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## PRESS RELEASE

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### **Santinelli International's Exhibits the Old With the New at VEE**

HAUPPAUGE, NY – At this year's Vision Expo East, Santinelli International will be demonstrating their long-term commitment and contributions to the industry by exhibiting new and old technology side-by-side. The new technology includes the company's three levels of lens edging systems, including the new Ice 900 Blocker. Representing more historic technology will be the Lemay Diamaline Automatic Bevel Edger, the industry's first diamond bevel edger.

In 1956, the Diamaline edger was developed and introduced by Arthur Lemay, founder of A. Lemay & Co., and his nephew Joseph Santinelli, who worked for the company at that time. Mr. Santinelli later founded Santinelli International, Inc.

The once-revolutionary edger features the first diamond bevel wheel, which rapidly replaced the ceramic bevel wheel, facilitating the conversion from glass to plastic lenses which ushered in a new era in lens finishing.

Vision Expos East attendees are invited to visit Santinelli's Booth #1336 for a demonstration of this Diamaline edger in operation, as well as the state-of-the art advanced technology the company represents.

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For over 35 years, Santinelli International has assisted eyecare professionals who are looking to provide better, faster service to their patients, and simultaneously increase profits. Because every practice is unique, our customers appreciate the wide range of equipment we offer to suit a variety of their needs.

