



Date: May 22nd, 2015

Subject: Gulden would like to partner with you!

Dear Researcher(s),

I am writing to you because Gulden sees the value of your work. Without academics and clinicians who are dedicated to pioneering new treatments, optometric/ophthalmic care would stagnate. Your work contributes to the end goal of medicine, which is to improve the health and well being of patients. You are the leaders.

Your goal is also our goal. For years, Gulden has worked with optometrists, ophthalmologists, and optometric technicians to bring new and innovative products to market. These products have improved the care which patients have received. But we want to do even more than this.

If you are conducting research and are in need of a better way to execute a particular procedure, Gulden wants to work with you. We can custom-make your research tools. If your research requires existing Gulden products and you are on a tight budget, Gulden wants to work with you. If any products we make have cosmetic defects and are not fit to sell, we keep them for donations. If you are in need of publicity for your research, Gulden wants to work with you. We keep new and exciting information on our blog and would be happy to include your research in an entry. This is by no means an exhaustive list, so please consider this letter as an invitation to talk with us about your project.

Thank you,

Elliot Franz

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