

### THE COOPERATION



Novacel is a French company located in Château-Thierry, in the Hauts-de-France region. It was created in 1994 and it employs more than 600 people today. It is in third position on the ophthalmic lenses market in France.

The company increases its turnover by 20% every year. Even during the Covid crisis, the turnover increased thanks to the delivery of lenses straight to the opticians'.

TCN had a meeting with Lotfi Mouine, Tint Laboratory Manager, in order to get his feedback regarding his collaboration with TCN. Lotfi Mouine's job became his passion: he has been working in the coloration field for 18 years.

### NOVACEL'S NEED

Novacel tints 6000 lenses a day and creates different collections every year.

According to Lotfi Mouine, "Novacel needs to test, innovate, find new solutions and new ideas. **TCN meets these needs by constantly improving the quality of its processes and always offering more choices thanks to its expertise in R&D**".

In addition, the Brexit made the purchase of organic lenses coloration products harder for Novacel. In these circumstances, Lotfi Mouine wanted to reinforce his relation with his long-time supplier TCN.

### THE TCN SOLUTION

Lotfi Mouine says: **"TCN products give me complete satisfaction because they are soluble and allow a consistent result.**

Unlike other products on the market, **they do not form a slick on the surface of the solution.** Moreover, the tanks are easily cleaned after use, because TCN's CRX range is in powder form. So, **my team at Novacel's laboratory wastes less time than with other suppliers** for the equipment maintenance. Then, it is more productive with TCN products.



Another competitive advantage is that TCN products present a better solution for the environment because CRX coloring powders do not contain any CMR substance.

For all of these reasons, TCN is as for me one of the best suppliers of organic lenses coloration products in Europe. Besides, **TCN powders are more economical than ophthalmic lenses liquid dyes.** 1kg of powder is more profitable than 1L of liquid dye. Indeed, powders can be used for as long as liquids, and since powders are concentrated, they allow to make more baths. In addition, CRX powders are delivered in recyclable metallic pails."



### THE BENEFITS

Lotfi Mouine explains: "The proximity with the supplier is an important factor. **I trust TCN and salute their availability, their engagement and their development.** This relation is beneficial for both our companies. We can only move forward thanks to the expertise of our firms that progress together. Moreover, culture and language make this teamwork easier."



**TCN products allow Novacel to offer medical filters or therapeutic lenses** for optical failures such as retinis pigmentosa or AMD. So, Novacel is proud to create new solutions to bring an additional comfort or a help in the daily life of the spectacle wearers. Novacel's values, which

are complicity, innovation and authenticity are values shared with TCN. It's working all together that moves us forward.

### HOW DO YOU SEE THE EVOLUTION OF YOUR MARKET?

"Today, sunglasses have become a real fashion accessory. They exist in all the colors, we can see that a lot on social media. They are constantly evolving."

Lotfi Mouine wants to share his point of view regarding the impact of current events on the way we work: "After the Covid crisis and the war in Ukraine, we have to learn from our mistakes to be able to reach out. We need to be strong, united and change codes."

These are exactly the purposes of the alliance between Novacel and TCN."

