfillment rates**. Their innovative product team and marketing group are on the leading edge of the latest trends in eyewear. We appreciate your immeasurable partnership.”

**TERESA MASON** – EYEMART EXPRESS  
FARMERS BRANCH, TEXAS  
EYEMARTEXPRESS.COM







Patti Thomas & Chris Shyer

# BRANDS AND STYLES WITH PROVEN HIGH TURN RATES



Patti Thomas & Shaquille O'Neal

*Innovative designs for the American consumer with fit features that meets their needs. Incorporating customer feedback, fashion trends and market research to drive retail traffic.*



How do you build a business that lasts 100 years? It takes intention, innovation, and ingenuity for starters, and it's no surprise that Zyloware has achieved this milestone! How did they do it?

**Simply put, Zyloware frames SELL!** Patients love the brands and styling, and eyecare professionals love the high sell-through and profitability! Thank you for your attention to patient needs, fashion trends, and service. You have helped so many in the eyecare industry successfully grow their business.

Cheers to 100 years, congratulations Zyloware! Thank you for providing ECP's with exceptional frame designs that delight our patients and increase our profit margins. Zyloware covers all the bases with styles that are classic, on trend, sporty, and glamorous!

**PATTI THOMAS** — OPTIPOINT | CREVE COEUR, MISSOURI | OPTIPOINT.COM





# WE ARE ZYLOWARE

## ***When it comes to company culture, Zyloware's leadership believes that your impact and your values are your brand.***

According to the Harvard Business Review, many business leaders are confounded by the concept of company culture. They're not sure how to implement it, because much of it is anchored in unspoken behaviors, mindsets, and social patterns. Often CEOs relegate the important job to HR, where it often falls on the back burner of company priorities.

That has never been the case at Zyloware. "People who work with us and for us are our biggest asset and resource," said Jamie Shyer, "so they're always at the top of the list." From a leadership perspective the Shyers foster an environment where their employees — and partners — feel like they're working together seamlessly to produce products of excellence that everyone is proud of.

Zyloware's full time employees, temps, and account managers are an ethnically, racially, religiously diverse group. They also have many women in executive level positions. "We just hire the best people for the jobs, and it turns out that way," Jamie said. "We don't have a problem with equity inclusion."

This culture of diversity, inclusion, and support also extends inter-departmentally, so the teams work seamlessly together toward their

common goals. For instance, the marketing team is equipped to create customer-specific social media campaigns that are authentic and resonant with a broad consumer base.

The supply chain group works closely with sales to deliver the right amount of product to retailers in the right amount of time. The quality control department is always in the loop, maintaining the utmost consistency of the product, so that the frames a customer tries on in the store will be exactly the same as what they go home with. Everyone is committed to producing product that features top-notch design, comfort, and fit at an affordable price.

A diverse sales department can connect with our many retailers, help them assess their inventory and identify any niches they need to fill. "If Zyloware isn't currently producing a certain type of product we can make it for them," said Chris Shyer.

Looking toward the future, and the next 100 years, we are still going to be who we are, Chris and Jamie both say. "We will have the same core values, the same DNA— this is what makes us special and successful, we believe, for ourselves and our partners. In a world that becomes more and more corporate we're always going to stand out as a special kind of business."

Though the industry may be in a continuous trajectory of reinvention (and improvement) in terms of both vision and eye options for consumers, Zyloware has made it clear to the market that what got them to this milestone will stay the same. Which is why they're the best partner to navigate the next 100 years.





### ***From Chris and Jamie Shyer:***

We didn't reach this milestone alone. We want to acknowledge all of the employees whose contributions to Zyloware have been invaluable, and integral to the expertise of our company. Every single employee at Zyloware, past and present, has helped us reach the century mark and we are so grateful for them all.



Celebrating  
**100** YEARS OF  
ZyloWARE®



**SEE HOW WE PUT THE POWER OF  
OUR EXPERTISE TO WORK FOR YOU**

H Halston, Leon Max, MaxStudio.com, Via Spiga, Sophia Loren®, Daisy Fuentes, Stetson®, Gloria Vanderbilt™, Bravo Project Runway™, Invencilites® by ZyloWARE, Randy Jackson®, Shaquille O'Neal™, Shaq Eye Gear, CEV by Jaylon Smith

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