

EL-NOUR OPTICS PROJECT

By:

BENEFIT
Marketing Agency

Logo



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Sub Brand Logo



Sub Brand Logo



Lenses Logo



X-Tend

The logo features a stylized 'X' with a blue dot above the left stroke, followed by a horizontal line and the word 'Tend' in a bold, sans-serif font.

X-Perience

The logo features a stylized 'X' with a green dot above the left stroke, followed by a horizontal line and the word 'Perience' in a bold, sans-serif font.

X-Plore

The logo features a stylized 'X' with an orange dot above the left stroke, followed by a horizontal line and the word 'Plore' in a bold, sans-serif font.

X-Perience T

The logo features a stylized 'X' with a green dot above the left stroke, followed by a horizontal line and the word 'Perience' in a bold, sans-serif font, ending with a green circle containing a white 'T'.

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Lenses Logo



Cooperate identity (Platinum)



Cooperate identity (ELNOUR)



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Company profile Platinum



WHO WE ARE?
Platinum is one of "El Nour Optics" brands. It is an Egyptian optics brand with a Japanese technology and an over twenty year experience. We serve professional opticians and eyeglasses wearers of all ages and all over Egypt and also in some Arab countries.

VISION
Our vision is "Experience the Difference."
We are aiming to provide every glass wearer with a clearer world; in order to help them enjoy the gorgeous views and the special moments with peace of mind.

MISSION
We combine professionalism and creativity to offer various types and styles of lenses that would satisfy different needs and tastes.
We also provide our customers with products that would facilitate their daily life activities, such as watching TV, driving, reading and swimming.

VALUES

- Focusing on details.
- Reliability.
- Flexibility.
- Support.
- Accountability.

www.platinum.com [Platinum.Egypt1](https://www.facebook.com/Platinum.Egypt1) [platinum.egypt](https://www.instagram.com/platinum.egypt) [+20 112 377 7306](https://www.whatsapp.com/channel/00299a61123777306) [+20 3 3633326](https://www.telegram.com/channel/00299a61123777306)



PLATINUM
Joy of Vision
COMPANY PROFILE

PRODUCTS

5. Platinum 1.67

Less thick than the above with a power range more than 1.8

6. Platinum 1.74

Low thickness, ant breaking and a power range till -14

7. BluSteel 1.56

Lenses with a Chinese technology that protects from blue lights; they are the best for the youth as it protects their eyes when using mobile phones and computers.

8. BluSteel G2 1.56

All BluSteel 1.56 lenses characteristics in addition to an Aerolite material, thinness, clearer vision and RX option.

9. Single vision lenses

10. Bifocal lenses

Bifocals are eyeglasses with two distinct optical powers. They are commonly prescribed to people with presbyopia who also require a correction for myopia, hyperopia, and/or astigmatism.

They are great for reading and distances, but not the best for activities that require distances exceeding 60 cm.

When using bifocals without proper strengths to accommodate your vision, your eyes can endure a lot of strain, resulting in frequent headaches.

They are obtainable in developing countries.

11. Multifocal = Platinum G2

Latest technology and it solves Bifocals problems.

12. Polarized Lenses

Lenses with an invisible filter built into them to eliminate the amount of reflecting light that enters the eye. Polarized lenses reduce glare, make images appear sharper and clearer, increasing visual clarity and comfort. They are the best for beaches and deserts and they come in brown, grey and green colors.



PRODUCTS

• **Multi-focal Lenses**

Contain two or more lens powers to help you see objects at all distances after you lose the ability to naturally change the focus of your eyes due to age. (Best for after 40 years old.)

• **Single vision Lenses**

In some cases, a person's eyes may need lenses to focus at both far and near distances. Single vision lenses are made with a French technique and are good for reading and also for distances.

• **Standard Lenses**

They can be provided through 2 to 3 days.

• **RX lenses**

Rx-able means that these glasses frames can be fitted with prescription lenses. Some kinds of glasses in the optical stores cannot put prescription lenses into them. Only these glasses that are marked with "Rx-able" can be replaced with prescription lenses.

We sell this type of lenses by order so they might take a relatively longer time.

1. Sun-active Lenses

Sun-active lenses react to UV light and reassuringly protect the eyes from harmful UV rays.

2. Aerolite Lenses

Aerolite lenses are light, frameless and ant breaking lenses that perfectly suit children.

3. Platinum 1.5

Affordable watercolor lenses.

4. Platinum 1.60

Lenses that is less thick than the above.



Company profile El-Nour

EL-NOUR
optics
Enjoy a new Vision

Company Profile

info@elnouroptics.net

WHO WE ARE ?

El Nour Optics is an Egyptian brand that has been serving the market since 1994. We offer a very wide variety of lenses that would match the taste of every eyeglass wearer.

OUR VISION

To be the first choice for all eye care professional.

OUR MISSION

Build good relation with suppliers provide best technology and best solutions for people to see better.

OUR VALUES

- Technology
- Quality
- Integrity
- Constant improvement
- Trust
- Honesty
- Safety

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CERTIFICATIONS

El Nour Optics has attained the ISO 9002 quality system compliance with European quality system standard in the production of optical lenses certificate. Also, it is a member of the Optical Laboratories Association.

OUR PORTFOLIO

1.  **BBGR**

A French manufacturer of optical lenses established in 1846.

2.  **Platinum**

- S.V Multi-focal
- RX Silver sun

3.  **Silver**

PLATINUM PRODUCTS

- Multi-focal
- Single Vision
- Standard
- RX
- Sun active
- Aerolite
- Platinum 1.5
- Platinum 1.60
- Platinum 1.67
- Platinum 1.74
- Platinum 1.56
- Blu steel 1.56
- Blu steel G2 1.6
- Bi-Focal Presbyopia
- Polarized lenses

2

BBGR PRODUCTS

Stock Lenses

- 1.53 Trivex Diam's
- 1.56 Diam's
- 1.56 Neva +
- 1.56 expert
- 1.61 Diam's

Rx Lenses

- 1.50
- 1.50 Transitions
- 1.50 Polarized
- 1.59
- 1.59 Transitions
- 1.61
- 1.61 Transitions
- 1.67
- 1.67 Transitions
- 1.74

Other Lenses

- Bi-focal
- Office
- Easy work single vision

Coating

- Diam's
- Neva max
- Neva blue
- Neva mirror

Progressive

- Quadro
- Sirius +
- Evloius
- Yeso

SILVER PRODUCTS

Stock Lenses

- 1.56
- 1.56 Silver Sun
- 1.56 Silver Blue

Rx Lenses

- 1.50 single vision
- Progressive
- Silver

Other Lenses

- Silver bi-focal

3

CONTACT US

 info@elnouroptics.net

 02- 27945335

 Location

Cairo

- **Misr Al Gadida:** 115 Al Nozha St.
- **West Al Balad:** 20 Abdulaziz Gawish St.
- **Al Giza:** 463 Al Malek Feisal St.

Alexandria

- **Al Raml Station:** 25 Talaat Harb St.
- **Miami:** 21 Mahmoud Mekled St.

Tanta

- Al Modereya St.

Al Mansoura

- 20 Al Seka Al Hadid St.

Al Zakazik

- 25 Al Naeb St from Al Bosta St.

Al Menya

- 17 Damran Khalaf St.

Assiut

- 1 Hassan El Meligy St from Al Gomhoreya St.

4

Booth Design



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Price list

PLATINUM
Joy of Vision

Stock lenses

PRODUCT	PRICE	CODE
1.50 paintable * 2 Cylin 60mm.		Plat0026inum50
1.56 HMC * 2 Cylin 60mm.		Plat0050inum51
1.50 Blu steel		Plat0100inum52
1.56 Sunactive		Plat0140inum53
1.59 Aerolite		Plat0120inum54
1.60 Blu Steel G2		Plat0210inum55
1.60 G2 Sunactive		Plat0450inum56
1.61 HMC		Plat0130inum57
1.67 AS,HMC		Plat0260inum58
1.74 AS,HMC		Plat0600inum59

RX lenses

PRODUCT	PRICE	CODE
1.50 35/70mm		Plat0190inum93
1.50 polarized		Plat0420inum94
1.50 BRC		Plat0250inum95
1.56 Sunactive		Plat0410inum96
1.59		Plat0350inum97
1.60 G2		Plat0450inum98
1.60 G2 Sunactive		Plat0750inum99
1.61		Plat0390inum91
1.67		Plat0530inum92
1.74		Plat0990inum90

بلاطيوم
متعة الرؤية

Value Add

PRODUCT	PRICE	CODE
RX 1.50 75mm/15mm		Plat0015inum24
RX 1.50 80mm/45mm		Plat0300inum12
HD.UT		Plat0300inum12
HD		Plat0300inum12
HS 28/40		Plat0170inum13
Office		Plat0100inum14
Young		Plat0100inum15
Xplore G1		Plat0170inum16
Xtend G2		Plat0270inum17
Xperience G3		Plat0570inum18
Xperience G3 ind		Plat0870inum19
Mira +		Plat0120inum20
MiraMax		Plat0200inum21
MiraBlu		Plat0200inum22
MiraMirror		Plat0200inum23

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Brochure



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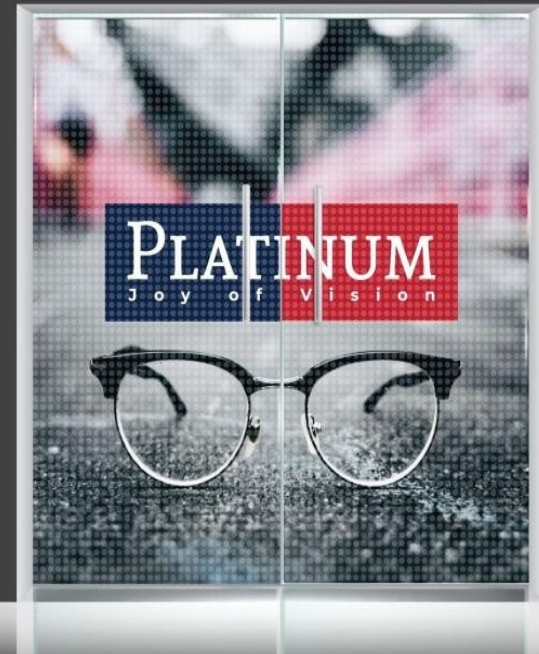
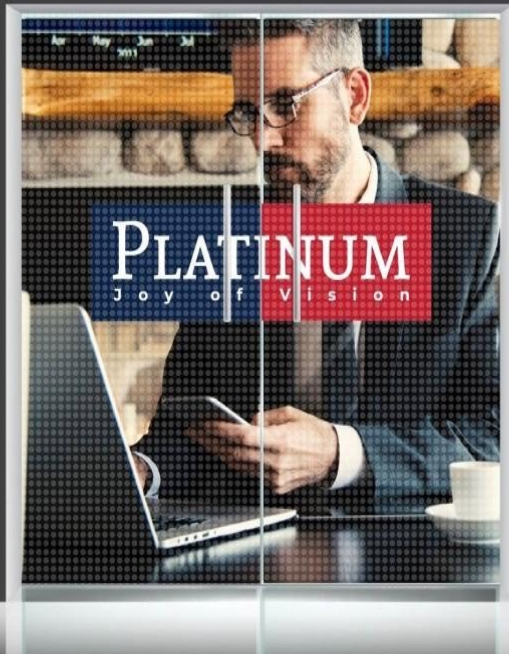
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See through



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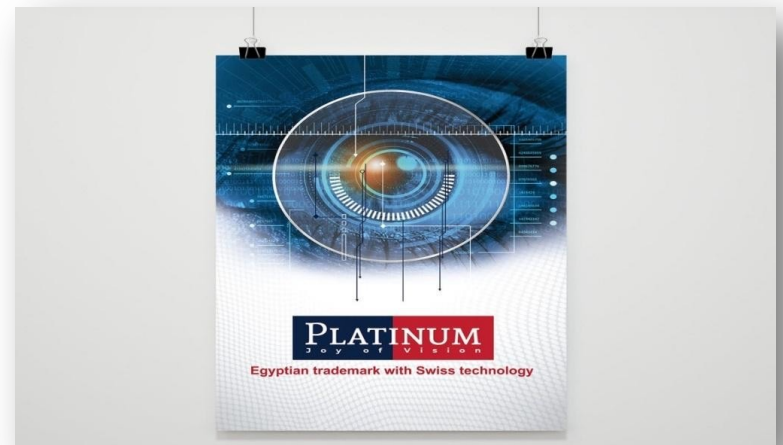
Dangler



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Posters



Packaging designs

Bags



Packaging designs

Consumer Bags



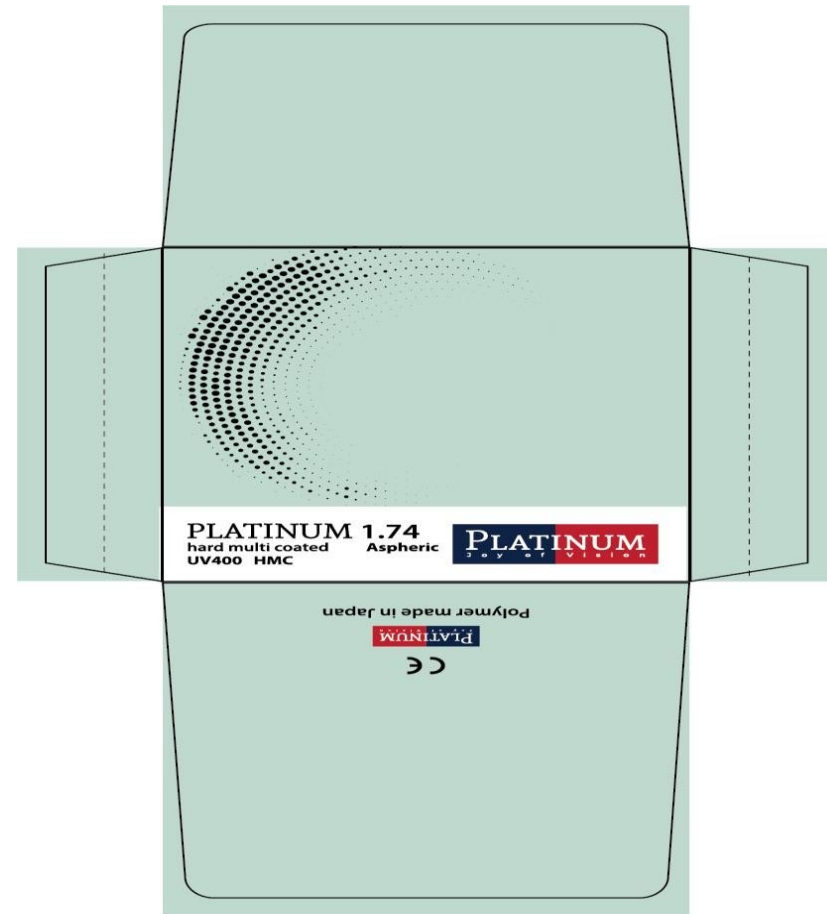
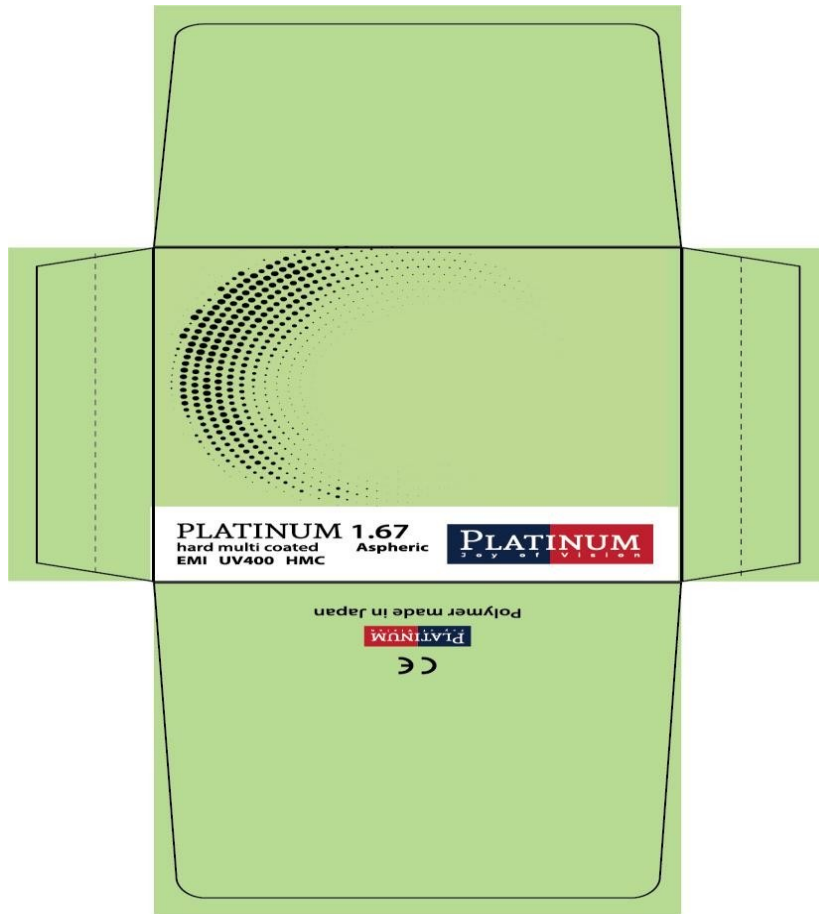
Package designs for Lenses

Box



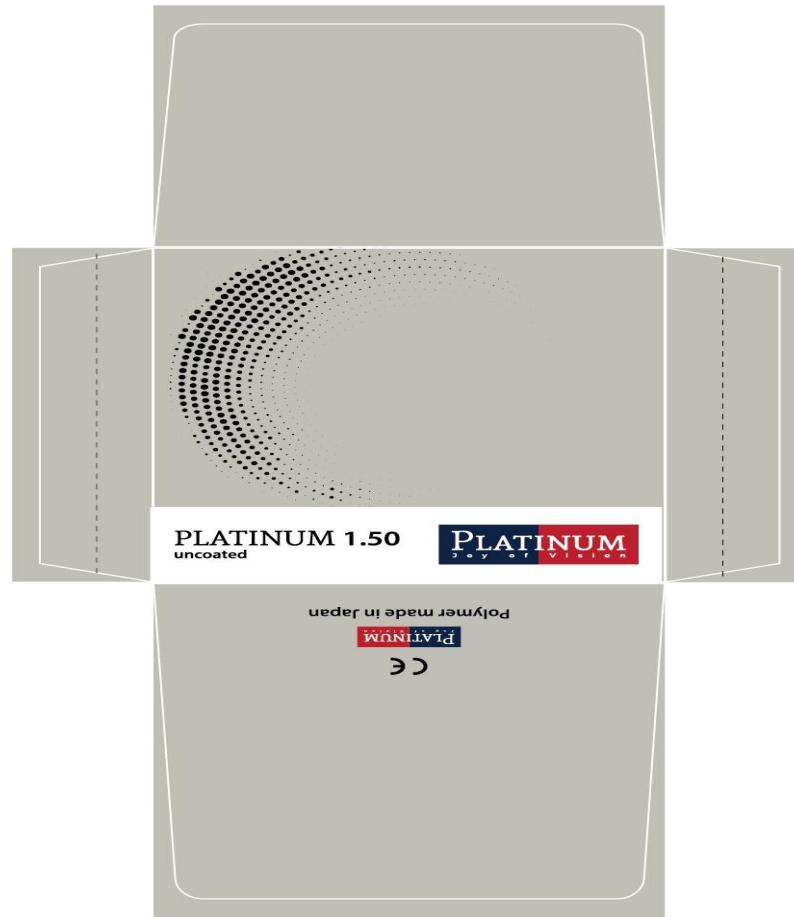
Package Designs

Lens Envelopes



Package Designs

Envelopes

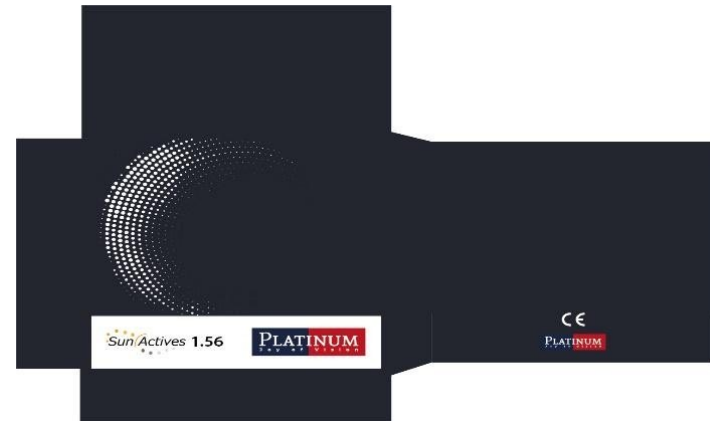
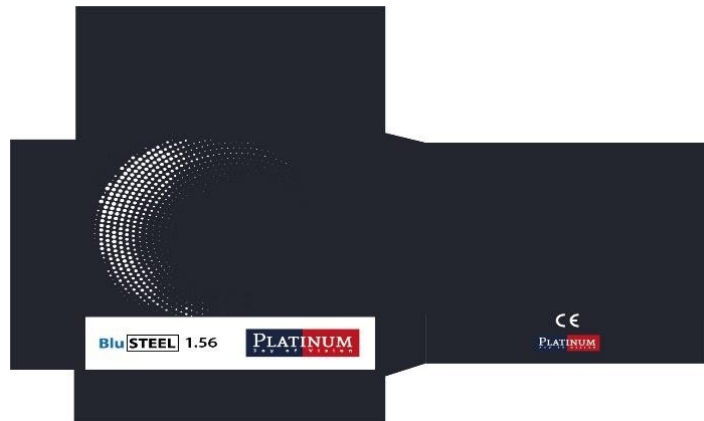
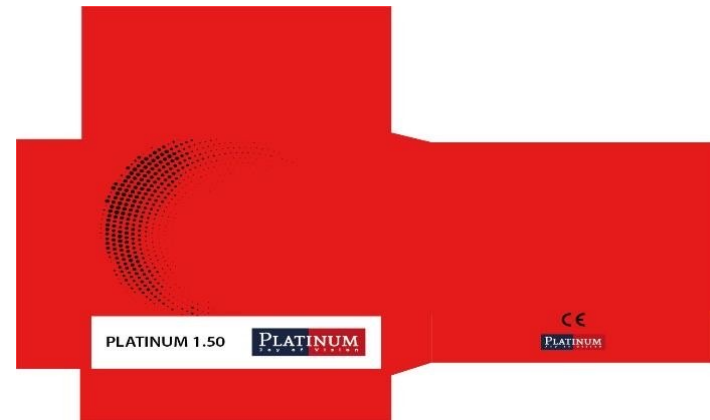
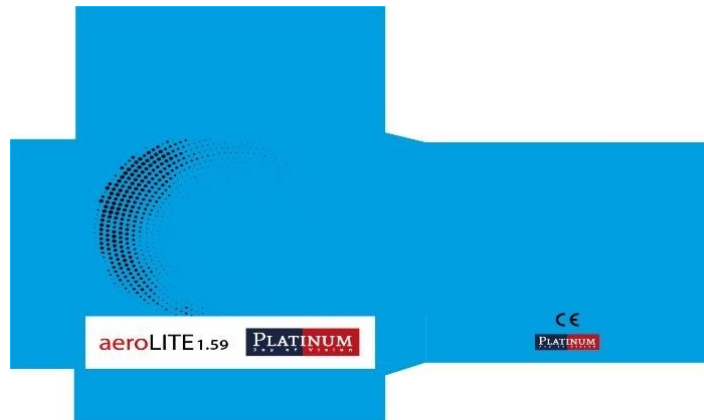


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Package Designs

Envelopes

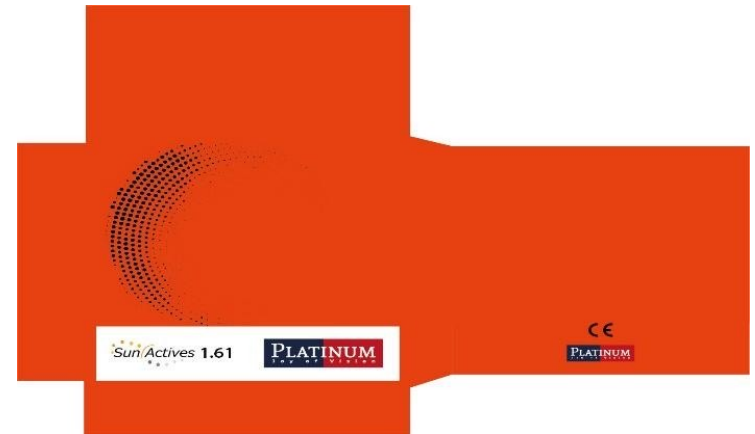
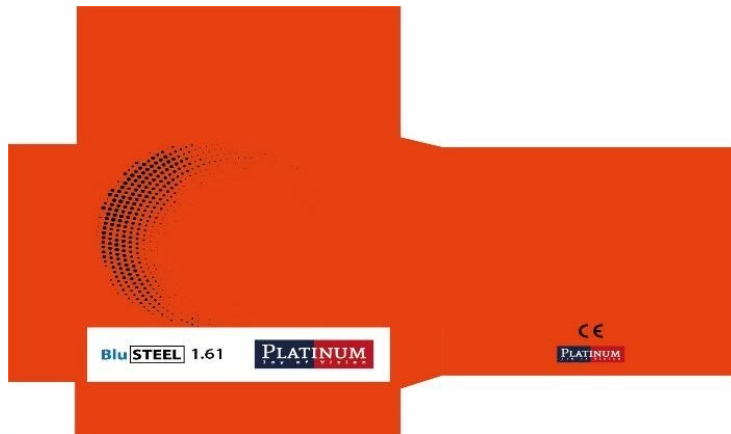
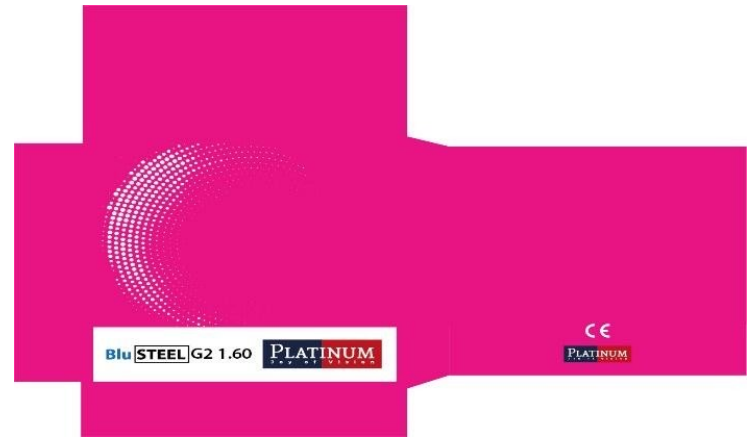
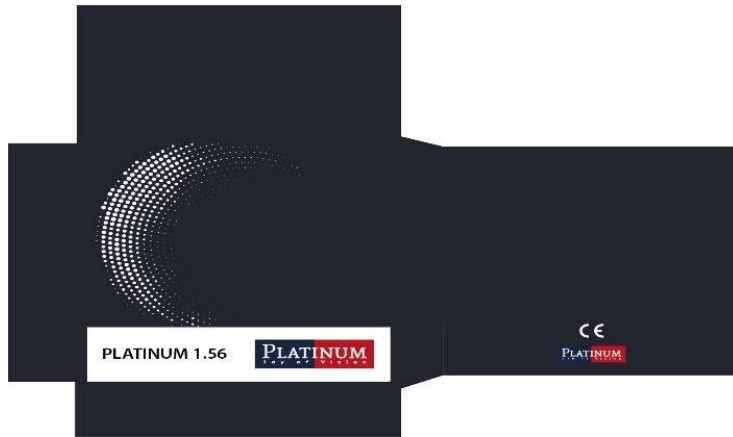


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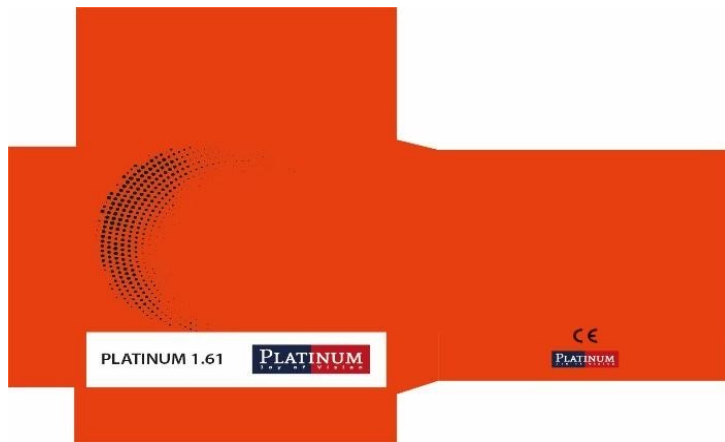
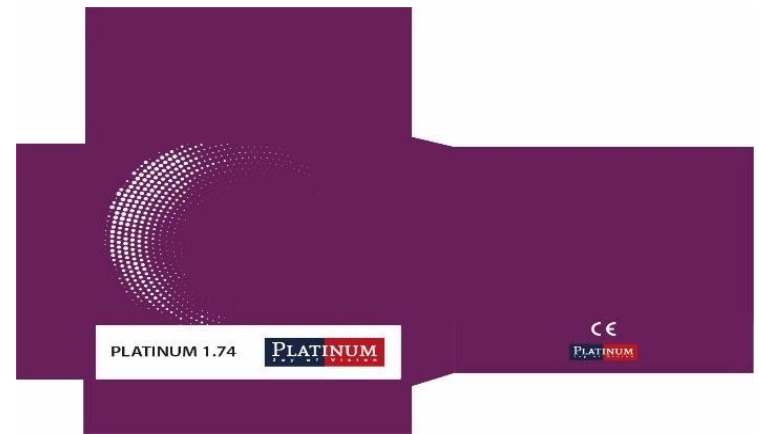
Package Designs

Envelopes



Envelopes

Package Designs



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Package Designs

Kit Cover



Package Designs

Small Box



Video



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Video



Video



Brand photography



Brand photography



Brand photography



Facebook Cover Photo



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Facebook Campaign



Like Follow Share ...

Platinum Eg
June 16 at 7:23 PM · 🌐

كلنا وحشنا الصيف والبحر حتى في الظروف التي احنا فيها خليك مستعد مع
Sun Actives
عدسة نظر وشمس في نفس الوقت 🕶️👓
عشان هي عدسة فوتوكر وميك "تص مضغوطة"
عدسات مطية يخفق لونها بدرجة كبيرة فـ الشمس 🌞🕶️
وتحمي العين من أشعة الشمس الضارة 🚫🌞
متوفرة بألوان البني والرمادي 🕶️
ابعتونا قياسات العدسة بتاعتكم وخلينا نرشحلكم أفضل عدسة تناسبكم
عدسات بلاتينيوم علامة تجارية مصرية من شركة النور للبصريات
تابعونا على إنستجرام
[/www.instagram.com/platinum.egypt](https://www.instagram.com/platinum.egypt)
#Platinum
#Lens
#Egypt
#الحل_مع_الانتيوم
#عدسات_الانتيوم

Sun Actives

مين وحشه البحر؟

Sun Actives

مين وحشه البحر؟

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Instagram Campaign

Instagram

Search

Home, Search, Post, Heart, Profile icons

PLATINUM
Joy of Vision

platinum.egypt **Follow** [Dropdown] [More]

31 posts 286 followers 4 following

Platinum
Platinum is one of "El Nour Optics" brands. It is an Egyptian optics brand with a Japanese technology and an over twenty year experience.

POSTS IGTV TAGGED

Polarized Non-Polarized
[Image of glasses on a wooden surface with a city skyline in the background]
PLATINUM Joy of Vision

اتعب في الثانية تراخ بعدين
Chapter IV
[Image of glasses with Arabic text overlay]
PLATINUM Joy of Vision

مبين وحشه البحر؟
[Image of sunglasses on a wooden surface with a beach scene in the background]
Sun Active
PLATINUM Joy of Vision

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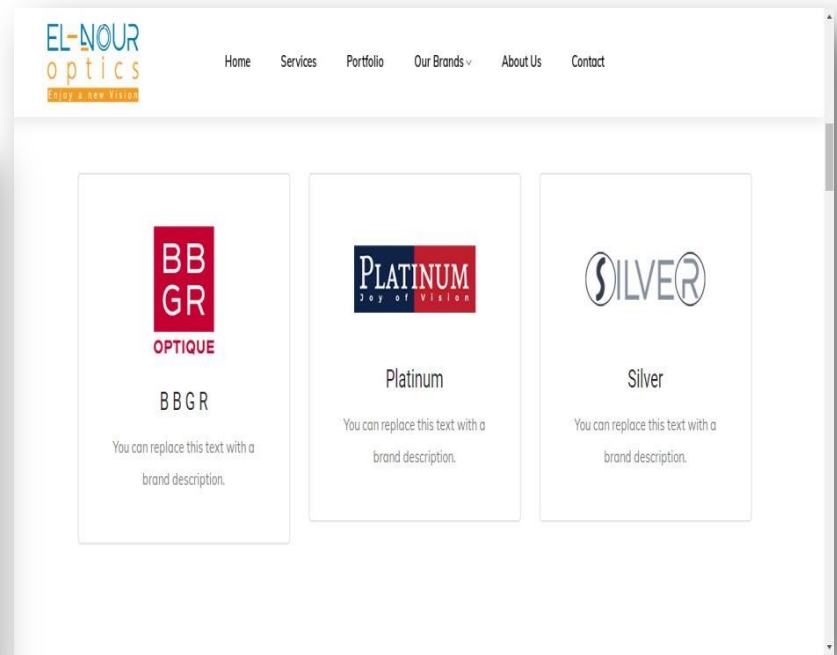
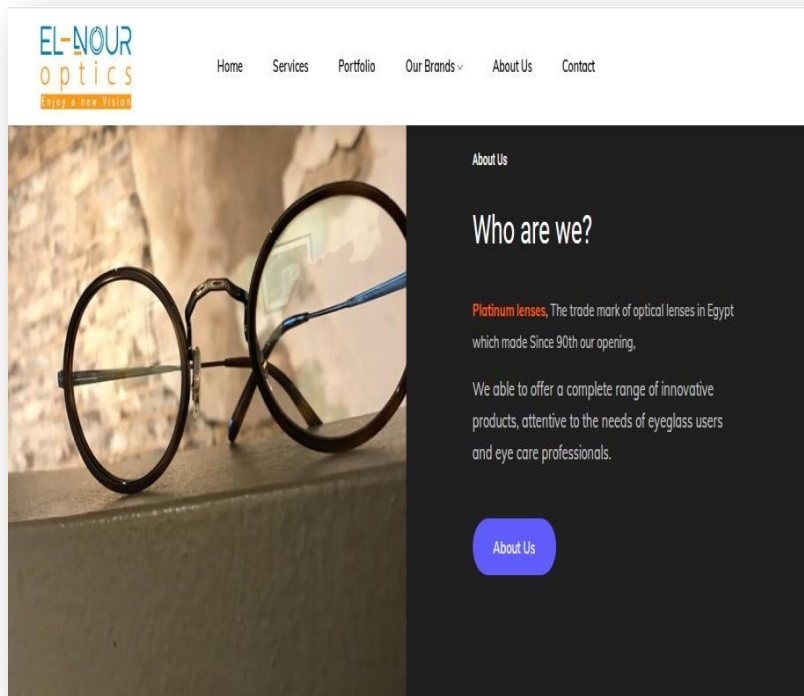
Website Design & Development



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Thank
you

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