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NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

FALL 2009

the Lens Leader

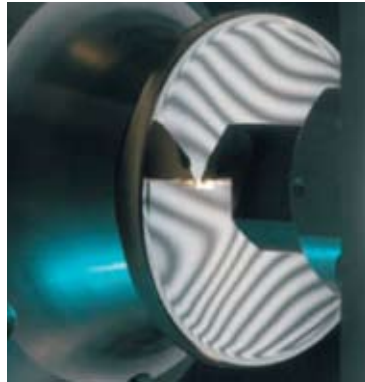
Robertson Optical of Atlanta Installs State-of-the-Art Free-Form Equipment

ATLANTA (LOGANVILLE), GA – Robertson Optical Laboratories of Atlanta has added state-of-the-art free-form equipment. This will enable the lab to produce many free-form products from Shamir Insight, SEIKO and Carl Zeiss Vision, along with its own brands. These are available to customers of Robertson of Atlanta, Columbia and Greenville.

This will enable ROL to produce many free-form products from Shamir, SEIKO and Zeiss, along with its own brands.

"Our equipment's digital grinding will allow Robertson's customers to be involved with the latest designs in progressive lenses, double aspheric single vision lenses and other unique products," said Mike Fussell, sales and customer service manager of Robertson of Atlanta.

SEIKO is one example of a company currently offering several free-form designs. Seiko's 100% back-surface technology eliminates front curve distortion, provides wider fields of view, and gives patients an exact prescription for distance, intermediate and near. Super Free-form lenses is one of Seiko's latest products.



Shamir Autograph® is another example of free-form designs. ECPs should contact their Robertson representative about the many other free-form products.

ECPs Can Set Up Online Ordering by Visiting www.RobertsonOptical.com

Eye care professionals can set up direct online ordering of lenses and lens-and-frames packages, by visiting the Robertson Optical of Columbia, Greenville and Atlanta pages of www.RobertsonOptical.com. It's a very simple process, and only takes a few minutes, according to Robertson representatives.



Once visiting the Web site page that represents the Robertson Optical location serving their geographical area, such as "Columbia" "Greenville" or "Atlanta", ECPs should visit the Online Ordering section on that page, and follow instructions for downloading and setting up their system.

For more information, ECPs should call their Robertson customer service representative.

Bringing Personalized Lens Resolution To Single Vision

Zeiss Individual™ SV Offered Through ROL

Representatives of Carl Zeiss Vision have stated, "The personalized lens revolution is no longer just for presbyopes." The Zeiss Individual™ SV, which can be ordered through all Robertson labs, brings precise personalization to single vision wearers and creates a completely new premium category for ECPs.

"In lenses, the opportunity to offer superior performance with a premium product has been associated almost exclusively with progressives," said Fred Howard, president of Carl Zeiss Vision, Americas-Pacific. "But wearers of standard single vision lenses suffer from the same visual compromises as semi-finished progressives wearers. By using the proprietary PreciseForm™ technology and process, we can create a truly superior visual experience for single vision wearers as well."

"Many people think that the latest generation of aspheric and atoric lenses offer the best vision possible from a single vision lens, but the optical compromises of semi-finished lenses are significant," said Bernadette Hiskey, CZV director, Customized Lenses. "In fact, they can have up to .75 diopters of power error or more away from the center of the lens – the equivalent of going from 20/20 to 20/40 vision. The situation is comparable to switching from standard TV to HDTV – only then do you realize how good vision can really be."



To order Zeiss Individual™ SV, ECPs should contact their Robertson Optical representative.

Shamir Autograph® Line and Its Upgrades to be Available Through Robertson by Late November

The Shamir Autograph® freeform lens design, along with its latest advancements, will be available through Robertson Optical by late November. Robertson will offer several Autograph® products, including these five new lifestyle designs:

- **Autograph®:** Providing patients with personalized lens to fit any frame, Shamir Autograph® is a new variable lens design for minimum fitting heights starting from 11mm and up – the shortest corridor ever.
- **Autograph Attitude™:** Counteracting peripheral distortions and power errors in the line of sight caused by conventional wrap lenses, Autograph Attitude™ provides the patient with a premium wrap progressive with optimal zone widths and clear, distortion-free viewing.
- **Autograph Office™:** Ideal for individuals in their work space, Autograph Office™ is the personalized occupational lens designed to provide patients exceptional intermediate and near vision zones for any small environment setting.
- **Autograph Single Vision™:** The youth market can now take advantage of the benefits of Autograph® with Autograph Single Vision™, which allows single vision patients the chance to experience personalization in a fully aspheric back-surfaced lens.
- **Autograph Single Vision Attitude™:** For the single vision market, Autograph Single Vision Attitude™ provides a customized lens for wrap frames without the distortion found in other progressive wrap lenses.

Two revolutionary technologies by Shamir featured in the Autograph® line will include **As-Worn Technology™** and **FreeFrame Technology™**. For more information on these technologies, ECPs should ask their Robertson representative.

Provow Joins Robertson of Columbia as Lab Manager



Dave Provow

COLUMBIA, SC – David Provow has joined Robertson Optical Laboratories of Columbia as lab manager. He brings 32 years of experience in the optical field.

He is the former director of Lab Harmonization of Carl Zeiss Vision, where he

was in charge of standardizing the processes for 17 North American and 10 South American labs. Part of his role was to identify and implement best practices in the labs. Prior to Zeiss, he was chief operating officer of Rodenstock, North America.

"My goals for Robertson of Columbia include improving the operational processes, thus making Robertson more competitive," Provow shares. "In essence, my plans are to help the business grow."

Lou Robinson Begins as Florida Sales Representative for ROL of Atlanta

CENTRAL/NORTH FLORIDA – Lou Robinson has started as a new sales representative serving central and north Florida for ROL of Atlanta (Loganville), GA. He brings 40 years of experience in the optical industry. "My goals are to expand the customer base and increase sales for ROL," he states.

Robinson was recently employed with Apex Optical Laboratories of Orlando. Prior to Apex, he was an independent sales representative with May Optical and Rally Optical. He currently lives in Deltona, FL and is originally from Massachusetts.



Lou Robinson

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Don't miss the inside...



Free-Form Equipment

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Apollo Eyewear by Eye Q Offers New Collections Through Robertson

Celebrating its sixth year, Apollo now adds new products that continue the Apollo mission with “great styling, unique coloration, and sizing to fit,” according to Donna Bauman, director of corporate accounts of Eye Q. “Apollo Eyewear also holds the price level that it started years ago.”

Apollo can be ordered through Robertson and include these styles: AP 141 features large fit 54-18-155, including comfortable fit and a flared bridge, long temple with additional stylish compliment. AP 143 is a contemporary shape in 55-18-150 in gold and black including combination temples with accented inlay and spring hinges. AP146 is bold, aggressive and daring and includes an angular flat metal front with a bold end-piece with interlock temple design. 55-19-150 brown and gunmetal with spring hinges. AP 147 makes a fashion statement with a open end-piece that flows into a dimensional diamond pattern on a crystal background and comes in brown and black, sizes 54-18- 145 and with spring hinges.

“Apollo consistently offers larger eye sizes, wider flared bridges, and longer temple lengths,” said Bauman. “There are up-to-date fashions for both men and women.”

Offered Through Robertson Optical: McGee Introduces Latest Eyewear Collections

Vera Bradley® Majestic Collection

Carnaby, Symphony in Hue and Imperial Toile Vera Bradley patterns kick off this season's accessories in the Majestic Collection. They come in two sophisticated

frame designs. VB-3040 is a full rim metal/plastic combination with a modified oval eye shape. A rope textured design outlines the metal temples

with handmade acetate temple tips. This frame offers spring hinges and an inlaid Vera Bradley logo with color matched epoxy. VB-3041 is an elegant semi-rimless rectangle eye shape metal frame with handmade acetate temple tips. It features adjustable nose pads and the Vera Bradley Carnaby and Symphony in Hue patterns on the outside of both temple tips.

Vera Bradley® Sparklers, Girlfriends Collection

The Vera Bradley Girlfriends “Sparklers” collection offers three fun new designs. Paige is a semi-rimless stainless steel rectangle eye shape frame. It offers the Vera Bradley signature adjustable nose pads. Kate is a full rim handmade acetate rectangle eye shape frame. Emily is a full rim handmade acetate frame with a modified oval eye shape. All three designs include spring hinges and the Vera Bradley Bali Blue and Carnaby patterns on the outside of both temples.

Vera Bradley® Weekender Sun Collection

“Weekender” makes a statement with two available designs. VB-3519S is a full-rim handmade acetate rectangle eye shape frame featuring brown and grey Sola polarized lenses. The temples incorporate a metal trim piece and spring hinges. The Vera Bradley Pirouette and Bali Blue patterns are featured on the inside of both temples. VB-3520S is a fashionable full rim handmade acetate frame with a large square eye shape with brown and grey Sola



NEW MATERIAL

InstaShades® 1.50 Photochromic Lens

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the Healthy Eye café



by Mark Hinton
Author, *A Healthy Eye Office*

Photochromic Light Responsive Lenses – Addressing Patient Pushback

More often than not, ECPs lose the photochromic sale because they weren't prepared to provide a reasonable response with benefit for the patient to “buy-in”. The following are peer-tested ways to improve patient eye health and add bottom-line revenue to your eye care practice. These include anticipated questions by patients and suggested responses for ECPs.

Q. Will they replace sunglasses?

- A. No, but they're the lenses patients will love when their polarized sunglasses aren't handy.
- They're safer and healthier than clear lenses, for sure!

Q. Will they change in the car, 'cause the old ones didn't.

- A. No they won't, but that's when you'll want your polarized glare-free sunglasses
- The Transitions are healthier and safer than clear lenses.
 - You'll see sharper and better at night when you wear lenses that manage the intensity of light during the day.
 - My happiest patients love their light responsive lenses, would you like them, too?

Q. How long does it take for them to change? Or ... How long does it take for them to change back?

- A. Not long at all, in fact my happiest patients aren't aware that they are changing. Because the lenses manage the light so well, you'll adjust faster to lower light indoors too!

Q. They don't get completely clear do they?

- A. They have a slight residual tint that's hard to detect when you're wearing them. And, a slight tint helps relieve eye tension under fluorescent lighting.

Q. Aren't they for old people?

- A. Heck no! These are high performance lenses. These aren't your grandpa's lenses.

These lenses are the safest, healthiest lenses outdoors when you don't have your polarized sunglasses ... My happiest patients love the convenience of leaving their sunglasses above the visor. Additionally, protecting your eyes from “incidental” light with Light Responsive Lenses, when your sunglasses aren't handy, will provide faster adaptation to low light and night light conditions.