

Aussie Couple takes idea from Kitchen to Kickstarter

Lenzcase: Your Phone and Your Glasses in one Elegant Minimalist Case

CHRISTIES BEACH, SA, AUSTRALIA, September 8, 2015 /EINPresswire.com/ -- An Adelaide husband and wife team are about to launch an innovative product to the world through the crowdfunding portal Kickstarter.

Steve and Cheryl Grealy have spent almost 2 years designing, prototyping and developing Lenzcase - your phone case with 'spring-loaded' reading glasses, ready for action whenever you really need them.

"This product is a 'must have' for anyone who needs even just a little reading assistance. I'm 56 now but started struggling back in my early forties," says Mr Grealy.

"If I don't have large font text or great lighting I can't read a thing"

"The idea came to me when I was trying to fit my bulky glasses (case) into my clutch purse," says Mrs Grealy.

"It occurred to me that people always take their 'phone but would rather not bother with their reading glasses, if only they could?"

"We are constantly caught out by small print; straining to read a label in a shop or a menu in a restaurant.

"How many times have you see people swapping their spectacles in a restaurant or heard someone ask if they can borrow another person's glasses?"

The Lenzcase reading glasses come in +2, +2.5, +3 and +3.5 dioptre strengths, but it is the innovative case design which sets Lenzcase apart.

It is sleek and lightweight with chamfered edges, clean lines and subtle textured surface which provides a perfect match for iPhone.

The Grealys and their team developed an extraordinarily slim case using an internal aluminium plate held in place with micro sized aircraft-grade machine screws giving the Lenzcase a robust, lightweight rigidity.

The exoskeleton/skin of high quality poly-carbonate provides a combination of lightweight strength, clean lines with great functionality. Using a clever 'switchblade action' configuration of low tensile coil spring, ball race and carriage, the glasses are readily accessible for a quick read and can then be instantly slotted back into the case's recess.

Mr Grealy says he had the help of some really talented Adelaide industrial designers and engineers in the development of Lenzcase.

Daniel Brown, a University of Adelaide graduate in mechanical/aerospace engineering, worked on 3D modelling for Lenzcase, providing print outs of the finished product way ahead of anything Mr Grealy could source overseas.

Industrial designer Jara Prouza's company Prouza Design, situated in the northern suburbs, applied its experience in product design and manufacturing to the development of Lenzcase, one of the many local and national companies he has helped through participation in product development programs for global manufacturers.

“So we have had first-class help from within our very own state,” Mr Grealy adds.

He believes launching Lenzcase through Kickstarter in the US will provide a solid foundation for bringing the product to the world.

“Globally there have been over 100 million iPhone 6 units sold. I read recently that 1 in 4 Americans and Australians need reading assistance;, the market is huge.”

“Lenzcase is already available as pre-order online. With a Kickstarter launch date of 25th of August, we will be delivering world-wide in time for Christmas. The perfect gift!” he says.

“The product will sell for \$US28 to US\$48 depending on options and packaging with world-wide shipping for just US\$10.

Mr Grealy admits the road to this point has been tough but he’s confident of success.

“You’ll never have to worry about forgetting your glasses again; or better still, choose to leave them home tonight,” he adds.

More information: Steve & Cheryl-Anne Grealy +61 404 873 079

Web: www.lenzcase.com

Email: Steve@lenzcase.com

Stephen Grealy
Lenzcase LLC
+61404873079
[email us here](#)

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