

"It's a pleasure to please you."

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

Cozē's New Compensated Lens Brings Personalization to Patients

Using free-form technology, the Rx is compensated for the patient's personal, unique frame angle, tilt, wrap and vertex

Cozē ADL is the newest design to join the family of Robertson Optical's privately-labeled Cozē lenses, and ECPs and patients are witnessing astonishing results. This advanced design lens (ADL) uses Robertson's digital free-form method of grinding, and powers are compensated to allow for the patient's unique frame angle, tilt or wrap, and wearing vertex. ECPs are able take measurements for these features, then have Robertson enter them into calculations, thus overriding default measurements.

"Cozē ADL falls into the same category as the leading compensated lenses such as Seiko Superceed, Autograph II and Zeiss Individual," said Mike Fussell, sales and customer service manager of Robertson of

Atlanta (Loganville), GA. "However, Cozē ADL costs less than the national brands and approximately the same as standard lenses."



"Patients see better at distance, intermediate and near zones with these lenses," Fussell adds. "Cozē ADL is top-of-the-line with the best optics, and specifically tailored to each individual's Rx and frame."

During the last couple of years, ECPs and their patients have experienced numerous positive benefits of all Cozē lenses. Other Cozē designs include: **CozēSoft**, **Cozē HDW** and **Cozē Single Vision**.

Cozē lenses can be ordered through all Robertson locations. ■

CHAIR TIME

Lens education tips for the eye care physician to provide patients while in the exam chair



Because a patient's attention to eye care information tends to be the highest while they are in the exam chair, that's when Robertson Optical encourages optometrists and ophthalmologists to provide lens education. As a result, Robertson believes ECPs will experience practice growth, increased optical sales, and most importantly, satisfied patients. This is *the Lens Leader's* third series of "Chair Time", offering lens education tips by Robertson opticians, managers and sales representatives:

Communicate the value of computer lenses.

"Who is not on a computer today?" asked Dan Floyd, sales representative of Robertson Optical Laboratories of Atlanta (Loganville), GA. Since computer use is a daily practice among 90% of Americans, eye care physicians should make it part of their practice routine to discuss computer vision and lenses with patients. According to the AOA, computer eye strain affects more than 70% of the approximate 145 million Americans who spend time on computers on a daily basis. For those patients who spend more than two hours a day on computers, it is likely that they will have some degree of computer vision syndrome (CVS).

Lou Robinson, sales representative of Robertson of Atlanta, points out that people already wearing glasses may find that their current prescription does not provide optimal vision for viewing a computer. Eyeglasses prescribed for general use may not be completely adequate for computer work, thus lenses prescribed to meet the unique visual demands of computer viewing may be needed.

Also, individuals who do not require the use of eyeglasses for other activities may benefit from computer lenses. Even if patients have not stated that they experience discomfort or symptoms of CVS, the benefits of computer lenses could prevent them from future problems. A study at the University of Alabama School of Optometry found that computer users not experiencing CVS may still benefit from computer lenses.

"ECPs should not let patients walk out of their office until they know everything that will benefit their personal visual health," says Cathy O'Kelley, sales representative of Robertson of Atlanta. "This includes the importance of computer lenses."

All Robertson labs offer a variety of computer lenses. Some popular product lines include: Carl Zeiss Vision's Business, Access, and Gradal RD; Hoya Tact; and Shamir's Autograph II Office. Almost any style of frame can be used for computer lenses.

Share the benefits of free-form lenses.

Wider fields of view, less distortions and improved clarity in every viewing direction are just a few of the many benefits that eye care physicians should share with their patients about free-form lenses. With this revolutionary technology, lenses are personalized to fit each individual's Rx, frame, shape and size, including wraps, and the variety of frame angles and tilts. Digital free-form technology can produce edge-to-edge, clearer, optimal vision that is not possible with standard, conventional lenses.

Larry Patton, sales manager of Robertson Optical of Columbia, SC, and Glenn Hollingsworth, general

(Continued on the back)

Robertson Offers Self-Tinting Lens Line: PhotoFusion® by ZEISS

Robertson Optical customers can now order a new self-tinting lens: PhotoFusion® by ZEISS, which has faster darkening and fade-back than any previous self-tinting lens offered by ZEISS.



PhotoFusion® by ZEISS

Darken up to 20% faster and fade back to clear up to twice as fast as previous photochromic lenses offered by Carl Zeiss Vision.

According to ZEISS representatives, PhotoFusion lenses clear up to twice as fast and darken up to 20% faster than previous self-tinting offered by ZEISS*. They are very clear indoors (92% transparency with antireflective coating) and very dark in sunlight (11% transparency with antireflective coating). PhotoFusion lenses provide 100% protection against UV rays up to 400 nm and excellent color consistency for natural vision. They also retain their self-tinting ability for the life of the prescription (2 years).

The innovative PhotoFusion technology is based on patented photoactive molecules that unfold when exposed to UV light, thus darkening the lens and providing UV protection. Combined with award-winning ZEISS lenses, this technology is a significant improvement on the basic principle of photochromic eyeglass lenses.

PhotoFusion is currently available on all ZEISS, SOLA, AO and VSP Reveal® customized lenses, including progressives and single vision, as well as GT2® by ZEISS and GT2® Short by ZEISS, with broader availability coming soon.

*Average performance. Performance will vary by material, temperature and light conditions.

Football Tailgate Party Draws Hundreds of ECPs to Robertson of Columbia



Above (from left): Dixie Yarbrough of Poole Family Eye Care, Greenwood, SC, the winner of a HDTV for wearing the Best Spirit Attire; Courtney Jo Smith; and Christy Smith of Poole Family Eye Care

COLUMBIA, SC – Hosted by Robertson Optical of Columbia, SC and sponsored by Signet Armorlite, distributor of Kodak Lenses, hundreds of eye care professionals attended a Customer Appreciation Football Tailgate Party in early October at the lab. The festive event featured outdoor games, competitive sports, barbequed food, spirit awards, exciting door prizes, lab tours, optical education, music, dancing and more.



Above (from left): Charles Brown; Meg Marshall of Robertson; and Barbara Brown of Camden Optical, Camden, SC

At right (from left): Beth Berry of H. Ruben Vision Centers, Sumter, SC, winner of a 5-day cruise for two; and Cathy Lynch of H. Ruben Vision Centers, Sumter, SC



Above (from left): Thurmond Grimsley of Eye Consultants, Columbia, SC; Terri Grimsley; and Larry Patton of Robertson



Above (from left): Heather Kneece, Valerie Mitchell, April Wells, and Pedro Wells of H. Ruben Vision Centers, Orangeburg, SC

At left (from left): Karen Longshore of the practice of Kenneth Nash, OD, Greenwood, SC; Debbie McElveen of Robertson; and Gina Armstrong of Dr. Nash's practice

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the Lens Leader

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Don't miss the inside...

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Football Tailgate Party Draws Hundreds

New Self-Tinting Lens: PhotoFusion® by Zeiss



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Pictured above, from left: Kimberly Griffin of ROL; Kathleen Poston of H. Rubin Vision Centers, Sumter, SC; Rita Rivers of ROL.

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State-of-the-Art Edger Enables ROL of Atlanta to Process Two Lenses Per Cycle, thus Faster Turnaround

LOGANVILLE, GA – Robertson Optical Laboratories of Atlanta has begun using the MEI Bisphera-XDD double-head edger. This edger is designed for labs with high production requirements.

“This cutting-edge technology will allow much faster lens processing, thus quicker delivery to our customers,” said Glenn Hollingsworth, general manager of Robertson of Atlanta. “We are extremely happy



to have this new equipment and amazed by its production capabilities.”

The progressive machinery can produce a straight or inclined bevel, straight or inclined

rimless with polishing and holes or notch, straight or inclined groove, step edge and special shapes for prescription sunglasses. It can work with any kind of plastic material lens (base from 1 to 16) and is interfaced with Robertson’s advance lab management software. ■

Chair Time

(continued from the front)

manager of Robertson of Atlanta, predict that as more patients wear these cutting-edge lenses, the market will continue to witness tremendous growth, much like the popularity of progressives and AR. Chip Robertson, vice president of Robertson Optical of Greenville, SC, encourages ECPs to discover all they can about free-form lenses, thus helping patients to achieve their best vision.

For several of the leading free-form products, Robertson Optical performs digital free-form surfacing through its own Atlanta lab, thus faster turnaround for customers.

ECPs wanting updated information about free-form, should consider Robertson Optical’s complimentary in-practice seminar “How Free-form Can Help Your Practice Grow.” The seminar highlights patient benefits, fitting techniques, and the simple lens ordering process, along with clarifying any misconceptions about this innovative technology. ■

Robertson’s SC Labs Volunteer Services at Popular Health Fair Mission

COLUMBIA, SC – Robertson Optical of Columbia and Greenville, SC recently volunteered services by providing fittings, measurements and processing of eyeglasses at one of South Carolina’s largest health fairs, Mission 2011 at the Carolina Coliseum in Columbia. Thousands of uninsured individuals attended this health fair, where they received various vision and other healthcare services. Robertson began volunteering for this fair last year and plans to continue next year by participating in Mission 2012. ■

Elizabeth Harvey of Hopkins, SC has her eyeglasses adjusted, by Kimberly Griffin, business development representative of ROL of Columbia

Below, JW Sampson of Columbia, SC is measured for eye glasses by Scotty Scott, vice president of Robertson of Columbia



Football Tailgate Party (continued from the front)



Above, from left: Gwen Dubose of Carolina Eye Care, Sumter, SC; Sandra Mossman of ROL; and Wendy Freeman of Dr. Dorothy Park & Associates, Columbia, SC participate in line dancing



Above, second from left, Ashley Lane of H. Rubin Vision Centers, Sumter, SC participates in the football toss competition; Above third from left, Jolly Scott, wife of co-founder of ROL Columbia Gordon Scott and Kimberly Griffin of Robertson enjoy dancing; Above, far right, Chris Morris of Morris Opticians, Martinez, GA



At right (from left), Pat Freeman of Marlboro Eye Care Associates, Bennettsville, SC; Wendy Freeman of Dr. Dorothy Park & Associates, Columbia, SC

At left, David Barb of Robertson leads a lab tour.



Ritaula Green of Columbia, SC has her eyeglasses adjusted by Larry Patton, sales manager of Robertson of Columbia

