

EYEWEAR BY

ROI

Since  
1986

2025  
*Eyewear  
Catalog*  
Supplement



A woman with long, straight black hair is smiling and looking towards the camera. She is wearing round glasses with a leopard print pattern on the temples and a light purple, ribbed, long-sleeved sweater. The background is a soft, out-of-focus indoor setting.

Our Collections:

BULOVA

BULOVA  
TWIST TITANIUM

BULOVA  
ALTERNATIVE FIT

COLOURS  
by  
ALEXANDER JULIAN

Karen Kane

Karen Kane PETITES

RICHARD TAYLOR  
SCOTTSDALE

WITTNAUER

Karen Kane Frame: **PUYA GREY** ▲



# Welcome to our 2025 *EYEWEAR* by *ROI* supplement catalog!



Dear Business Partner,

In this, our 39th year in business, we have changed things up a bit.

Instead of a completely new catalog, we have enclosed this supplement to complement the 2024 catalog. This includes all new designs since the last publication including those debuting in early 2025. Our website will continue to be your guide to what is in stock and it features our new releases each month.

Each of the model shots as well as the product images were shot on location here in Arizona led by our Art Director, Craig Valenzuela.

Please take your time to familiarize yourself with new designs by Bulova, Bulova Twist Titanium, Bulova Alternative Fit, Karen Kane, Karen Kane Petites, Colours by Alexander Julian, Wittnauer and Richard Taylor Scottsdale.

We are confident that you will find many styles that both you and your patients/customers will like.

From all of us at Eyewear by R.O.I., thank you for being the reason that we have been in business for 39 years (and counting).

Sincerely,

A handwritten signature in black ink, appearing to read "John W. Alofs". The signature is fluid and cursive, with a large initial "J" and a stylized "A".

John Alofs ||  
Founder/C.E.O.



## Letter From Founder/CEO

3 Styles by Collection

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Colours by Alexander Julian Frame: **MENKEN DEMI** ▲

Front Cover, Bulova Frame: **GLOBE BROWN/TEAL**

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**BULOVA**  
**TWIST TITANIUM**



**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Black, Taupe

EYE	A	B	ED	DBL	TEMPLE
53	53	44.4	59.4	18	140mm



**BRYANT**  
Men's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Black, Brown

EYE	A	B	ED	DBL	TEMPLE
56	56	39.7	61.5	17	150mm



**CASTELLO**  
Men's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Cinnamon, Mocha

EYE	A	B	ED	DBL	TEMPLE
51	51	42.7	56.4	16	140mm



**FINSBURY**  
Women's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Black, Matte Grey

EYE	A	B	ED	DBL	TEMPLE
53	53	36.5	58	18	140mm



**HAMPSTEAD**  
Men's Metal

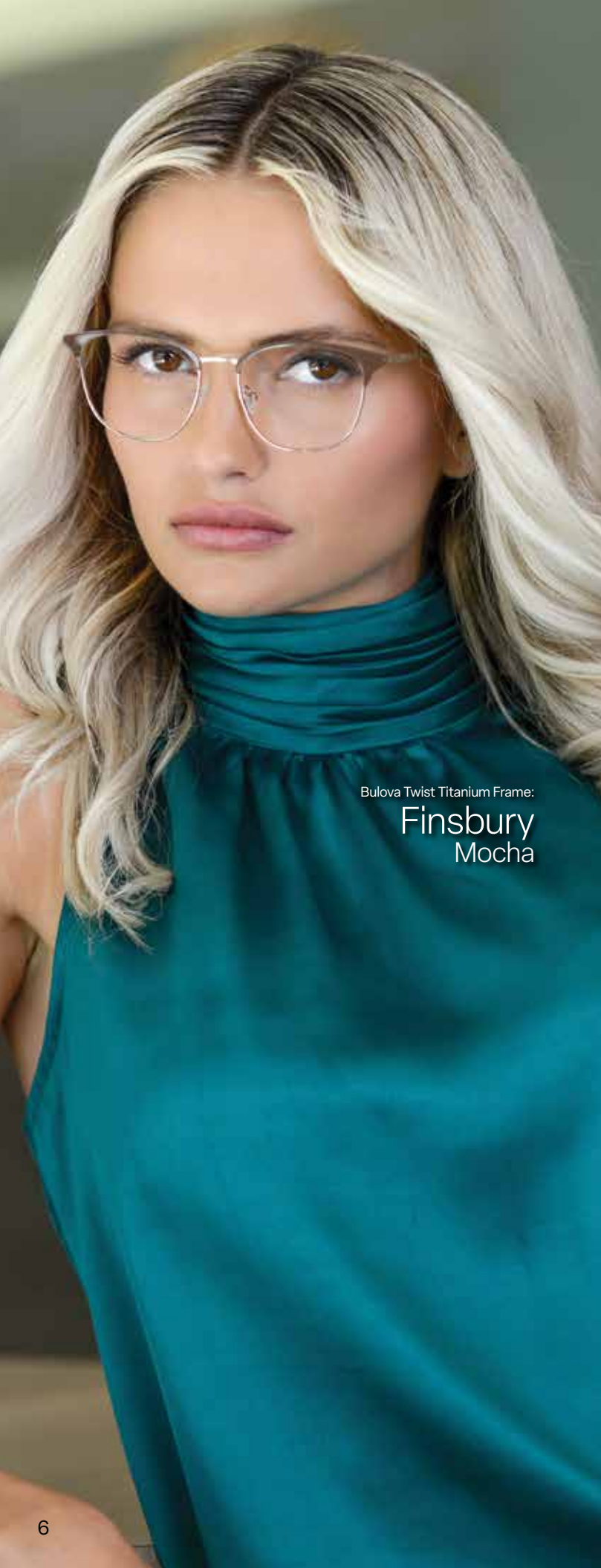
**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Black, Nutmeg

EYE	A	B	ED	DBL	TEMPLE
54	54	43.6	61.1	17	140mm



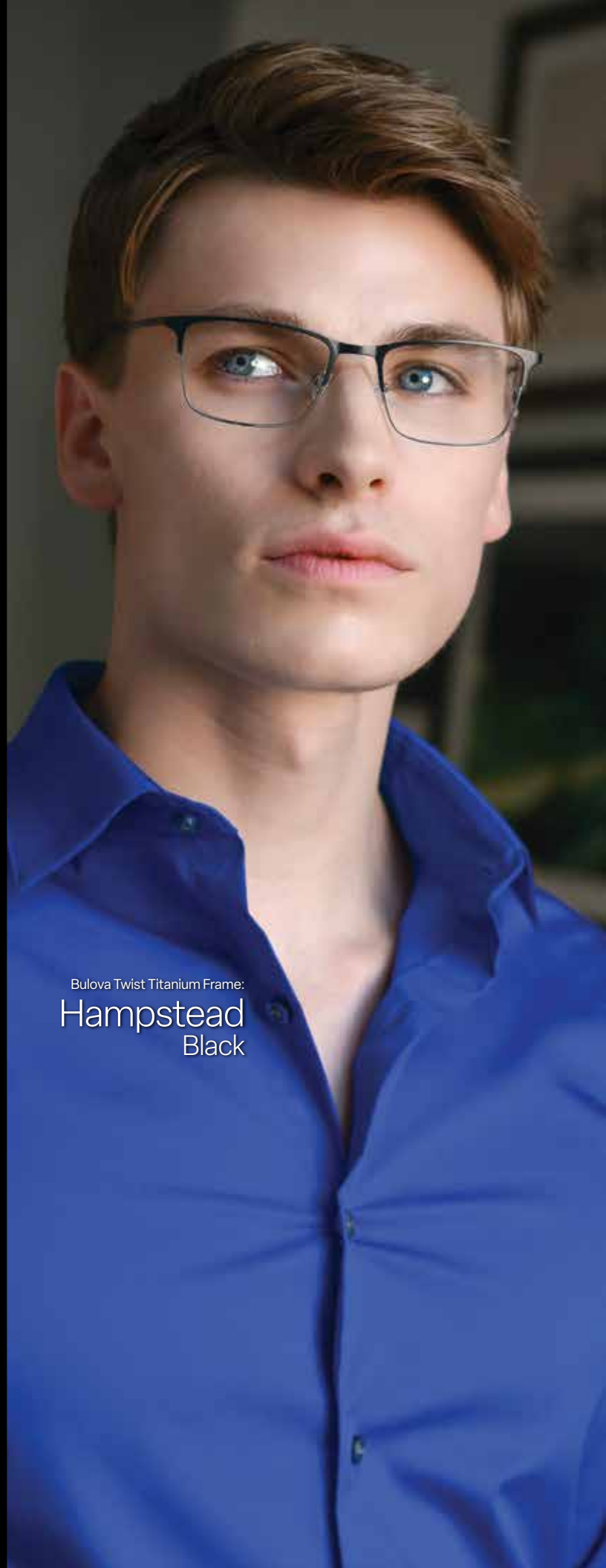
**MARINE**  
Women's Metal





Bulova Twist Titanium Frame:

Finsbury  
Mocha



Bulova Twist Titanium Frame:

Hampstead  
Black

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Mocha, Vanilla

EYE	A	B	ED	DBL	TEMPLE
53	53	46	60.5	17	140mm



**MONTANELLI**  
Women's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Black/Gold, Grey

EYE	A	B	ED	DBL	TEMPLE
52	52	41.2	57.8	19	140mm



**PELHAM BAY**  
Men's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Black, Navy

EYE	A	B	ED	DBL	TEMPLE
54	54	40.5	59.3	18	145mm



**PORTELLO**  
Men's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Black, Plum

EYE	A	B	ED	DBL	TEMPLE
53	53	40.8	59	17	140mm



**PRIMROSE**  
Women's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Black, Pink

EYE	A	B	ED	DBL	TEMPLE
52	52	40.2	58.8	17	140mm



**PROSPECT**  
Women's Metal





Bulova Twist Titanium Frame:

Prospect  
Pink

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Brown, Grey

EYE	A	B	ED	DBL	TEMPLE
54	54	39.2	60.2	18	145mm



**REGENTS**  
Men's Metal  
Semi-Rimless

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Berry, Brown

EYE	A	B	ED	DBL	TEMPLE
53	53	40	59.3	17	140mm

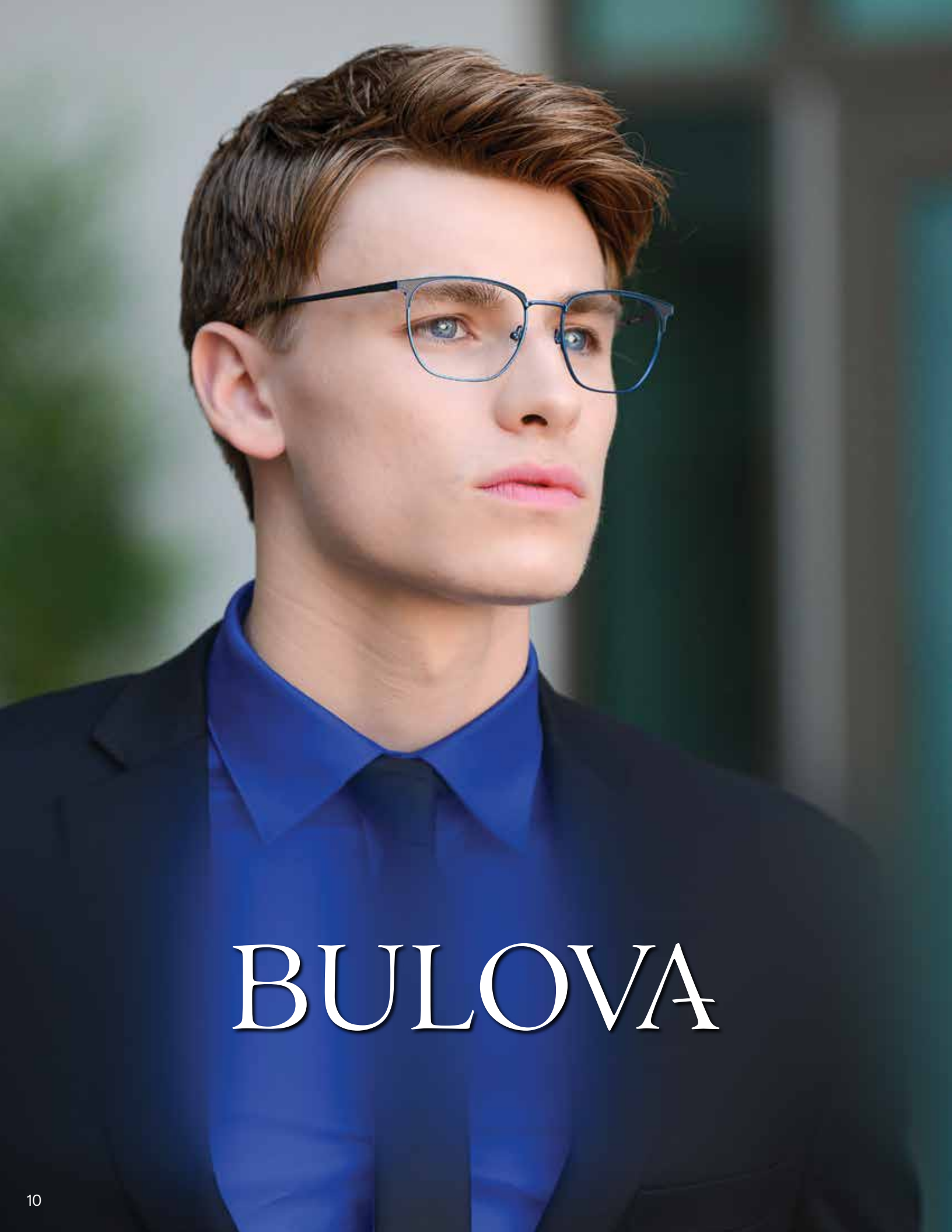


**SEMPIONE**  
Women's Metal



Bulova Twist Titanium Frame:  
**Sempione**  
 Brown





BULOVA

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Black/Brown, Blue/Grey

EYE	A	B	ED	DBL	TEMPLE
55	55	39.4	59.6	18	145mm



**ABBOTSFORD**  
 Men's Metal  
 Semi-Rimless

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Navy

EYE	A	B	ED	DBL	TEMPLE
53	53	40.9	59.4	17	140mm



**BELFAIR**  
 Women's Metal  
 Semi-Rimless

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Amber, Frost

EYE	A	B	ED	DBL	TEMPLE
54	54	39.4	59.2	16	145mm



**CASTLEGAR**  
 Men's Zyl

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Eggplant, Sapphire

EYE	A	B	ED	DBL	TEMPLE
53	53	35.7	55.9	16	140mm



**CLEARWATER**  
 Women's Metal

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Brown/Teal, Grey

EYE	A	B	ED	DBL	TEMPLE
53	53	41.5	59.3	16	140mm



**GLOBE**  
 Women's Zyl



# BULOVA

**IXTAPA**  
Women's Zyl



**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Color:** Black Pattern

EYE	A	B	ED	DBL	TEMPLE
53	53	33.6	55.6	16	140mm

**MCKINNEY**  
Men's Metal  
Semi-Rimless



**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Gold, Hematite

EYE	A	B	ED	DBL	TEMPLE
54	54	43	62.2	18	145mm

**MIDWAY**  
Women's Zyl



**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Blue, Brown

EYE	A	B	ED	DBL	TEMPLE
52	52	38.5	56.9	16	140mm

**MOUNT VERNON**  
Men's Zyl



**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Tortoise

EYE	A	B	ED	DBL	TEMPLE
56	56	40.1	61.3	16	145mm

**POMEROY**  
Women's Metal



**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Red/Gold, Teal/Grey

EYE	A	B	ED	DBL	TEMPLE
52	52	39.8	59.6	16	135mm

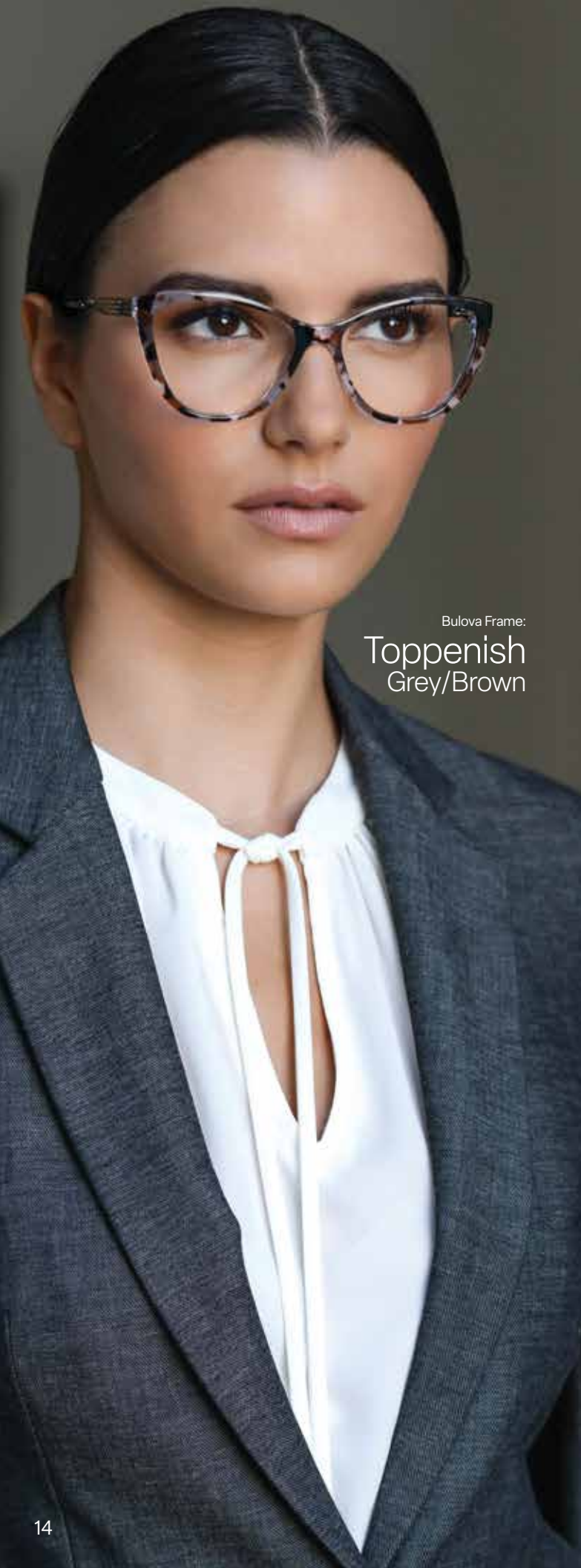


Bulova Frame:  
Clearwater  
Eggplant



Bulova Frame:  
Castlegar  
Amber





Bulova Frame:  
Toppenish  
Grey/Brown



Bulova Frame:  
Mount Vernon  
Tortoise

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Grey/Brown, Pink/Brown

EYE	A	B	ED	DBL	TEMPLE
54	54	32	57.1	16	140mm



**TOPPENISH**  
 Women's Zyl

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Black/Blue, Brown/Silver

EYE	A	B	ED	DBL	TEMPLE
54	54	41.7	57.9	18	140mm



**UNIONTOWN**  
 Men's Metal

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Blue, Brown

EYE	A	B	ED	DBL	TEMPLE
55	55	40.3	59.6	17	145mm



**ZAGREB**  
 Men's Zyl



Bulova Frame:  
**Zagreb**  
 Blue





**BULOVA**  
**ALTERNATIVE FIT**



**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Gold/Taupe, Silver/Black

EYE	A	B	ED	DBL	TEMPLE
54	54	43.7	62.6	17	145mm



**ESCALANTE**  
Women's Metal



**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Crystal

EYE	A	B	ED	DBL	TEMPLE
55	55	38.7	60.4	18	150mm



**GUNNISON**  
Men's Zyl



**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Crystal Peach

EYE	A	B	ED	DBL	TEMPLE
55	55	39.9	61	17	145mm



**TANANA**  
Women's Zyl



**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Black/Blue, Grey

EYE	A	B	ED	DBL	TEMPLE
56	56	38.9	61.1	18	150mm



**YUKON**  
Men's Metal





Bulova Alternative Fit Frame:  
**Gunnison**  
Crystal



Bulova Alternative Fit Frame:

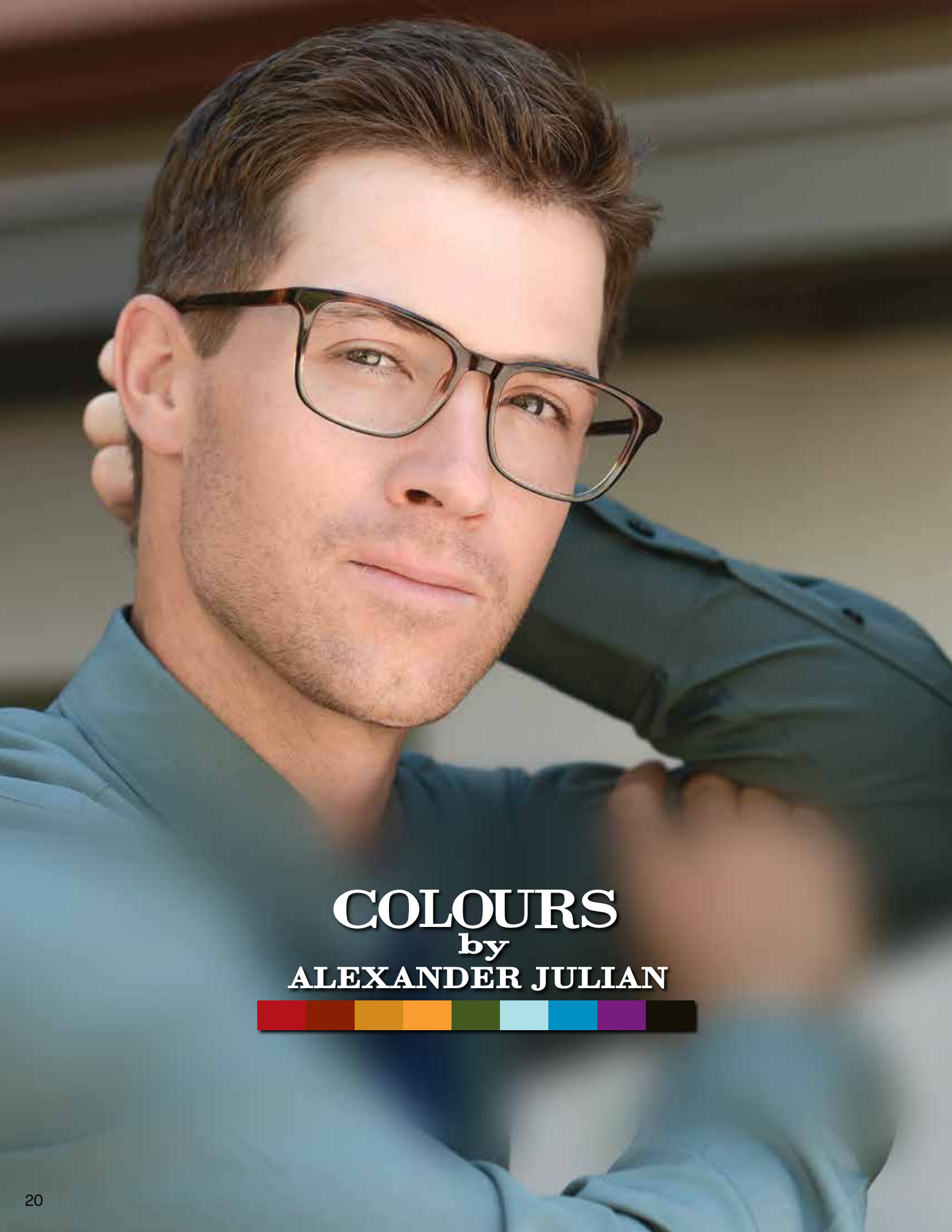
Escalante  
Silver/Black



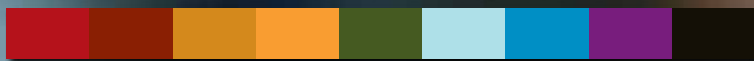
Bulova Alternative Fit Frame:

Yukon  
Black/Blue





**COLOURS**  
by  
**ALEXANDER JULIAN**



**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Brown/Blue, Olive

EYE	A	B	ED	DBL	TEMPLE
52	52	44	57.9	19	145mm



**CHILCOTT**  
Men's Zyl

**Bridge:** Adjustable Nose Pads  
**Temples:** Skull  
**Colors:** Dark Grey, Gold

EYE	A	B	ED	DBL	TEMPLE
49	49	43.8	51.5	19	145mm



**DAVIDGE**  
Men's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Grey, Olive

EYE	A	B	ED	DBL	TEMPLE
54	54	34.5	58.9	18	140mm



**KAROLI**  
Men's Metal

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Grey, Olive

EYE	A	B	ED	DBL	TEMPLE
51	51	42.5	55.8	19	145mm



**MARIANELLI**  
Men's Zyl

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Blue, Demi

EYE	A	B	ED	DBL	TEMPLE
52	52	41.9	57	19	140mm



**MENKEN**  
Men's Metal





Colours by Alexander  
Julian Frame:

Davidge  
Dark Grey



Colours by Alexander  
Julian Frame:

Davidge  
Gold



Colours by Alexander  
Julian Frame:  
**Karoli**  
Olive



Colours by Alexander  
Julian Frame:  
**Marianelli**  
Grey



**PURCEL**  
Men's Metal



**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Indigo

EYE	A	B	ED	DBL	TEMPLE
55	55	42	59.3	18	145mm

**REGAN**  
Men's Zyl



**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Tortoise

EYE	A	B	ED	DBL	TEMPLE
54	54	41.5	59.4	18	145mm

**WISEMAN**  
Men's Metal



**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Navy

EYE	A	B	ED	DBL	TEMPLE
54	54	40.9	59.5	18	140mm

**YORN**  
Men's Zyl

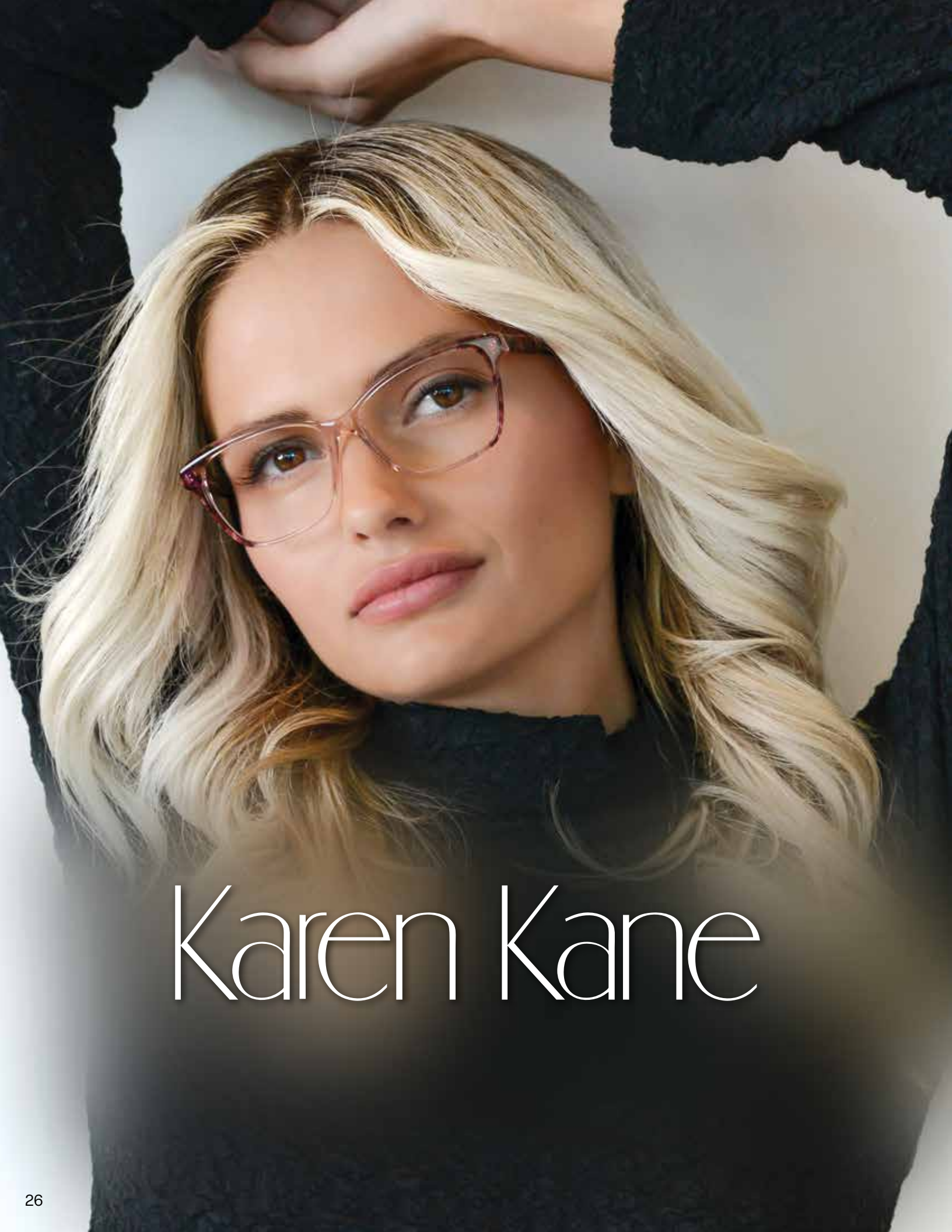


**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Brown/Teal, Crystal

EYE	A	B	ED	DBL	TEMPLE
52	52	42	56	18	140mm



Colours by Alexander  
Julian Frame:  
Chilcott  
Olive



# Karen Kane





**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Color:** Pink

EYE	A	B	ED	DBL	TEMPLE
52	52	38.8	54.8	17	140mm



**BLOSSOM**  
 Women's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Blue, Brown

EYE	A	B	ED	DBL	TEMPLE
53	53	36.5	58.9	16	135mm



**ORION**  
 Women's Zyl

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Brown, Rose

EYE	A	B	ED	DBL	TEMPLE
53	53	39.3	57.9	14	140mm



**PALILA**  
 Women's Metal  
 Semi-Rimless

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Blue, Wine

EYE	A	B	ED	DBL	TEMPLE
52	52	41	55.8	18	135mm



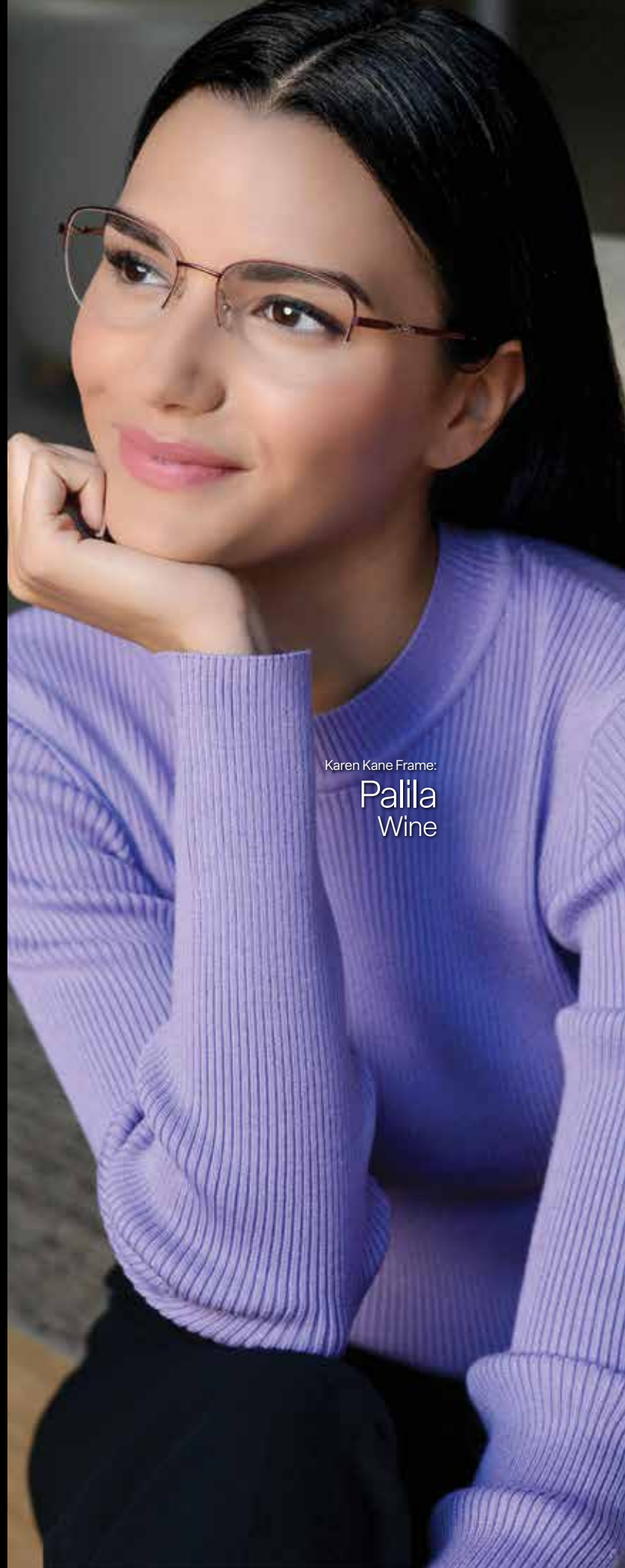
**PAVATI**  
 Women's Zyl

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Brown Cheetah, Purple Cheetah

EYE	A	B	ED	DBL	TEMPLE
51	51	34.1	54.6	17	135mm



Karen Kane Frame:  
**Adelyn**  
Pink 



Karen Kane Frame:  
**Palila**  
Wine





**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Gold, Grey

EYE	A	B	ED	DBL	TEMPLE
52	52	40.3	55.5	16	140mm

**PUYA**  
 Women's Metal



**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Pink, Tortoise

EYE	A	B	ED	DBL	TEMPLE
52	52	47.3	55.7	18	135mm

**ZUZA**  
 Women's Zyl



Karen Kane Frame:  
**Puya**  
 Gold



A close-up portrait of a woman with long, straight black hair parted in the middle. She is wearing thin, round, light-colored glasses and a light purple, ribbed crew-neck sweater. She is looking directly at the camera with a neutral expression. The background is a soft, out-of-focus greyish-blue.

Karen Kane  
PETITES

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Blue, Plum

EYE	A	B	ED	DBL	TEMPLE
49	49	37.3	51.8	17	135mm



**ACAJU**  
Women's Metal

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Brown, Forest

EYE	A	B	ED	DBL	TEMPLE
49	49	36.8	54.1	15	130mm



**KYINHA**  
Women's Zyl

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Berry, Latte

EYE	A	B	ED	DBL	TEMPLE
48	48	36	54.1	15	125mm



**MINTAKA**  
Women's Metal

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Lilac

EYE	A	B	ED	DBL	TEMPLE
48	48	36.3	53.4	14	130mm



**NUTMEG**  
Women's Zyl

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Brown, Gold

EYE	A	B	ED	DBL	TEMPLE
48	48	37.9	53.4	16	130mm



**OOLONG**  
Women's Metal

Karen Kane  
PETITES



**ROOIBOS**  
Women's Zyl

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Blue Demi, Red Demi

EYE	A	B	ED	DBL	TEMPLE
48	48	33.6	50.9	15	130mm

Karen Kane Petites Frame:  
**Acaju**  
Blue

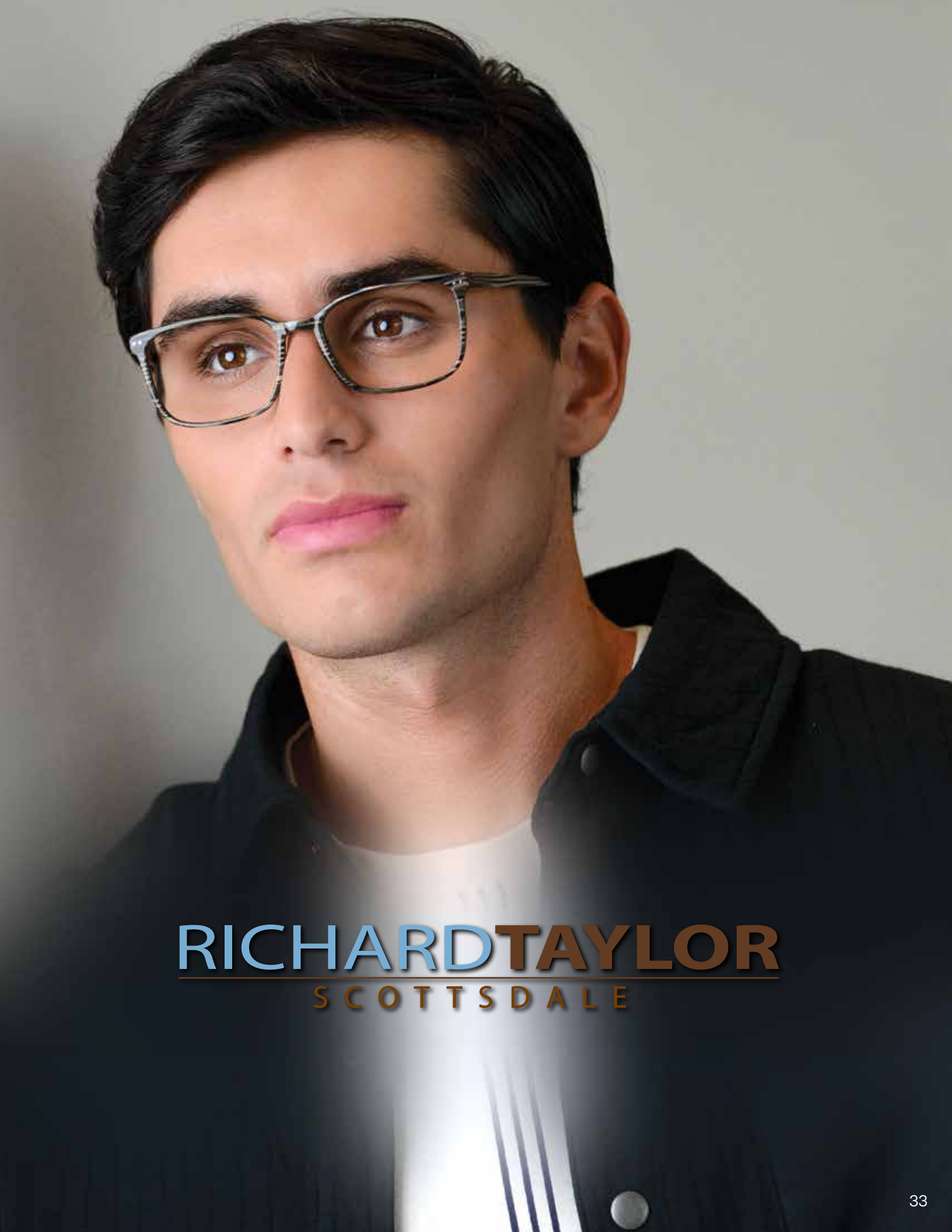


Karen Kane Petites Frame:  
**Roobos**  
Blue/Demi



Richard Taylor Scottsdale Frame: **BOB BROWN** ▶





**RICHARD TAYLOR**  
SCOTTSDALE



**BOB**  
Men's Zyl

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Blue, Brown

EYE	A	B	ED	DBL	TEMPLE
54	54	39.4	59.2	17	145mm



**CINDY**  
Women's Metal  
Semi-Rimless

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Plum

EYE	A	B	ED	DBL	TEMPLE
51	51	35	55.5	17	140mm



**EDGAR**  
Men's Metal  
Semi-Rimless

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Grey, Navy

EYE	A	B	ED	DBL	TEMPLE
54	54	37.8	57.7	17	145mm



**FRED**  
Men's Zyl

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Grey, Tortoise

EYE	A	B	ED	DBL	TEMPLE
53	53	42.3	57	17	145mm



**JOAN**  
Women's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Black/Gold, Pink

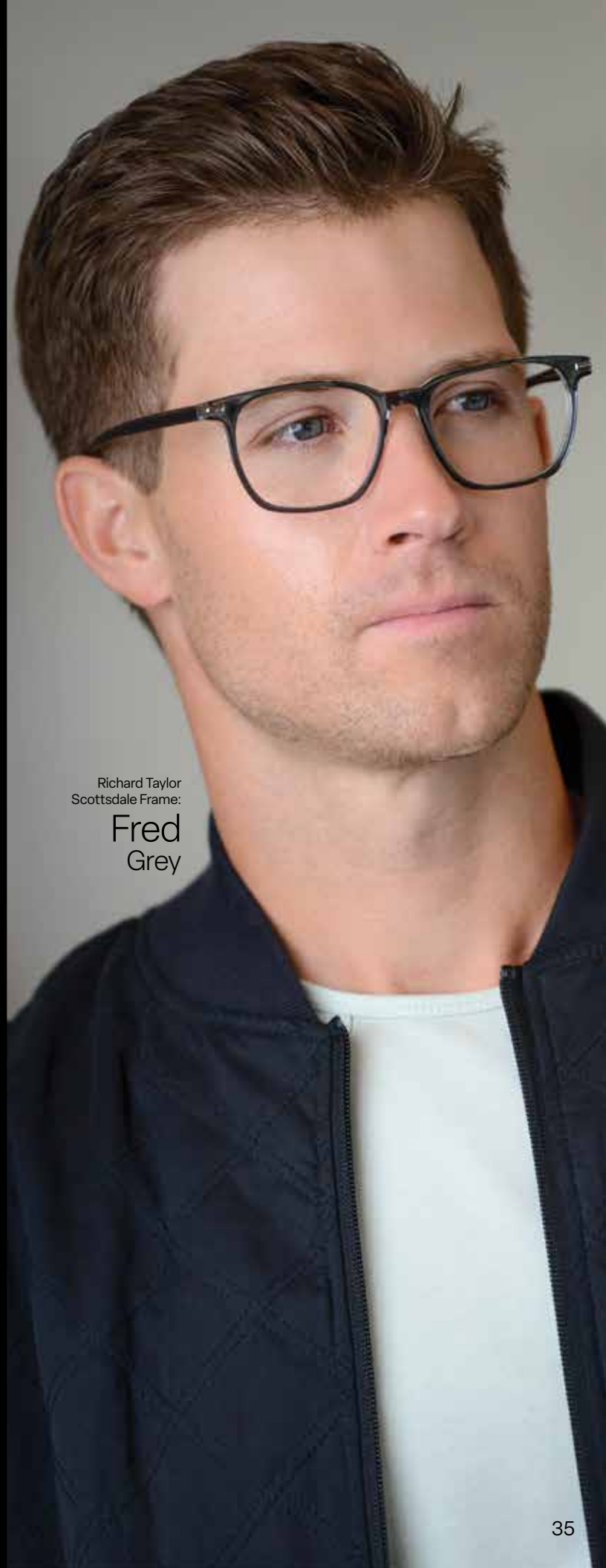
EYE	A	B	ED	DBL	TEMPLE
52	52	43	57.1	19	140mm





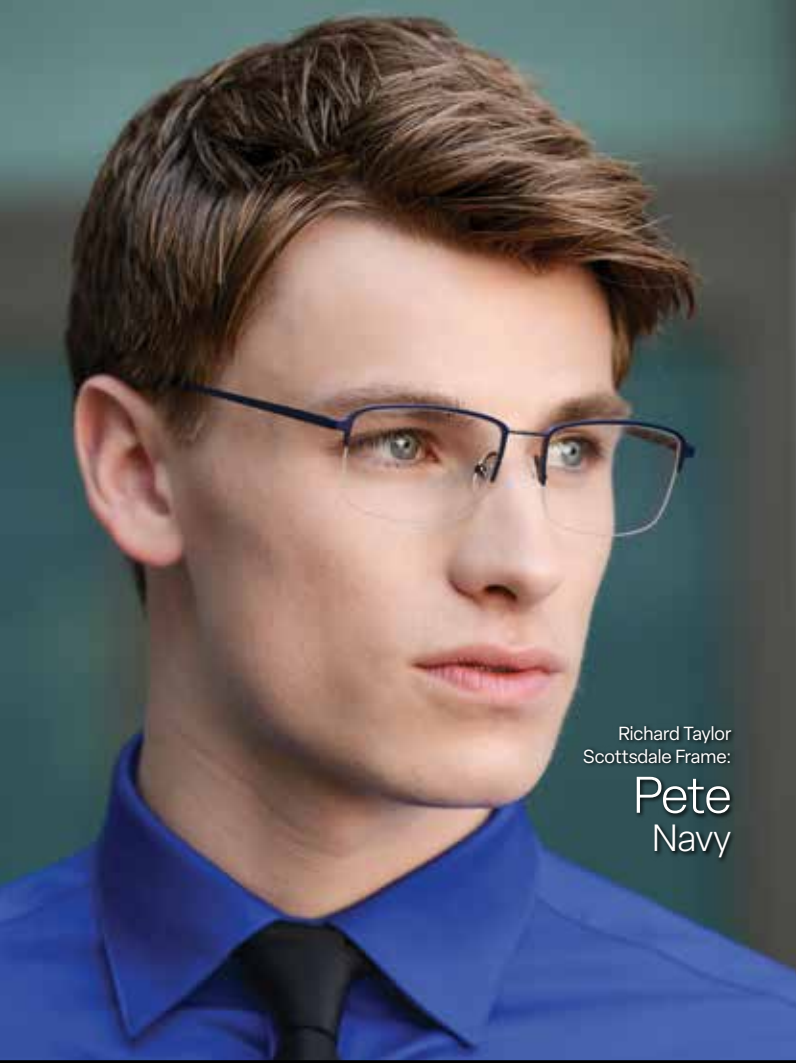
Richard Taylor  
Scottsdale Frame:

Kate  
Violet

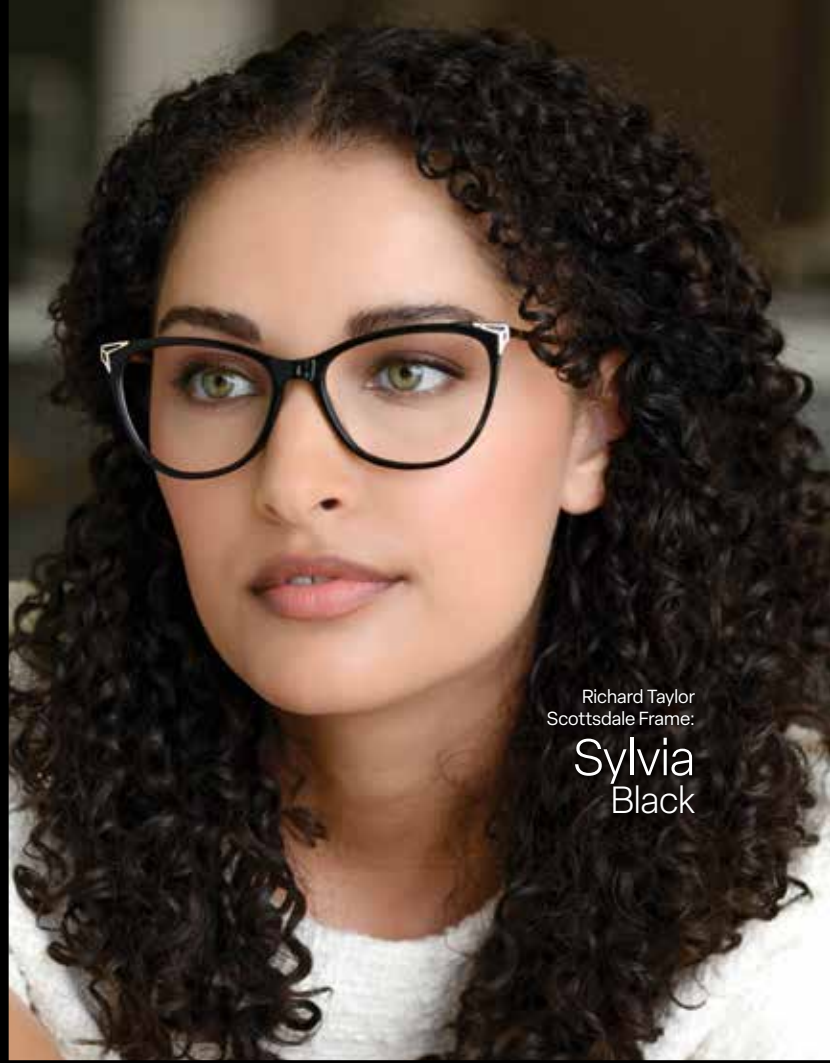


Richard Taylor  
Scottsdale Frame:

Fred  
Grey



Richard Taylor  
Scottsdale Frame:  
**Pete**  
Navy



Richard Taylor  
Scottsdale Frame:  
**Sylvia**  
Black



Richard Taylor  
Scottsdale Frame:  
**Keith**  
Navy



**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Teal, Violet

EYE	A	B	ED	DBL	TEMPLE
52	52	39.7	57.7	15	140mm



**KATE**  
Women's Zyl

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Grey/Olive, Navy

EYE	A	B	ED	DBL	TEMPLE
57	57	36.8	61.9	17	150mm



**KEITH**  
Men's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Colors:** Brown, Navy

EYE	A	B	ED	DBL	TEMPLE
55	55	37.7	60.6	18	145mm



**PETE**  
Men's Metal  
Semi-Rimless

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Black, Tortoise

EYE	A	B	ED	DBL	TEMPLE
54	54	42	60	17	140mm



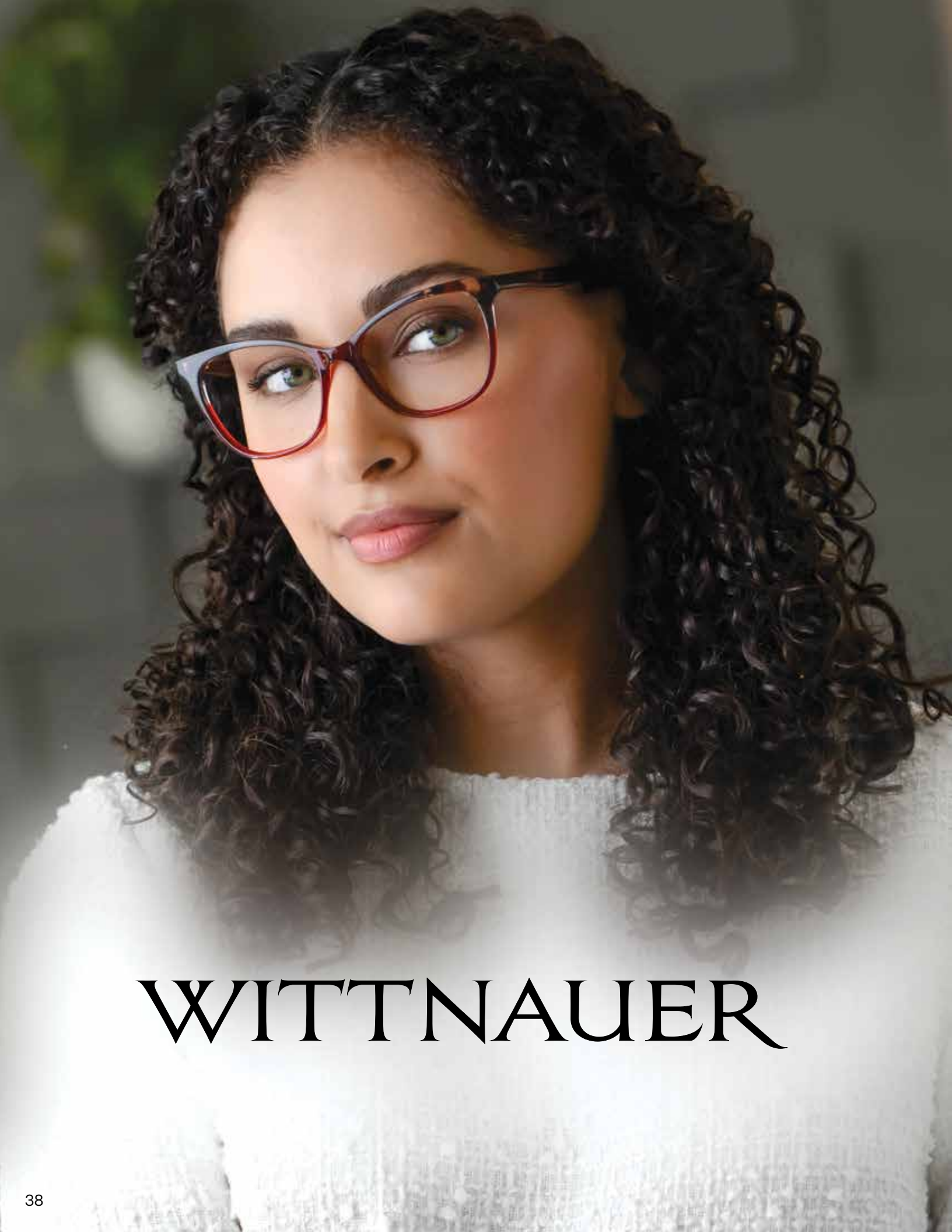
**SYLVIA**  
Women's Zyl

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Colors:** Blue, Grey

EYE	A	B	ED	DBL	TEMPLE
55	55	40.3	60.9	17	145mm



**WALT**  
Men's Zyl



WITTNAUER

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Color:** Black

EYE	A	B	ED	DBL	TEMPLE
54	54	39.4	59.9	16	140mm



**BELLA**  
 Women's Metal  
 Semi-Rimless

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Color:** Black

EYE	A	B	ED	DBL	TEMPLE
53	53	44	57	18	140mm



**CONSTANCE**  
 Women's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Color:** Gold/Black

EYE	A	B	ED	DBL	TEMPLE
52	52	40	56.9	17	135mm



**ELICIA**  
 Women's Metal

**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Color:** Beige/Gold

EYE	A	B	ED	DBL	TEMPLE
53	53	43	58.1	18	140mm



**JANICKA**  
 Women's Metal

**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Color:** Peach

EYE	A	B	ED	DBL	TEMPLE
53	53	44	58.6	17	140mm



**REMI**  
 Women's Zyl





Witnauer Frame:  
Constance  
Black

WITTNAUER



**Bridge:** Saddle  
**Temples:** Spring Hinge Skull  
**Color:** Wine/Grey

EYE	A	B	ED	DBL	TEMPLE
52	52	41.2	57.3	16	140mm

**SHAKIRA**  
Women's Zyl



**Bridge:** Adjustable Nose Pads  
**Temples:** Spring Hinge Skull  
**Color:** Black/Rose

EYE	A	B	ED	DBL	TEMPLE
52	52	43.7	58.2	17	135mm

**VALENTINE**  
Women's Metal

Wittnauer Frame:

Remi  
Peach





# Customer Commitment

Our commitment to you is a simple one: **to offer the greatest R.O.I. (Return On Investment) for your optical frame dollar, and to exceed your service expectations each and every day.**

We are committed to providing you with quality, salable, brand names and designer eyewear at prices which allow you to maximize your profit while remaining competitive in the retail market.

## Special Services

### Replacement Frames

- To give you the opportunity to replace your patient's entire frame and regain their confidence for the minimal cost of replacement parts, we have implemented a "Whole Frames" Program. When you order a frame part, we ship the complete frame, but only charge you for the parts requested.

### Custom Tailored Services

- Whether you need special handling, special billing services or customized purchasing/pricing for promotions, we are ready to meet your needs.

### Same Day Shipping

- In keeping with our responsiveness to our customers' needs, all orders received by 1:00 p.m. will be shipped the same day.

### Environmentally Conscious

- Eyewear by ROI participates in local recycling programs and we continually research areas of improvement for our operations and packaging.

## Guarantee

All Eyewear by ROI frames are guaranteed against defects in material and workmanship for one year.

## Exchange

To continue to offer our customers the best return on investment in the frame business, Eyewear by ROI adheres to a strict EXCHANGE ONLY POLICY! Frames in resalable condition, free of personal markings and price tags, may be exchanged for like products, "dollar for dollar."

### Defective Frames

Defective merchandise may be returned for exchange provided the product is a true manufacturer's defect defined as:

1. Separation of metal/zyl attachments
2. Separation along solder points
3. Visual cosmetic defect upon initial inspection

### Non-Defective Frames

1. Dispenser error during adjustment
2. Bubbles or rolled eyewear due to excessive heat generated by salt pan
3. Undue stress on frame material during insertion of lenses
4. Excessive twisting of pad arm in nose pad adjustments
5. Frame abuse by customer
6. Any problem that has occurred after obvious prolonged wear by a consumer

For your protection, all merchandise should be insured by you in the event of loss or damage during shipment.

Karen Kane Frame:

Zuzu  
Tortoise





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*Since*  
**1986**

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