

For Immediate Release

FrameTurn Application to Improve Optical Frame Sales Goes Live

Boise, Idaho (28 July 2018) — Matraex, Inc. (<https://www.matraex.com>) announces the launch of FrameTurn (<https://frameturn.com>) a custom application designed to help independent optometry practices use data driven techniques to enhance their business. The app was designed for Bridgepoint Optics (<http://www.bridgepointoptics.com>), an optical industry sales and business consultancy for independent eye care practices throughout the U.S.

Adding an on-line application provides a Software as a Service (SaaS) that extends their ability to help the optical industry, giving Bridgepoint an additional, marketable service it can provide to its own clients.

Matraex has developed a powerful on-line tool for BridgePoint Optics that provides their clients with information that can help them make purchasing decisions in a timely and profitable manner.

“Offering a Software as a Solution (SaaS) product to its clients provides Bridgepoint with additional business opportunities,” says Michael Blood, president of Matraex, Inc. “Developing a tool of this type for businesses is what drives us. We are excited to see FrameTurn go live over the next few weeks.”

From Bridgepoint’s perspective, the FrameTurn application provides an additional tool in their existing tool box of services that they can offer. It also gives them a significant edge in marketing to the vision care industry. Most importantly, however, it provides a powerful analytical tool designed to increase their clients’ bottom line at a very affordable price.

“Independents have traditionally relied on their instincts, or even guess work, rather than data to make purchasing decisions about frames for their optical shops. We’re excited to end all that! With FrameTurn, these eye care practices will have the ability to record and automatically analyze past and existing sales in various ways to determine trends that can increase their profitability,” says Dr. Rook Torres, co-founder of BridgePoint Optics and FrameTurn.

About Matraex, Inc.

Matraex, Inc. (<https://www.matraex.com>) is a Boise-based software and application development company. The company has served many local and national organizations for more than 15 years, including the Better Business Bureau, Hewlett Packard, Madison Square Garden, Penn State University and the Idaho Hospital Association. The services include

custom designed mobile applications (iOS, Android, etc.), as well as website development and management.

About BridgePoint Optics

BridgePoint Optics (<http://www.bridgepointoptics.com>) is an optical industry sales and business consultancy. For more than 25-years, they have specialized in the growth and development of independent eye care practices throughout the U.S.