

January 2009

www.soseyes.com



2 Year Warranty

FRAME LIST

FRAME STYLES THAT HAVE BEEN DELETED FROM OUR STOCK FRAME LIST

In an effort to better provide updated frame inventory information, the following list contains those frame styles that Soderberg will no longer be handling as a stock item. We will continue to supply these non stock styles on a special order basis provided they have not been discontinued by the manufacturer.

Rest assured, our sales people will help manage your frame inventory by using this list to keep your Soderberg products current and readily available to you.

The following frames have been removed from the list:

Accessories available from:
Hilco

Cases available from:
LaRue

Lens Cleaner and Cloths available from:
Hilco

Sun Clips available from:
Visionaries, Uni-Clip, LaRue, Hilco and Fantom

Readers available from:
LaRue and Hilco

Sports Eyewear available from:
RX Sports

Optical Tools available from:
Hilco and Sadler

Imagewear

STEPPER
SI 38
SI 4014

MaximEyes

STRUCTURE
22
VIA MILANO
Stella

Zyloware

STETSON
177

WARRANTY POLICY:

We replace or repair all Soderberg frames against breakage (1 time only) for a 2 year period. We'll replace the complete frame. Order complete new frame and send back original frame with date of purchase.

Please note: Since we offer invaluable service to supply the entire frame, we will no longer supply or credit for temple only orders and returns.

FRAME EXCHANGE POLICY:

We support those who support us. Any frame purchased from Soderberg may be exchanged for another in stock Soderberg frame of equal or greater value.

See your Soderberg Sales Representative for exchange privileges and procedures.

NOTICE ON FRAME RETURNS*:

All Sundance frames returned without a case will be subject to a \$5.00 deduction in credit.

All Wiggles frames & Stepper drill-mount frames purchased after February 1, 2009 and returned without a case will be subject to a \$5.00 deduction in credit.

* Details to come.

Dayton, OH 1-800-762-4827	Eau Claire, WI 1-800-472-6655	Ft. Wayne, IN 1-800-736-7411	La Crosse, WI 1-800-356-9504	Milan, IL 1-800-383-2083	St. Paul, MN 1-800-736-1554	Terre Haute, IN 1800-457-0535
W. Des Moines, IA 1-800-736-4641	W. Fargo, ND 1-800-437-3652	Jackson, MI 1-800-733-3645	Madison, WI 1-800-736-6544	Oak Creek, WI 1-800-677-0680	Sioux Falls, SD 1-800-843-7968	

We will help maintain your frame inventory upon your request.



January 2009

For questions or orders please call your Territory Manager or local Soderberg branch.

(list of branches on back)

www.soseyes.com

Eyewear Designs

ELIZABETH ARDEN

650, 668, 675, 679, 680, 684, 685, 687, 688, 689, 690, 691, 694, 695, 696, 1000, 1001, 1002, 1003, 1004, 1005, 1006, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1854, 1873, 1881, 1884, 1902, 1915, 5081, 5082, 5083, 5084, 5085, 5086, 5087, 5088, 5089, 5090, 5091, 5092, 5093, 5094, 5095, 5096

ELIZABETH ARDEN PETITES

11, 16, 18, 19, 21, 22, 23, 24, 25, 28, 29, 30, 31, 32, 37, 38, 39, 40, 41, 42, 43, 44, 45, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66

**JILL STUART

005, 101, 104, 105, 109, 110, 113, 116, 119, 120, 125, 127, 128, 129, 130, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 189, 190, 191, 192, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219

**LEVIS

501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539

**NEW BALANCE

350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 385, 386, 387, 388, 389, 390, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401

**NEW BALANCE KIDS

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21

PERRY ELLIS

82, 162, 170, 174, 178, 179, 180, 189, 190, 192, 193, 194, 198, 199, 204, 213, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 804, 805, 806, 838, 839, 855, 857, 858, 864, 881, 890, 892, 896, 902, 904, 907, 908, 926, 930, 1005

**SCOOBY DOO

1, 2, 3, 6, 7, 8, 9, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49

Imagewear

STEPPER S

STS 002, STS 003, STS 006, STS 010, STS 011, STS 016, STS 017, STS 018, STS 020, STS 021, STS 022, STS 023, STS 024, STS 025, STS 027, STS 028, STS 029, STS 031, STS 033, STS 039, STS 041, STS 1004, STS 1005, STS 1019, STS 1020, STS 2002, STS 2005, STS 2008, STS 2009, STS 2010, STS 2011, STS 2014, STS 2017, STS 2018, STS 2019, STS 2022, STS 2401, STS 3005, STS 3010, STS 3011, STS 3014, STS 3017, STS 3018, STS 3022, STS 3028, STS 3201, STS 4000 B, STS 6202, STS 6205, STS 6210, STS 8002, STS 8003, STS 8007, STS 8011, STS 8012, STS 8014, STS 9002, STS 9003, STS 9004

STEPPER SI

SI 40, SI 44, SI 55, SI 57, SI 67, SI 75, SI 76, SI 77, SI 78, SI 82, SI 86, SI 95, SI 148, SI 149, SI 159, SI 202, SI 206, SI 208, SI 214, SI 215, SI 216, SI 217, SI 219, SI 235, SI 1019, SI 1028, SI 1035, SI 2032, SI 3027, SI 3035, SI 3038, SI 3043, SI 3048, SI 3049, SI 3052, SI 3053, SI 3054, SI 3057, SI 3060, SI 3063, SI 3065, SI 3066, SI 3067, SI 3075, SI 3080, SI 3082, SI 3083, SI 3090, SI 3121, SI 3124, SI 3219, SI 3221, SI 3230, SI 3233, SI 3274, SI 3300, SI 4024, SI 4026, SI 4039, SI 4040, SI 4042, SI 4058, SI 4231, SI 4236, SI 4260, SI 4261, SI 4300, SI 5584

UL 101, UL 103, UL 104, UL 106, UL 107, UL 108, UL 110, UL 201, UL 202

SUNDANCE

Allure Barletta Harmony Relic
Riverstone Round Up Sedona Solano

*THE WIGGLES

Big Band Guitar Rosy Squiggle
Tunes XOXO

**WILDFLOWER

Babystar Bellflower Blackberry
Buttercup Chicory Cosmos
Dahlia Daisy Forget-Me-Not
Freesia Gilia Hazel
Jasmine Juniper Lily
Magnolia Morning Glory Olive Pansy
Peony Periwinkle Poppy
Saffron Skylark Sweet Pea
Wildrose Willow Yew Zinnia

Nouveau

**EYEMAX

Gilbert James Wesley

GEOFFREY BEENE

Alluring Ambassador Antiquity
Architecture Ascot Audacious
Bacchus Brilliance Ceremony
Charm City Coppice
Cristal Determination Diva
Engage Escapade Fabulous Fatale
Fragrance Glance Glorious Glowing
Hermes Horizon Impact
Impeccable Java Legend Major
Mascarade Noble Opera Panache
Personality Presence Risque Sleek
Structure Subtle Timeless Triton
Tuxedo Ulysses Whim

**GLOBAL RELEAF

Acadia Ambiance Badlands Big Bend
Black Canyon Bliss Blitz Everglades
Great Basin Metro Urban

KAY UNGER

102, 103, 105, 107, 108, 109, 110, 111

NICKELODEON

* Avatar
Bender Beyond Elements Force
Master Power Saga
* Blues Clues
Puppy Love
* Dora the Explorer
Amiga Besito C'mon Vamanos
Cuidado Flora Little Star Mariposa
Twinkle
* Fairly Odd Parents
Magical
* Go Diego Go
Habitat Leopard Safari
* Jimmy Neutron
Astro Atomic Circuit Board
Genius Gravity Bubble
Jet Pack Retroville Round the Universe
* Rocket Power
Twisters
*** Spongebob Square Pants
Aqua Aye Aye Barnacles
Bikini Bottom Bubble Buddy Captain
Coral Reef Deep Sea Flats
Flounder Fry Cook Goofy Goober
Lobster Karate Nautical Toon
Overflow Oxygen Patrick
Pearl Pineapple Sandy
Sea Star Seaworthy Soapy
Splash Super Star
Trouble Bubble Unsinkable Waterlogged
Wet Crash

**RIDERS

Aspire Celestial Confidence Curious
Elevation Essence Feeling Lotus
Nimbus Nirvana Pacifica
Paramount Purpose Relaxation Sincere
Success Wisdom Yoga Zenith

UMBRO

101, 102, 103, 104, 105, 106, 107, 108

VAN HEUSEN

Alan Alistar Ashton Beldon
Benjamin Benton Calvin Chandler
Charles Dennis Derrick Drake
Duncan Eric Gerald Glasgow
Graham Harlan Hudson Joseph
Joshua Karl Kelly Kirk
Kurt Lance Lane Lincoln
Lorenzo Lucas Marc Monroe
Myles Nathan Neil Parker
Paul Perry Quincy Regis
Richard Roger Russell Salvador
Samuel Sean Sheldon Spencer
Trenton Watkin Westcott William
Windsor P2001, P2007, P2016, P2017

**WRANGLER

Aero Dynamic Balance Burnout Diesel
Downforce Edge Finish Line
Fuel Grill Groove Horsepower
Kyle Pace Performance Pit Stall
Pole Position Rails Signal Spoiler
Toby Torque Trophy

Optiq

*BETTY BOOP

1200, 1201, 1202, 1203, 1204, 1205, 1206, 1207, 1208, 1209, 1210, 1212, 1213, 1214, 1215, 1216, 1217, 1218, 1219, 1220, 1221

*BRATZ

2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2219, 2220, 2221, 2223, 2224, 2225, 2227, 2228

MARILYN MONROE

5000, 5001, 5002, 5003, 5004, 5007, 5008, 5009, 5010, 5011, 5012, 5013, 5014, 5015, 5016, 5017, 5018, 5019, 5022, 5023

NAT NAST

3200, 3201, 3202, 3203, 3204, 3205, 3206, 3207, 3208, 3209, 3210, 3216, 3217, 3218, 3219, 3221, 3222, 3223, 3224, 3225, 3226, 3227, 3228, 3229, 3230, 3231

*SUPERGIRL

2700, 2701, 2702, 2703, 2704, 2705, 2706

*SPIDERMAN

5400, 5401, 5402, 5403, 5404, 5405, 5407, 5408, 5409, 5410, 5411, 5412, 5413, 5414

*SUPERMAN

2300, 2301, 2302, 2303

Zyloware

INVINCILITES

Sigma A, B, C, D, E, F

**GET IT

601, 602, 603

GLORIA VANDERBILT

M11, M14, M16, M17, M18, M19, M21, M22, M23, M24, M25, M26, 747, 755, 756, 757, 758, 759, 760, 761

JOHN DEERE

501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 514, 515, 516, 801, 802, 4001, 4002, T-301, Y-01, Y-02, Y-03, Y-04, Y-05

RANDY JACKSON

1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 3000, 3001, 3002, 3003, 3004

SOPHIA LOREN

1511, 1521, 1528, 1530, 1531, 1532, 1533, 1535, 1536, BR34, BR36, BR38, BR39, BR40, BR41, BR42, BR43, BR44, M46, M54, M80, M101, M108, M118, M122, M127, M131, M133, M134, M135, M136, M137, M138, M139, M140, M141, M142, M143, M144, M145, M146, M147, M148, M149, M150, M151, M152, M153, M154, M155, M156, M157, M158, M159, M160, M161, M162, M163, M164, M165, M166, M167, M168, M169, M170, M171, M172, M173, M174, M175, M176, M177, M178, M179, M180, M181, M182, M183, M184, M186, M187, M188, M189, M190, M191, M192, M193, M194, M195, M196, T702, T708

**SPERRY

C, E, L, S, V, W
P60, T6, T12, T14, T19, T21, T24, T25, T26, T27, T28

STETSON

167, 169, 171, 174, 178, 179, 180, 189, 191, 194, 196, 198, 199, 200, 202, 204, 205, 208, 209, 211, 212, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226 A & B, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252
T505, T506
XL-3, XL-4, XL-5, XL-6, XL-7, XL-8, XL-9, XL-10
ZF 701, ZF 702, ZF 703, ZF 704, ZF 705, ZF 706, ZF 708, ZF 709

*STRIDE RITE

2, 4, 6, 8, 9, 11, 12, 14, 17, 18, 19, 20, 22, 23, 24, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 42, 43
Bob Belinda Craig
Harlequin Randy Sharon

VIA SPIGA

Alassio	Amelia	Ancona	Arezzo
Asti	Avellino	Bari	Bassano
Belvedere	Biella	Brena	Candela
Caserta	Catania	Como	Contesse
Cortina	Dara	Delicata	Doria
Enna	Este	Favaro	Fillentino
Firenze	Follina	Frattina	Gabetti
Genova	Imperia	Irsina	Lantana
Loreo	Lucca	Milano	Mindino
Modena	Montebello	Montecassino	
Montedoro	Montefiore	Monteleone	
Monterosi	Monteverde	Murano	
Nannette	Napoli	Nemi	Nettuno
Novara	Oneta	Orvieto	Palermo
Pisa	Positano	Ravenna	Resana
Rialto	Rimini	Riva	Robella
Scorze	Serena	Siena	Sondrio
Sorrento	Tamara	Tivoli	Torricello
Trieste	Treviso	Vallefondi	Valleluce
Vallemare	Vallesana	Varese	Venezia
Verona	Volterra	Zadina	Zocca
Zula			
315-S, 322-S, 410-S, 411-S, 412-S			

MaximEyes Frames

Interested in the MaximEyes Rx Program? Please call the Marketing Department for more information at 612-520-6011

Adult Frame Collection

BILL BLASS

204, 210, 211, 900, 901, 902, 903, 904, 905, 906, 908, 909, 910, 911, 912, 912, 913, 914, 915, 922, 923, 927, 928, 929, 935, 940, 948, 955, 956, 957

GLORIA BY GLORIA VANDERBILT

4001, 4002, 4003, 4004, 4005, 4006, 4007, 4008, 4009, 4010, 4011, 4012

STRUCTURE

7, 12, 21, 25, 26, 29, 30, 31, 33, 34, 35, 36, 38, 39, 40, 42, 43, 44, 45, 46, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, B25, B60, B62, B64, LB36

VIA MILANO

Abby	Aidan	Aimee	Amica	Amore
Antonio Ardon	Armando	Arturo	Athens	
Austin	Benito	Blake	Caesar	Chenelle
Chico	Christian	Connie	Darren	
Dominic	Dorian	Edmondo	Ella	
Felicia	Filippo	Fisk	Florence	Galen
George	Gondola	Grazie	Hetty	
Hugo	Jack	Jacob	Katie	Kerry
Kirby	Ladonna	LaStrada	Layla	
Leslie	Lily	Lorrel	Los Angeles	Lynda
Madrid	Manchester	Manny	Markus	
Milo	Moda	Moorea	Nannette	Nadia
Natalia	New York	Noah	Omar	
Padre	Pietro	Rava	Rickie	Riley
Rocco	Rodney	Rudy	Romantic	
Ryan	Sole	Sophia	Suzie	Taylor
Tess	Thea	Theona	Thor	Tremont
Victoria	Westminister	Zach		

Kids Frame Collection

STRUCTURE KIDS

A, B, C, D, E, F, G, H, I, J, K
BK5, BK7, BK12

VIA MILANO

Allison	Gummy Worm	Psychedelic
Rickie	Rugby	Sneak
Soccer	Suzie	Tammy

* Available on the Be Young Kids Rx Package

** Available on the Be U Teen Rx Package