

# the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

## The Revolution Has Started –

## Robertson's In-House Digital Technology Producing Its Own Freeform Products Along with Those from Seiko, Shamir and Zeiss

ECPs are increasingly ordering numerous digital freeform lenses through all Robertson Optical labs, and several designs are now being produced by the newly-installed freeform equipment at its Atlanta location in Loganville, GA. This revolutionary technology enables the lab to produce the customized backside freeform progressives, double-aspheric single vision lenses and other cutting-edge products. The designs include:

### Zeiss Individual™ SV –

Bringing precise personalization to single vision wearers, the Zeiss Individual SV eliminates power error away from the center of the lenses resulting in edge-to-edge clarity. According to Zeiss, this is comparable to switching from standard TV to HDTV: only then does the viewer realize how good vision can really be.



Zeiss Individual Progressives integrate how the patient's frames, face and prescription work together resulting in a truly personalized pair of lenses for each individual. Featuring wider viewing zones up to 50% wider than traditional progressive lenses, Zeiss representatives have stated that Zeiss Individual is "a vision experience unlike any seen before" and "for those ECPs wanting the best, Zeiss Individual is the only choice." Practices must be certified to fit and dispense this advanced lens.

### Zeiss GT2™ 3D, 3DV Progressives –

A natural viewing experience, fully optimized for the prescription, GT2 3D lenses use sophisticated design technology from Zeiss to create the ideal lens performance optimized for the patient's prescription, perfectly synchronized and balance for both eyes, to deliver extraordinary binocular vision. Clarity in every direction, wide distance viewing, natural 3D vision with smooth transitions from distance to near. These benefits are not obtainable with conventional progressive lenses.



**Shamir Autograph® Series** – Including **Autograph®**, **Autograph® II** and **Autograph® Variable**, new variable lens designs for minimum fitting heights starting from 11mm and up – the shortest corridor ever and provides patients personalized lenses for any frame; **Autograph Attitude™**, which corrects for peripheral distortions and power errors in the line of sight caused by conventional wrap lenses, it provides the patient with a premium wrap progressive with optimal zone widths and clear, distortion-free viewing; **Autograph Office™**, the ideal lens for individuals in their work space, designed to provide them exceptional intermediate and near vision zones for any small environment setting; **Autograph Single Vision™**, which allows single vision patients the chance to experience personalization in a fully aspheric back-surfaced lens; and **Autograph Single Vision Attitude™**, designed for the single vision market, it provides a customized lens for wrap frames without the distortion found in other progressive wrap lenses.

**Shamir Element** – This lens provides patients with a personalized back-surfaced lens at an affordable price. The designs are based on two essential technologies, eye point technology and direct lens technology, which together create a back-surface freeform lens personalized to each patient's unique measurements.

**Seiko Succeed, Supercede, and Double Aspheric Single Vision** – Seiko's 110% back-surface technology eliminates front curve distortion, provides wider field of view and gives patients an exact prescription for distance, intermediate and near vision. **Seiko Succeed** internal free-

form PALs place the patient's entire Rx onto the back surface of the lens, leaving the front surface a perfect sphere, eliminating front surface distortion. The field of view is significantly expanded since the corrective surface is closer to the eye. Aspheric compensation provides total

management of off-center astigmatism and power error, giving the patient a multi-focal lens that feels like a single-vision lens. **Seiko Supercede** provides the highest level of optimal performance and uses advanced aspheric compensation (ACC) in the intermediate and near visual zones. **Seiko Double Aspheric Single Vision** is a 'double aspheric' lens – both sides of the lens are manufactured with specially designed curves that provide edge-to-edge vision. They are 50% thinner and lighter than conventional plastic lenses, and clearer due to the minimal surface reflections.

**Cozē (Robertson Optical Brands)** – "Cozē progressive lenses will exceed the performance of conventional premium progressives and at a lower price," says Mike Fussell of Robertson of Atlanta (Loganville). Included are **Cozē Soft** for first time wearers featuring a wide stable intermediate and near, recommended for low to medium add powers, and **Cozē HDW** for seasoned progressive lens wearers, which features wide distance for visually demanding users. Cozē HDW is recommended for adds 2.00 and above. ■



### Question:

Do you know what the acronyms in Cozē represent?

### Answer:

- C – Customized
- O – Optical
- Z – Zone
- E – Enhancement

Cozē is the new brand of digital freeform progressives developed by Robertson Optical. Included are Cozē Soft and Cozē HDW.

## ROL Columbia Frames Consultant Promotes 'No Hassle' Customized Specs and Package Pricing

**COLUMBIA, SC** – Matthew Scott has been serving as a frames consultant of Robertson Optical of Columbia since early 2009, and states that customers are elated with Customized Specs, a convenient, single-source ordering and board-refill program for frames.



Matthew Scott

"This program prevents customers from ever having dead inventory on their boards," he explains. "This is because Robertson's hassle-free program keeps each frame in stock." The customer does not have to send the frame with their Rx, and Robertson delivers the stocked frame with the job. This saves ECPs up to 75% on shipping costs. Every six months, the frames are recycled to remove discontinued frames.

Columbia's program also includes special discounts up to 75% for ordering frames-and-lens packages, which include: **Good** – Signet Armorlite Navigator with A/R; **Better** – SOLA Solamax with A/R; and **Best** – HOYA Summit with A/R

Frames offered through Robertson of Columbia's Customized Specs Program include those by Eye Q, Europa, Hart, Clariti and R&R. As a frames consultant, Scott serves customers in central, southern and coastal South Carolina, along with the Augusta, GA area.

### Customized Specs Program:

- No dead inventory on boards
- Saves up to 75% on shipping
- Decreases turnaround time
- Special pricing for frames-and-lens packages
- Convenient, less hassle



### Digital Freeform Seminars by Robertson Optical

Since installing its new digital technology, Robertson has been providing freeform seminars to ECPs such as this one to Georgia Optometry Group (GOG). L to R is Crissy Green, Jennifer Brownfield, Jamie McClellan and Linda DeVito of GOG; Archie Marcotte of Robertson; Dale Anderson, OD of GOG; and Glenn Hollingsworth of Robertson. ECPs interested in freeform seminars should contact Robertson.

## Dr. Bang Wins HDTV at SCOA

**MYRTLE BEACH, SC** – David Bang, OD of Ladson, SC, third from left, won a 42" HDTV through a drawing sponsored by Robertson Optical and Signet Armorlite at the recent South Carolina Optometric Association convention. L to R: Larry Patton of Robertson of Columbia, Dave Reed of Signet Armorlite, Dr. Bang, and Kimberly Harris-Griffin of Robertson of Columbia.



## Dan Floyd Begins as New Sales Representative for ROL Atlanta



Dan Floyd

**ATLANTA, GA** – Dan Floyd recently joined the sales team of Robertson Optical Laboratories of Atlanta (Loganville) and is serving various territories in Georgia. He is a Georgia-licensed optician, having 33 years of eye care industry experience.

His most recent position was territorial sales manager of HOYA Vision America.

He has also provided sales for such companies as Ralph Lauren/Polo.

"My goals are to see that Robertson customers are provided with excellent service and education regarding our cutting-edge services such as in-house freeform technology, customized lenses and in-house AR coating," said Floyd. ■

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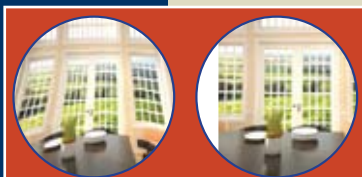
**the Lens Leader**

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**Don't miss the inside...**

**Robertson's Revolutionary**

**In-House Digital Freeform ...**



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**Robertson Optical Launches CARL ZEISS VISION Portfolio of customized lenses.**

Zeiss Individual™	SOLA HDV
Zeiss Individual™ SV	SOLAOne™ HD
Zeiss GT2™ 3DV	Compact® ULTRA HD
Zeiss GT2™ 3D	AO Easy HD
Zeiss GT2™ 3D short	

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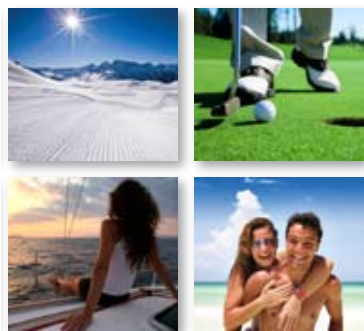
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Seiko Free-Form PAL Lenses or Super MV 1.67 Double Aspheric Single-Vision Lenses

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**KODAK Sun Lenses with NXT® Technology Available Through Robertson**

KODAK Sun Lenses with NXT Technology are now offered to Robertson Optical customers. According to Signet Armorlite's announcement, the addition of this line is to accommodate active patients with an even wider variety of prescription sunwear solutions since recent studies show that protection against the damaging effects of the sun is more important than ever.



consumers that recognize the features and benefits of this extraordinary product.

With the addition of KODAK Sun Lenses with NXT technology, the KODAK Unique Progressive, a digitally-created backside design, is now available in 50 lens materials. Having a choice of so many materials in one backside progressive makes it an easy one-stop shop for eye care professionals. ■

The new line of KODAK Sun Lenses with NXT technology includes photochromic polarized, photochromic, polarized, mirror and fixed tint lenses and available in both KODAK Unique Progressives and Signetek™ Processed Single Vision. These lenses fit a wide assortment of frames and are durable for rimless. They are all made using Trivex® material and have many benefits in terms of durability, fatigue, and resistance to U.V.

The material used to make NXT lenses was first developed for the military as an advancement over polycarbonate. It has now found its way to key industry leaders and sophisticated



Representatives of ROL and Thomas Eye Center of Athens, GA enjoy Southeastern Conference of Optometry (SECO) 2010. From left are Kelly Bowling; Glenn Hollingsworth; Ellen Goad, practice manager, and Stuart Thomas, OD of Thomas Eye Center; Keith Hollingsworth (kneeling); Christy Varalla; Mike Fussell; and Dave Provow.

**NEW MATERIAL**

**InstaShades® 1.50 Photochromic Lens**

**Affordable Durable Drillable**

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**Sydney Love to Launch New Wave of Frames**

Sydney Love will launch new collections of frames, accessories and readers at Vision Expo East in New York March 18 – 21. These can be ordered through Robertson Optical Laboratories. These ophthalmic frames have deeper B measurements for those patients who need bifocals.

The new, colorful spring assortments includes: Lookin' Good (sunglasses), Kickin' It (cowboy boots), Round-Up, Sweethearts, Day at the Beach, Golf Collection, New Spa Collection, Quilted Twill Collection and the Distressed Leather Collection.

New readers are available in the cowboy boot and golf prints.

**ROL Offers Latest McGee Eyewear Fashions**

Robertson customers can now order from the newest frame collections introduced by McGee:

**Vera Bradley's Romance:** This collection offers three refined frame designs, the semi-rimless metal/acetate with modified rectangular eye shape, the half-rimmed plastic/metal with modified oval eye shape and the elegant plastic/metal combination frame with modified oval eye shape. All with adjustable nose pads and spring hinges.

**XOXO Paparazzi:** The Paparazzi collection of XOXO Sunwear offers a full rim plastic frame with a modified rectangular eye shape, a full rim plastic frame with a fashionable butterfly eye shape and a full rim plastic/metal combination with a modified oval eye shape.

Some of the other latest McGee fashions include: **XOXO Smitten, Vera Bradley's Meeting Request, Vera Bradley's Berry-licious and Vera Bradley's 2009 Fall Reader Collection.** ■



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**Enhancing Patient Vision with Benefits**



by Mark Hinton

If patients are going to purchase your products, you, as the ECP, need to help them understand the benefits of what they're buying. They buy benefits of the products that you advise them to buy, not the product itself. Develop your dialog using these benefits and watch your revenue increase. Dialog suggestions include:

- "Transitions" Lenses:** "I always advise 'Light Responsive Lenses' because...(See advantages below)" OR "My happiest patients love Transitions because...(See advantages below)". "Are you familiar with them?" "The 3 main advantages of Transitions are:
- "They're more convenient and comfortable on your eyes when your sunglasses aren't handy."
  - "You'll experience improved vision in low light and at night because your visual receptors won't be over-exposed in & outdoors throughout the day. (Kinda like constant camera flash adjustment with less intensity)"
  - "You'll adjust to indoor lighting much faster than with clear lenses. Does that sound good for you?"

**AR:** "Your lenses will include AR for 3 simple reasons." OR "Your lenses include AR, you'll love AR lenses because... OR "Your lenses include AR, My happiest clients love AR because..."

1. "AR improves the scratch resistance of your lenses."
2. "AR effectively eliminates annoying reflections." "AR efficiently transfers the light through the lens without interference so you'll see almost 10% better than with conventional lenses."

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