



Creator for infant, Babies and Children

Because you want only the best for them... Choose Tropique for their eyes



An innovative French company, Tropique, since 35 years has been making spectacles and sunglasses and arranging vision screening tests for infant babies and children.

Tropique enables the optician's shop to specialise and so greatly increase its baby and child sales and benefiting from a new clientele made up of entire families.

Tropique trains and creates awareness among baby and child specialists and bring them together with opticians in order to organise screening campaigns.

We are seeking a local partner so that together we can introduce our concept to opticians and baby specialists.

Santé Visuelle des Enfants 

TROPIQUE is the partner of

Inserm
Institut national
de la santé et de la recherche médicale





CORPORATE HISTORY

1978 : **TROPIQUE** is established.
Launching of the first baby frame.

1985 : Invention of the non-slip silicone nose pads which allow the children to have an optimal visual angle.

1989 : Launching of the nose saddle screwed-in to the nasal bridge of the frame, adjustable to most facial morphologies.

1990 : Launching of **Vision & Strabisme** journal, published in collaboration with renowned Ophthalmologists and sent to all the Ophthalmologists and Orthoptists in France.

1994 : **Bébé Vision Tropique eye** test was created with the collaboration of INSERM in France and Oxford University.
This is the first European eye examination for the preverbal infant.

1996 : Innovation of the **SMT** eyewear product line which places the TROPIQUE brand as a world leader for infants' eyewear.
The SMT product line, or the Tropique Custom Designed, has a nasal groove in which the optician can stick a silicone nose bridge fitted to the morphological contour of the child's nose.

2003 : First Tropique boutique opening in Paris; caters exclusively to the children from 0 to 9 years of age. This boutique acts as a pilot laboratory for the launching of all new products.

2006 : Launching of the **SMT Baby** product line made of **injected plastic**.

2007 : Launching of the **SMT Baby** product line made of **plastic acetate**.

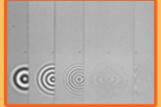
2008 : Launching of the **SMT Môm** product line made of **metal**.

2009 : Launching of the **SMT Sun** product line for solar protection.

2010 : Introduction of the specialisation concept for **optician's shops**.

2012 : Introduction of the **SAVIE** association, which aims to train and create awareness among specialists introduce medical equipment place Tropique specialist opticians in close contact with doctors, establish vision screening for babies.

Introduction of the new **Fuz'** by Tropique spectacles.



WORLD WIDE INTRODUCTION

1996 :



2000 :



2011 :



2012 :



France : Present in 70% of the baby and child optical market.



Shop in Shop

by 

The made-to-measure concept to turn a traditional optician's shop into a baby and child specialist and develop the baby market.

Tropique enables the optician's shop to specialise and so greatly increase its baby and child sales (up to 1000 per year), benefiting from a new clientele made up of entire families and from an exclusive reputation.

- Furniture creating a children's space in the shop.



- Training and specialisation of the optician :
 - approaching parents and their children.
 - technique: monture & verre.
 - regular review of sales figures and medical relations.

- Training and specialisation of baby and child specialists :
 - eye specialists, orthoptists.
 - paediatricians, GPs.
 - crèches, maternity wards, hospitals etc.

- Distribution of demonstration spectacles, medical tests, personal prescription pad, waiting room notice, play books, etc.



A child with his family brings a turnover of €1500 to the shop.

15% of children have a vision problem, only 20% of these are screened.

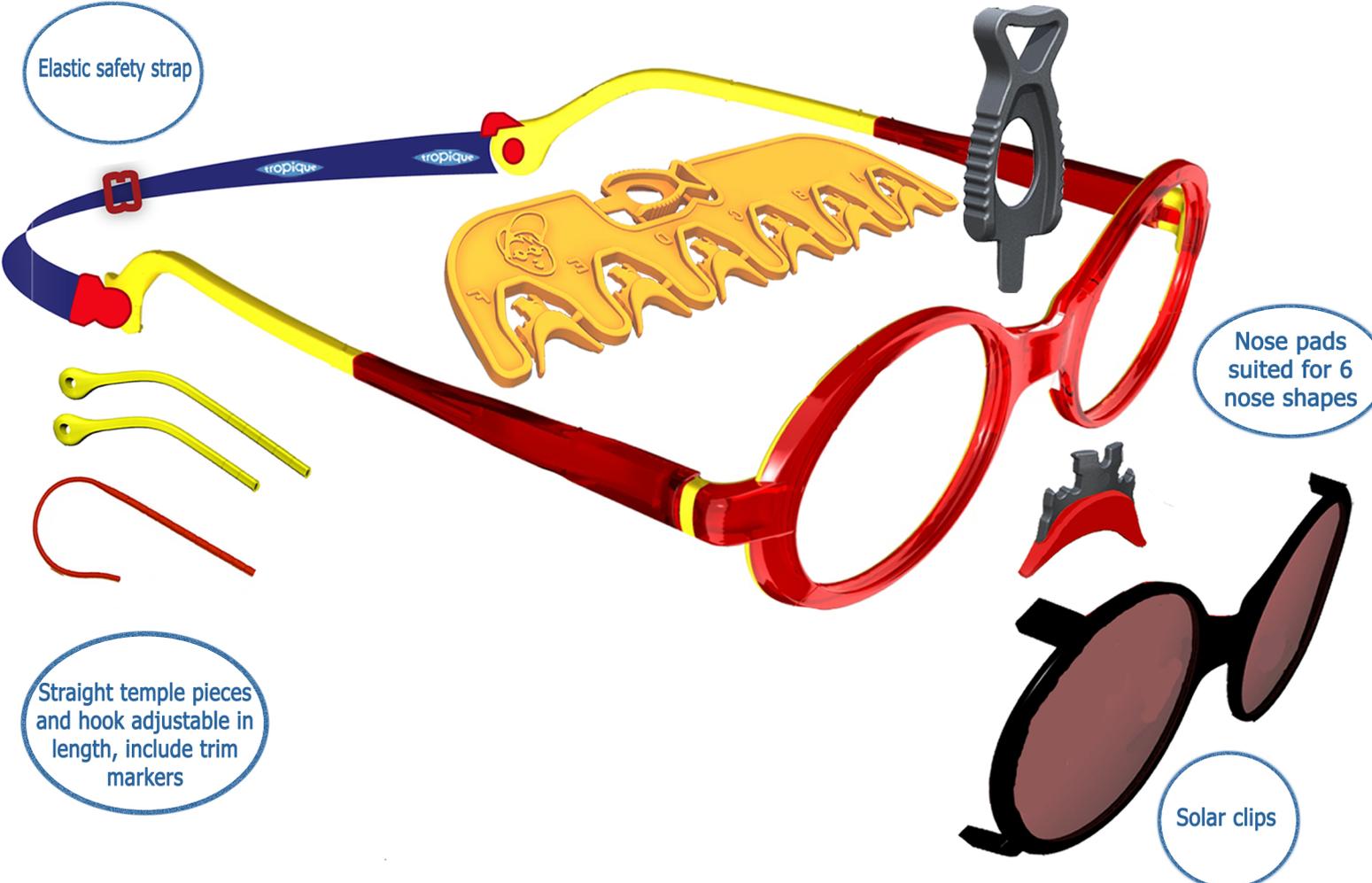


Fuz' spectacles are invented

Colour customisation :
hinge, bridge, temple tip, elastic



Elastic safety strap



Nose pads
suited for 6
nose shapes

Straight temple pieces
and hook adjustable in
length, include trim
markers

Solar clips



Available metal !



Rigid case

Sunglasses by



Colour customisation :
bridge, temple tip, elastic



- Sports goggles
- Swimming goggles



Elastic safety strap

Nose pads suited
for 6 nose shapes

Straight temple pieces,
adjustable in length,
include trim markers.



Flexible case

Screening eyeglasses :



Screening eyeglasses Strabismus : *With sectors (before age 2).*



Screening eyeglasses Hypermetropia : *Reversible - with one opaque lens and a +1.50 one (2 years and up).*

Screening eyeglasses Visual acuity : *Reversible – with one opaque lens and one neutral (2 years and up).*



Occluder :

Allows you to see the eye movement of the hidden eye.



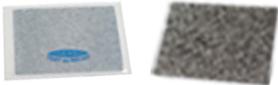
Trial eyewear frame :

Half frame with two grooves.



Trail lens :

Standard 38 diameter which fits in the trial frame.



Sterovision Test baby :

Stereoscopic vision tests from the age of 6 months.



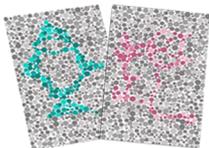
Test CADET :

Cadet Near Vision : Designed for young children 2 years and up. It involves pictures and numbers.

Cadet Fare vision letter :

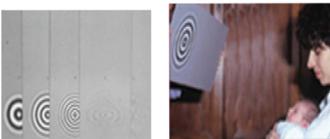
Two standardized tests used at a distance of 2.5m. The symbols, pictures or letters are presented in groups. These tests can be used on children of 2 to 3 years thanks to the matching analysis methodology.

Low Vision CADET : For examining low visual acuities with intermediate visual acuities.



Colour test :

Screens colour vision deficiency.



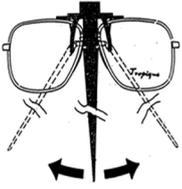
Baby Vision Tropique test :

This test detects the visual disorders at a preverbal age. It is based on the preferential looking method.



Spielmann screen :

For observing the movement of the eye hidden by the screen when the other eye takes up fixation.



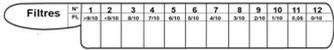
Unicorne rod :

Shows physiological diplopia.



Sundial :

Separates the perception of the four hemiretinas.



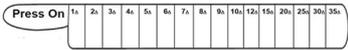
Filter bar :

Bar containing all the Tropique filters.



Occlusion filter :

For reducing visual acuity by 1/10th on total occlusion.



Press on bar :

Bar containing the 16 Press On, 1Δ à 35Δ.



Press on



Adhesive eye patch



Fabric eye patch : *For skin sensitive to adhesive, adapts to spectacles.*

Pupillometer :

For measuring pupillary distance and segment height.



Tu m'as vu test : *Tracking eye movement examination usable right from birth time.*



Light point : *For examining corneal reflexes.*



Your baby's eyesight is not a joke ...
Have an ophthalmologist check your baby's eyes.



Have your child equipped with real glasses :

tropique

www.tropique.fr

