

MAUI JIM

Operations Guide

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GET TO KNOW MAUI JIM



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How it all Started:

Maui Jim started in 1987 as a small company selling sunglasses on Ka'anapali beach in Lahaina, Maui. Seeing a need in the market for technology that could protect eyes from intense glare and harmful UV while bringing the brilliant colors of the island to life, we engineered the revolutionary PolarizedPlus2® lens.

What began as our Classic Collection of seven styles, has evolved into over 125 styles of sunglasses, all of which are polarized and protect from 100% of harmful UVA and UVB rays, and over 125 styles of eyeglasses.

Our original office is located in Lahaina, Maui, and we still design and test all of our sunglasses there.

In 2022, Maui Jim became part of Kering Eyewear, which belongs to the global Luxury group Kering. Kering Eyewear designs, develops and distributes eyewear for a complete and well-balanced portfolio of brands including LINDBERG, Gucci, Cartier, Saint Laurent, Bottega Veneta, Balenciaga, Chloé, Alexander McQueen, Montblanc, Brioni, Dunhill, Boucheron, Pomellato, Alaia, MCQ and Puma.

Philosophy:

Inspired by the beauty and culture of Maui, our mission is to spread aloha through vivid color, clarity, and detail.

For those who appreciate the sun, Maui Jim provides more vibrant colors of the world while protecting your eyes from the harsh effects of glare and harmful rays.

We make your life brighter so you see the colors of your world at their best and always feel confident in your style.

Maui Jim believes color and light are the key to human experience. Our sunglasses show you its full spectrum, so you can see the world like you've never seen. We believe everyone should experience all 16,777,216 hues of beautiful color that surrounds us every day.

The Maui Jim Promise:

We always show our true colors that come shining through in our superior customer service. We promise that you will always be greeted with a friendly voice and a dedicated representative. We want you to be happy. That's why we stand behind every pair of sunglasses we make.



APPROVED LOCATIONS



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Maui Jim sites were selected for a limited brand launch on several factors; high sun sales being the leading factor. If you have any questions on site selection, reach out to your field leader.

Maui Jim Locations				
Launched Q1 2025	T006	T018	T072	T148
	T008	T033	T107	T149
	T012	T035	T114	T156
	T013	T037	T127	T164
	T014	T057	T139	
	T016	T060	T141	
Launched Q3 2025	T142	T171		
	T143	T172		
Launched Q4 2025	T052	T103	T119	T174
	T096	T115	T173	

Additional Notes:

- Although all sites will see Maui Jim lenses in the lens drop downs, only Maui Jim approved sites will be able to order Maui Jim products (both complete pairs and lens only).
- RxO will cancel the order for private pay orders & billers will not submit claims unless you are one of the locations listed above.
- You may only use Smart Shopper to place Maui Jim orders if you are an approved Maui Jim location.

PRODUCT ASSORTMENT



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We have partnered with Maui Jim to understand what our patients are asking for, taking fit and function into consideration. Each practice will receive 20 different models. At this time, you can not special order outside of the collection listed in this guide.

	Model	UPC
	SOUTHERN CROSS Power range; +3 to -3	603429056957
	SOUTHERN CROSS Power range; +3 to -3	603429056964
	735 ORCHID	603429036423
	735 ORCHID	603429036430
	HOOKIPA ULTRA*- Non Rx	603429081393
	HOOKIPA ULTRA*-Non Rx	603429081423
	HOOKIPA*- Rx	603429007584
	HOOKIPA*-Rx	603429041298
	RED SANDS MJ	603429032654
	RED SANDS MJ	603429041304
	OCEAN	603429038946
	OCEAN	603429038953

* Offered in both plano and Rx. Make sure to use the Rx UPC in Ciao! Optical

PRODUCT ASSORTMENT



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	Model	UPC
	LELE KAWA (aka-Dragons Teeth)	603429057039
	LELE KAWA (aka-Dragons Teeth)	603429057015
	KEOKEA	603429065843
	KEOKEA	603429070304
	ONE WAY	603429072056
	ONE WAY	603429072032
	HULILI	603429079963
	HULILI	603429079956

There are 6 Drill Mount Maui Jim UPC's which are available in both Rx and plano (MJ uses a single UPC for both). If the patient brings in the plano version as a Patient Own Frame, it will not be eligible for Rx due to frame limitations. You must sell the Rx version of this frame (complete pairs).

Complete Pair orders aren't a problem for these 6 UPCs because Maui only uses the Rx style within the respective UPC to fulfill an Rx order.

Additional Notes:

- You can re-lens a patient's own frame (POF)-Maui Jim if it's in good condition and a part of our TeamVision assortment.
- When selling ordering a POF you must search the brand UPC in Ciao! Optical.
- Although all sites will see Maui Jim lenses in the lens drop downs, only Maui Jim approved sites will be able to order.
- You may only use Smart Shopper to place Maui Jim orders if you are an approved Maui Jim location.

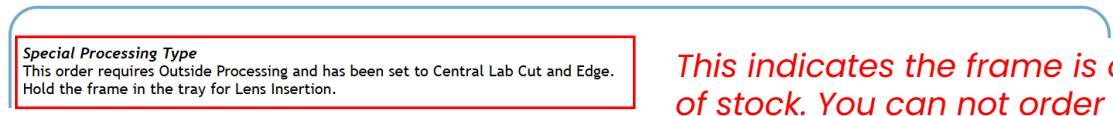
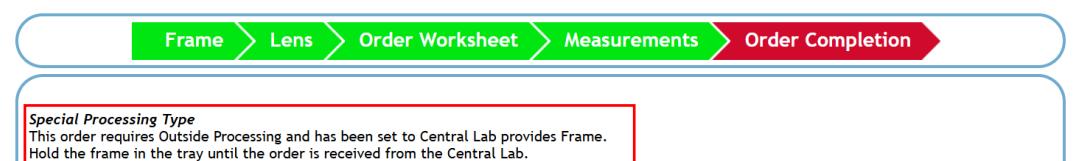


How to Transmit the initial order using LPA:

- **VSP:** mark as RxSun Authentic and order will in Maui Jim lab through Eyefinity billing process
- **Eyemed:** transmit to RxO (order will be routed to Maui Jim's lab)
- **Cash Pay:** transmit to RxO (order will be routed to Maui Jim's lab)

RxO Orders: (i.e., cash pay, or non-insurance required lab)

Most of the time when selling a complete pair, Maui Jim will provide the frame. **Check the Order Completion Screen in Ciao! to confirm availability.**



This indicates the frame is out of stock. You can not order MJ as cut & edge.

LPA Routing: You will only order MJ as Complete- Central lab provides frame OR Store Sends Frame.

In the rare occasion you need to ship a frame (patient own frame or a stock frame) directly to the Maui Jim lab, please follow the guidelines below:

1. Affix the temple tag as you do for RxO
2. Wrap copy of tray ticket around the eyewear
3. Use EasyShip to create label & document tracking number

Lab Addresses:

U.S. Sites- Lab Address:

Maui Jim
One Aloha Lane,
Peoria, IL 61615

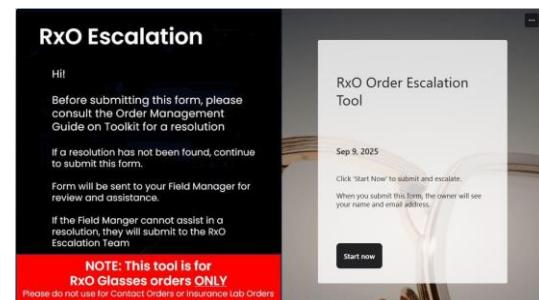
Canadian Sites- Lab Address:

Maui Jim
2830 Argentia Road, Unit 3
Mississauga, Ontario L5N 8G4

Additional Notes:

- Maui Jim orders will follow the TeamVision Escalations process
- Order Tracker will not state the lab address

Delivery Status	
Lab Phone No.	
Lab Address	Maui Jim ,



INSURANCE & PROMOTIONS



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Maui Jims are eligible for Primary Insurance benefits with VSP and EyeMed. At this time, Maui Jim is **excluded from TeamVision promotions and frame discounts**.

		FRAME	LENS
Primary Insurance			
EyeMed	Funded Reimbursement	✓	✓
VSP (see chart below)	Funded Reimbursement	✓	✓
All other insurance carriers	Funded Reimbursement	✗	✗
Insurance Discount Plans	Non-Funded	✗	✗
Insurance Additional Pair Discount	Additional Complete Pair	✗	✗
Patient Offers			
First Pairs	15% Off Lenses with Complete Pair	✗	✗
Additional Pairs	40% Off Additional Complete Pair	✗	✗
Team Member Discounts			
Everyday Discounts	50% Off	✗	✗
Welcome, Annual, or Milestone Certificates	100% Off	✗	✗
Team Member Sale	75% Off Complete Pair	✗	✗
Friends of EssilorLuxottica Coupons	50% Off	✗	✗

Below are additional VSP details:

VSP Plan Type	Frame Benefit Applied to Plano Sun
VSP (Signature, Choice, Advantage)	VSP patients can use their standard lens and frame coverage towards genuine Maui Jim sunglasses (prescription or plano based on patient's plan).Please refer to the Maui Jim/VSP guide when patients select Maui Jim materials.
VSP Light Care	Frames: Coverage includes any ready-made, doctor-supplied plano sunglasses or plano blue light filtering glasses.
VSP Lasik Patient	VSP patients can use their standard lens and frame coverage towards genuine Maui Jim sunglasses (prescription or plano based on patient's plan).Please refer to the Maui Jim/VSP guide when patients select Maui Jim materials.

Billing:

- Your Mason/Rosin biller will file the claim in Eyefinity.
- Frame will be sent to Maui Jim lab after packing slip received.

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Single Vision



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	Lens Features	U&C	VSP Code
Maui Brilliant: Digital Trivex Polarized U&C: \$575	Maui Digital Single Vision	\$100	V2100
	Maui Brilliant	\$140	DB
	Maui Jim Clearshell Anti-Reflective (D)	\$93	QV
	Bi Gradient Mirror	\$57	QP or QR
	PolarizedPlus2	\$115	DA
	Scratch Resistant	\$0	QS
	MJ Tint 3 Solid	\$20	MN
	Maui Clearshell Backside UV	\$10	BV
	DST Processing	\$40	BA

Maui Evolution: Digital High Index Polarized U&C: \$525	Maui Digital Single Vision	\$100	V2100
	Maui Evolution	\$90	DB
	Maui Jim Clearshell Anti-Reflective (D)	\$93	QV
	Bi Gradient Mirror	\$57	QP or QR
	PolarizedPlus2	\$115	DA
	Scratch Resistant	\$0	QS
	MJ Tint 3 Solid	\$20	MN
	Maui Clearshell Backside UV	\$10	BV
	DST Processing	\$40	BA

Maui Polycarbonate: Digital Polarized U&C: \$475	Maui Digital Single Vision	\$100	V2100
	Maui Poly HT	\$40	DD
	Maui Jim Clearshell Anti-Reflective (D)	\$93	QV
	Bi Gradient Mirror HT	\$57	QP or QR
	PolarizedPlus2 HT	\$115	DA
	Scratch Resistant	\$0	QS
	MJ Tint 3 Solid	\$20	MN
	Maui Clearshell Backside UV	\$10	BV
	UV400	\$0	SV
	DST Processing	\$40	BA

[Click here to access the manuals section of VSP with additional Maui Jim information](#)

VSP PRODUCT INDEX

Progressive



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	Lens Features	U&C	VSP Code
Maui Brilliant Passport 2.0: Digital Trivex Polarized U&C: \$725.00	Maui Passport 2.0 Progressive (N+CM)	\$290	V2781, NA
	Maui Brilliant	\$140	NB
	Maui Jim Clearshell Anti-Reflective	\$93	QV
	Bi Gradient Mirror	\$57	QP or QR
	PolarizedPlus2	\$115	NP
	Scratch Resistant	\$0	QS
	MJ Tint 3 Solid	\$20	MN
	Maui Clearshell Backside UV	\$10	BV

Maui Evolution Passport 2.0: Digital High Index Polarized U&C: \$675	Maui Passport 2.0 Progressive (N+CM)	\$290	V2781, NA
	Maui Evolution	\$90	NB
	Maui Jim Clearshell Anti-Reflective	\$93	QV
	Bi Gradient Mirror	\$57	QP or QR
	PolarizedPlus2	\$115	NP
	Scratch Resistant	\$0	QS
	MJ Tint 3 Solid	\$20	MN
	Maui Clearshell Backside UV	\$10	BV

Maui Polycarbonate Passport 2.0: Digital Polarized U&C: \$625.00	Maui Passport 2.0 Progressive (N+CM)	\$290	V2781, NA
	Maui Poly	\$40	ND
	Maui Jim Clearshell Anti-Reflective (D)	\$93	QV
	Bi Gradient Mirror	\$57	QP or QR
	PolarizedPlus2	\$115	NP
	Scratch Resistant	\$0	QS
	MJ Tint 3 Solid	\$20	MN
	Maui Clearshell Backside UV	\$10	BV
	UV400	\$0	SV

[Click here to access the manuals section of VSP with additional Maui Jim information](#)



In Eyefinity:

- You do not need to enter “proprietary” into box 19 Special Instructions. Doing so, will cause your order not to process correctly.
- Do not change the wholesale frame cost that populates in eClaim or eLab. These have been provided by Maui Jim to ensure accurate billing and claim payments to VSP.
- Use the Maui Jim Reference guide to verify the frame parameters. Eyefinity will allow out-of-range orders to submit to Maui Jim lab, but they will not be processed.
- The quickest way to search for the frame is by frame name or sku number (i.e., Ho'okipa or 407-02).
- The frame for Maui Jim sun prescription orders must be with **MJRX** in the color description (image below).
- When ordering, there is no need to select an A/R coating separately as it is automatically included with all Maui Jim lenses.

Frame Selection

Frame: LELE KAWA 16 frame(s) found matching "LELE KAWA"

Did you mean:

Manufacturer	Collection	eBuy	Model	Eye	Temple	Color
Maui Jim	Classic	✓	LELE KAWA 811	58	145	Brown Stripe
Maui Jim	Classic	✓	LELE KAWA 811	58	145	Dark Navy Stripe
Maui Jim	Classic	✓	LELE KAWA 811	58	145	Grey Stripe
Maui Jim	Classic	✓	LELE KAWA 811	58	145	Matte Dark Military Green
Maui Jim	Classic	✓	LELE KAWA 811	58	145	Mjrx Brown Stripe
Maui Jim	Classic	✓	LELE KAWA 811	58	145	Mjrx Dark Navy Stripe
Maui Jim	Classic	✓	LELE KAWA 811	58	145	Mjrx Grey Stripe
Maui Jim	Classic	✓	LELE KAWA 811	58	145	Mirx Matte Dark Military Green
Maui Jim	Maui Jim Sunglass Collection		Lele Kawa 811	58	145	BlderDark Navy Stripe
Maui Jim	Maui Jim Sunglass Collection		I aila Kawa R11	58	145	Rlne/MJRX Dark Navy Stripe

IMAGE NOT AVAILABLE
Selected color may not match displayed image

Confirm frame details and **Add to Lab Order**. Select **Edit Manually** to make necessary changes.

* Manufacturer: Maui Jim * Color: Brown Stripe * Eye Size: 58
 * Collection: Classic * Temple: 145 * B: 42.0
 * Model: LELE KAWA 811 * Shape: * ED: 63.0
 UPC: 603429057022 * Material: Zyl * DBL: 16.0

Frame Supply:

The frame will be supplied in two ways:

1. Doctor Supplied- complete pair - frame sent from practice
2. Patient Supplied-to-come (must be in TV assortment)

Your packing slip will have the Maui Jim address listed for shipping.

EYEWEAR PROTECTION PLAN (EPP) & DAMAGES



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Maui Jim is available for our current EPP program. EPP plans provide 1-year of coverage for broken frames, scratched lenses, or accidental breakage –but not lost glasses.

- Available for \$35-\$45 (US) or 40\$-50\$ (CAN) and provides 1 year of coverage.
- Replacement eyewear is only \$25-\$35 (US) or 30\$-40\$ (CAN) and can be redeemed as many times as needed within the year.

STANDARD EPP PACKAGES & PRICING

	US		CAN	
	EPP Sale	Co-Pay Redemption	EPP Sale	Co-Pay Redemption
Frame Only	\$35	\$25	40\$	30\$
Lens Only SV (including Bifocal & Trifocal)	\$35	\$25	40\$	30\$
Lens Only PG	\$45	\$25	50\$	30\$
Complete Pair SV	\$35	\$35	40\$	40\$
Complete Pair PG	\$45	\$35	50\$	40\$

See the Eyewear Protection Plan Guide in Toolkit for specific details

Notes: EPP may only be sold at time of sale or dispense.

- EPP can be redeemed anytime within one year of original purchase and the replacement policy includes:
 - ✓ Accidental damage from handling
 - ✓ Protection from normal wear and tear
 - ✓ Unlimited use during the term (within one year of dispense)
- EPP co-pay must be paid at time of redemption.
- Patients must select the same frame and lens if available. If not available, a new frame or lens may be selected of equal or lesser value.
- EPP cannot be extended past the one-year coverage period.

Maui Jim Damages:

- Maui Jim will follow our traditional damage processes outlined in the Inventory Management Guide.
- You will NOT treat Maui Jim any differently than our traditional frame assortment.
 - Note- not applicable to Maui Jim but Wearables do follow a different damage process

RETURNS & EXCHANGES



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Type of Order	Scenario
VSP Initial order placed in Eyefinity & ordered through Maui Jim Lab	<p>Dr. Rx change:</p> <ul style="list-style-type: none"> • VSP will redo the prescription within 6 months <ul style="list-style-type: none"> • Note- frame exchanges not accepted <p>Frame/Lens restyle:</p> <ul style="list-style-type: none"> • TeamVision 30-day guarantee= RxO <p>6 months later patient has scratched lenses:</p> <ul style="list-style-type: none"> • EPP YES: Patient pays copay= RxO
EyeMed Initial order placed through RxO & manufactured at Maui Jim Lab	<p>Dr. Rx change:</p> <ul style="list-style-type: none"> • TeamVision 90-day guarantee= RxO • 6-months cataract surgery= RxO <p>Frame/Lens restyle:</p> <ul style="list-style-type: none"> • TeamVision 30-day guarantee= RxO <p>6 months later patient has scratched lenses:</p> <ul style="list-style-type: none"> • EPP YES: Patient pays copay= RxO
Cash Pay Initial order placed through RxO & manufactured at Maui Jim Lab	<p>Dr. Rx change:</p> <ul style="list-style-type: none"> • TeamVision 90-day guarantee= RxO • 6-months cataract surgery= RxO <p>Frame/Lens restyle:</p> <ul style="list-style-type: none"> • TeamVision 30-day guarantee= RxO <p>6 months later patient has scratched lenses:</p> <ul style="list-style-type: none"> • EPP YES: Patient pays copay= RxO

OVERCOMING COMMON OBJECTIONS



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Being comfortable and confident in discussing the product is essential for anticipating and overcoming consumers' most common objections. Ensure that customers can clearly understand and visualize how Maui Jim sunglasses will enhance their hobbies, lifestyle, and overall visual experience.

Sounds Like

"Maui Jim sunglasses are designed for a comfortable fit while biking, and we can customize the lens color to enhance road visibility—especially on uneven pavement. The polarized lenses eliminate glare, while the thinner, lightweight design ensures comfort. Plus, they're impact- and shatter-resistant, making them perfect for your active lifestyle. Let me show you how the lens material and polarization work in our *Lens Simulator*."

Overcoming Objections

Overcoming price objections for **Maui Jim** sunglasses—or any premium product—requires emphasizing value, differentiation, and long-term benefits. Here are some strategies:

1. Highlight Unique Selling Points

- PolarizedPlus2® Lens Technology – Reduces glare, enhances colors, and protects against UV rays.
- Clarity & Durability – High-quality materials like Maui Brilliant and Maui Evolution lenses offer superior optics and longevity.
- Eye Health Benefits – 100% UV protection prevents eye strain, fatigue, and long-term damage.
- Lightweight & Comfortable Fit – Designed for all-day wear, making them a practical investment.

2. Reframe Price as Investment

- "Rather than replacing cheap sunglasses often, these last for years."
- "Think of it as an investment in your vision and comfort."
- "Would you put a low-cost filter on a high-end camera? Your eyes deserve the best."

3. Compare to Competitors

- Maui Jim offers better polarization and color enhancement than most luxury brands.
- Unlike some competitors, repairs and customer service are exceptional—Maui Jim stands behind their products.

4. Use Testimonials & Real-Life Scenarios

- Share stories of customers who were skeptical but now swear by them.
- Ask: "Have you ever worn Maui Jims? Try them on and see the difference instantly."

5. Bundle Value & Warranty Assurance

- Free case, cleaning cloth, and warranty on defects.
- Excellent repair program, so they last longer than cheaper alternatives.

6. Limited-Time Offers / Payment Flexibility

- If applicable, leverage insurance coverage (EyeMed & VSP), Care Credit, and Flexible Spending & Health Savings Accounts. "Think of the cost per wear—over five years, it's just a few cents per day for premium vision."

PATIENT QUESTIONNAIRE



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The Patient Questionnaire is a key part of our Consultative Selling process, helping us understand and address our patients' needs. We recommend using the Live Consult version interactively with the patient, but both the Live Consult and Patient-Provided forms are valuable tools for learning about their outdoor hobbies, vision needs, and eye protection habits. Use this insight to recommend sun protection solutions and determine if Maui Jim is the right fit for them

PATIENT QUESTIONNAIRE			TeamVision
	Never	Some	Often
Do you have trouble changing your focus from near to far, or vice versa?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time outside or driving?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time in front of screens (phone, tablet, Kindle, TV, computer)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you notice sensitivity to bright lights, glare, or fluorescent lighting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear sunglasses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have problems seeing with your current eyewear and/or contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you experienced difficulty hearing when: Holding a conversation in noisy environments? Watching television or listening to the radio at a moderate volume? Participating in group discussions or meetings due to being unable to hear all parts of the conversation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What do you love about your current eyewear?	Current Prescriptions (Actively Wearing)		
What would you change?			
Are you interested in eye surgery (Lasik, other)?	Current Len Design & Features		
Any other concerns you would like to discuss today regarding your vision, eye health, or eyewear needs?			

Live Consult

PATIENT QUESTIONNAIRE			
	Never	Some	Often
Do you have trouble changing your focus from near to far, or vice versa?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time outside or driving?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you spend time in front of screens (phone, tablet, Kindle, TV, computer)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you notice sensitivity to bright lights, glare, or fluorescent lighting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear sunglasses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wear contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have problems seeing with your current eyewear and/or contact lenses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you wish your glasses were: Thinner Lighter Weight More Durable/Scratch Resistant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you interested in eye surgery (Lasik, other)?			
Have you experienced difficulty hearing when: Holding a conversation in noisy environments? Watching television or listening to the radio at a moderate volume? Participating in group discussions or meetings due to being unable to hear all parts of the conversation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other concerns you would like to discuss today regarding your vision, eye health, or eyewear needs?			

Patient Provided

LEARN

Learning about your patient starts at check in, continues inside lane, and then to the optical floor. Facilitating a conversion around lifestyle and current pain points is the first step in meeting your patients needs.

LISTEN

Active listening is a superpower in sales. When you listen to understand, you uncover insights that guide your sales approach.

LEAD

Recommend preferred products that meet the patients' needs and address pain points. Create value and simplify the decision process for your patient. **Always offer multiple solutions including sun protection by leveraging our tools to bring recommendations to life!**