



## New LensPen Invisible Carbon Compound Will Be Introduced At CES 2014

When we introduced the original LensPen more than 20 years ago, we pioneered a revolution in cleaning fingerprints on high quality camera lenses.

LensPen used something very dirty – a unique black carbon compound – to make something very clean: a camera lens.

Millions of LensPens found their way into markets in more than 85 countries around the globe. LensPen has become THE brand for cleaning optics. And many of the largest names in cameras and optics – Nikon, Canon, Sony, Leupold and [others](#) – put their names on LensPen products.

LensPen has been busy trying to answer this question: What if we developed something very *clean* to make lenses and touchscreens clean? Many people said a clean carbon compound couldn't be done but the LensPen R&D team didn't receive that memo.

### Introducing LensPen with Invisible Carbon

A new revolution in cleaning fingerprints!

At CES 2014 we are introducing our new Elite™ line of cleaning products. New colors, new packaging, same great results. And now with a new invisible carbon compound!

LensPen products with the new Invisible Carbon compound will be white. Invisible Carbon will be featured in lens, filter and screen cleaning products, beginning January 6, 2014. Photos, descriptions, videos and FAQs on [lenspen.com](http://lenspen.com) will also be updated on January 6.



### New products

Our tablet cleaner with the Invisible Carbon compound will be rebranded as **ScreenKlean™**. The new name more accurately describes what this amazing product does.



Just like the original SmartKlear™, our new **SmartKlear Pro™** features a replaceable Cleaning Pad impregnated with Invisible Carbon. What sets it apart is the replaceable Polishing Pad on the other end.

**Replaceable Cleaning Pads** for ScreenKlean, SmartKlear and SmartKlear Pro are available, as well as a replaceable Polishing Pad for SmartKlear Pro.

### See us at CES 2014

LensPen will be in [booth #31961](#) at [CES](#) in January. Our booth will be filled with all of our products with the new carbon compound. Be sure to stop by to say hello and to see our new product line.



For more on LensPen products and the new Invisible Carbon compound, see [Invisible Carbon FAQs](#) on page 2...

### What are others saying about LensPen?



"It's easy to grow annoyed by the grimy haze that shows up on about half the photos on social media. Is it that hard to clean your lens? Use the tool professional photographers use for smudge removal: a LensPen."

- [Wired.com](http://Wired.com)



"This little honey [LensPen] is a must-have for any Photographer. Keeping a lens clean is always a priority. The LensPen is a fantastic tool. It's small and compact. It takes up no room in the camera bag."

- [Light Stalking](#)



[Lenspengroup](http://Lenspengroup)



[@lenspen](http://@lenspen)



[LensPenNews](http://LensPenNews)



[info@lenspen.com](mailto:info@lenspen.com)

In this issue of LensPen News we profile American distributor ToCAD America and retailer Best Buy.



ToCAD America Inc. is LensPen's exclusive distributor to the photo market in the United States as well as one of the largest distributors in our global network. They have been instrumental in our roll out of new products for 2014 with the introduction of the new LensPen invisible cleaning compound, LensPen Professional and the SmartKlear Pro.

Their other product lines include Hakuba, Panasonic eneloop photo lithium batteries in the USA as well as being the official distributor or Sunpak and Trek-Tech worldwide.

They provide LensPen products to the largest big box retailers in the USA; Walmart with over 4,000 stores and Best Buy with more than 1,000 locations nationwide. In addition, Adorama and B&H in photo specialty.

LensPen also wishes them the best in celebrating their 26th year of innovation in the photo specialty marketplace.

For additional info on ToCAD America Inc. go to: [www.ToCAD.com](http://www.ToCAD.com).

For additional info on LensPen products in the USA go to:

[lenspenusa.com](http://lenspenusa.com)



Best Buy has more than 1,400 stores and locations in the United States, including large-format and Best Buy Mobile stores. Founded in 1966 as Sound of Music, and re-named Best Buy in 1983.

Best Buy has about 1 billion visitors shopping online and 600 million shoppers visiting their U.S. stores annually.

More than 40 million loyal customers are active members of My Best Buy – more than any other retail, hotel or airline loyalty program.

We are proud to have LensPen products sold in Best Buy stores and online!

[bestbuy.com](http://bestbuy.com)



**January 7-10, 2014  
Las Vegas, Nevada  
LensPen Booth #31961**

Be sure to put LensPen in your CES planner! The next issue of *LensPen News* will include a recap of CES 2014.



The LensPen booth is always popular with CES attendees.



## Invisible Carbon FAQs

**Are all LensPen products switching to the Invisible Carbon compound?**

LensPen lens, filter and touchscreen cleaners will be available with the new carbon compound.

**When will the Invisible Carbon compound be available?**

You will be able to order LensPen with the Invisible Carbon compound on January 6, 2014. The new products will be on [lenspen.com](http://lenspen.com) on January 6 as well.

**Will retailers be able to sell their current inventory of LensPen products with the original black carbon compound after January 6?**

Yes. LensPen products with the original black carbon compound can continue to be sold.

**Are any LensPen products not switching to the Invisible Carbon compound?**

The SensorKlear II™ pen will continue to feature the original black carbon compound.

**Will LensPen cleaning kits be updated with the Invisible Carbon compound?**

Yes. The DSLR-Pro, Photo-Pro and Outdoor Pro kits will all include products with the Invisible Carbon compound. There will be no change to the SensorKlear Loupe® Kit.

**Any other news?**

Our tablet touchscreen cleaner with the Invisible Carbon compound will change its name from SideKick™ to ScreenKlean™

## New LensPen Product Videos From Around the world



- Australia



- Estonia