



"It's a pleasure to please you."

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

Robertson Expands Free-form Lens Capabilities by Opening SC's First Full-Service In-House Digital Surfacing Lab

COLUMBIA, SC – Robertson Optical Laboratories which has been processing free-form lenses since June 2009 through its digital lab in Atlanta, Georgia is now producing free-form through its newest digital lab in Columbia. According to its owners, this is the first full-service, in-house, free-form digital lab in SC.

The benefits of this cutting-edge technology for ECPs include expedient turnaround, processing efficiency and quality lenses that supersede any leading national free-form laboratory. The value to patients are lenses which are personalized to each patient's individual RX, frame, angle and vertex, thus more precise

Robertson's Free-form Lenses:

- Processed in-house, thus faster turnaround
- Customized to each patient's personal Rx, frame, angle and vertex
- Backside digital free-form capability, thus more precise vision
- Clearer, edge-to-edge vision with less distortions in all viewing zones
- Ability to add full-service AR to any lens

vision, less distortions and clearer vision in all viewing zones.

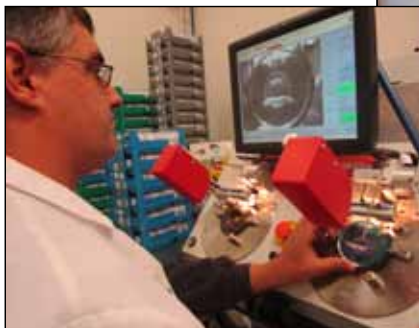
Robertson Optical customers and prospective customers are invited to tour the lab and see free-form lenses being processed through this amazing technology at any time by contacting Robertson Optical of Columbia.

The following free-form PALs can be ordered through any of the Robertson Optical labs and

are produced in-house: **Cozē, Carl Zeiss Vision, Kodak, Seiko and Shamir.** ■

South Carolina's First Free-form, Digital Surfacing Lab

Clockwise from left picture below: As part of the in-house free-form process at Robertson Optical of Columbia, Todd Banks uses an CB Bond-e alloy digital blocker for blocking lenses ready to be surfaced; Joey Byrne surfaces lenses on a HSC Smart XP digital lathe, and then applies laser engravings to digital free-form lenses; and Randy Franklin completes the free-form process using a CCP Swift digital processor.



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 in the exam chair, Robertson encourages eye care physicians to provide lens education to their patients during this time. This is *the Lens Leader's* tenth series of "Chair Time", offering lens education tips by Robertson's opticians and managers.

Discussing Photochromics with Patients: Keep things simple and focus on the benefits

Photochromic technological advances in the last several years have superseded its ability to remarkably transform from clear to dark to clear again, using all sorts of manufacturing techniques. Photochromic lenses also shield eyes from UVA and UVB radiation, providing excellent options for eyeglass wearers. But often ECPs struggle with how to explain why these lenses are beneficial. Some suggestions include:

1. **Keep the message simple.** ECPs should speak in terms that the patient will understand, thus less technical as possible. Perhaps use simple, easy-to-understand testimonials from other patients (without naming patients' names). For example, "I have a patient who loves these lenses because she no longer has to switch to her conventional sunglasses every time she walks from indoors to outdoors and back. She told me she is amazed at how hassle-free they are, their extraordinary comfort, and admitted that she sees a major cost benefit."
2. **Identify the patients' needs.** Uncovering the patients' needs is important. Identify those needs, challenges or problems and focus on how photochromic lenses can meet or solve them. Challenges may include: the patient is currently not wearing sun protective lenses due to affordability; the patient loathes changing glasses so much, so it's inconvenient; the lenses and frames are too heavy. Identify the patients' needs, then...
3. **Match the patients' needs with benefits.** Benefits may include: affordability, comfort, light-weight, suitable for all light conditions, less hassle, convenient, etc. And today's photochromic lenses offer most of these benefits.

So, ECPs should be aware of some of the latest photochromic lenses offered by Robertson Optical, and again, focus on the benefits. Some of the lens products include:

Transitions® Signature™ VII Adaptive Lenses: Transitions Optical uses two processing techniques when creating Transitions® Signature™ VII, its newest photochromic lens. These include: imbibing for its standard plastic lenses and Trans-Bonding™ for high-index, Trivex® and polycarbonate materials. **Through combining these processes, Transitions' objective is to make the clearest, darkest and quickest-to-respond lenses in the field of photochromics.** For standard index of refraction 1.50 lenses, the dyes are permanently embedded into the lens' front surface and unable to be scratched off, according to Transitions. The entire lens is heated so the dyes blend into the lens and merge into the front surface. The dye molecules are approximately five times thicker than a human hair. These molecules basically become part of the lens. Trans-Bonding includes placing multiple layers on the lens. The dyes in these layers are permanently adhered to the front of the lens.

PhotoFusion by Zeiss: According to ZEISS, these 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

(Continued on the back)

**Both our success and yours,
Result from the orders from you.
As we strive to exceed your expectations,
We're forever grateful to you!**

In Memoriam

Jack Robertson

of Robertson Optical of Greenville

GREENVILLE, SC – Robertson Optical Laboratories pays tribute to Calvin "Jack" W. Robertson, IV, who died November 27. He was lab manager of Robertson Optical of

Greenville, and served the lab in many valuable roles for ten years. He was born in Atlanta, and spent most of his life in Greenville.

Jack is survived by his father Calvin "Chip" W. Robertson III, vice president and co-owner of Robertson Optical Laboratories of Greenville; mother Laine

Hopper Robertson and two brothers David and Matthew Robertson. He is also survived by his grandfather Calvin W. Robertson, Jr., co-owner of Robertson Optical Laboratories. His great-grandfather was Robertson Optical's founder Calvin "Jack" W. Robertson. His grandmother was Beverly Robertson and great-grandmother was Lois Robertson.

Jack's dedication, permeating smile and positive spirit will be remembered by all. Expressions of heartfelt sympathy are extended to the family by employees, managers, customers and friends of Robertson Optical. ■

Robertson Optical of Atlanta and Greenville Joyce Farmer Celebrates 50 Years with Robertson

Customer Service Representative Joyce Farmer has been serving Robertson Optical Laboratories for 50 years, and says, "I love working with Robertson, and plan to continue until I retire." Robertson of Atlanta owners, managers and staff, along with her husband Frank Farmer, recently held a celebration for her at the lab in Loganville, GA.

Joyce began with Robertson Optical in September of 1964, when the Atlanta location was located on Marietta Street in downtown, and founder Jack Robertson was there. The lab was near the site where the Omni was later erected. After several years, Joyce transferred to Robertson Optical of Greenville; then later moved back to Atlanta to work at Robertson's lab on Montreal Road in Tucker, GA. When Robertson of Atlanta moved to its current location in Loganville, GA, Joyce continued in customer service, and according to owners, continued to excel in her role.



Celebrating 50 Years!
Joyce Farmer is honored at her 50-year celebration. From left, Robertson Optical of Atlanta's sales and customer manager Mike Fussell; General Manager Glenn Hollingsworth; Joyce; Joyce's husband Frank Farmer; and Robertson Optical co-owner Calvin Robertson.

"I've seen enormous growth, productivity and innovative changes in my 50 years with Robertson," says Joyce. "The best aspect of Robertson is the warm sense of comradery shared among the owners, managers and staff in such a family-oriented environment."

In addition, she expresses that she thoroughly enjoys her ongoing interaction with so many positive customers. ■

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the Lens Leader

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Don't miss the inside...



South Carolina's
First Free-form Lab

● South Carolina's
First Full Service
Free-form Lab

● Joyce Farmer
Celebrates 50
Years

● Robertson's Online
Ordering

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ROL Enhances Convenient Online Ordering Systems

As a reminder, Robertson customers and prospective customers can order online now with more options. If ECPs have not started online ordering through Robertson, they are invited to visit www.RobertsonOptical.com, go to the blue navigation bar that runs along the top of the page, then click the tab for the lab page from which they want to order: Atlanta, GA; Columbia, SC; or Greenville, SC. In the far left column of each lab page, ECPs will see "Online Ordering for ECPs". Underneath this are optional logos from which the ECP can choose which represent different online ordering systems:

Atlanta lab page:

- LabLizard
- VisionWeb



Columbia lab page:

- LabLizard



Greenville lab page:

- Robertson Optical
(which will open DirectLab)



ECPs should follow the instructions, and if they have questions or need log-in information, they should call a Robertson lab. (See each lab's contact information in the mailing panel above).

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Chair Time

Discussing Photochromics with Patients

(continued from the front)

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.

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

Vision-Ease Life Rx™

Vision-Ease emphasizes that this light responsive lenses permit a seamless flow from outdoors to indoors and back again. According to Vision-Ease, **Life Rx™ makes eyeglasses more versatile and provide 100% UV protection, reaching sunglass tint in less than a minute.** Its photochromic film is formulated to fade back faster than leading photochromic lenses so there's no more waiting. **If ECPs' patients are tired of lenses that remain somewhat tinted, hiding the patients' eyes? Highly sensitized polycarbonate resin allows the film to become crystal clear, getting rid of the unwanted indoor tint.**

Other photochromic lenses offered by Robertson to which ECPs and their patients have responded well to through the years include:

- Transitions Vantage Adaptive Lenses
- Transitions Adaptive Lenses
- Transitions XTRActive Adaptive Lenses
- Transitions Performance Lenses

For more information on these additional photochromic lenses, visit www.RobertsonOptical.com/PhotochromicLenses.aspx ■

Robertson Optical of Greenville Provides Complimentary Vision Services

Slater-Marietta Lions Club

GREENVILLE, SC – Robertson of Greenville teamed with the Slater-Marietta Lions Club this fall by providing fittings, measurements and glasses to attendees of a health fair at the new Slater-Marietta Lions Club Eye Clinic in northwest SC. The Slater-Marietta Lions Club donated the glasses which Robertson processed.



Chip Robertson, vice president of Robertson Optical of Greenville, SC, provides measurements at the Lions Club Eye Clinic.

JC Stroble Glaucoma Awareness

SPARTANBURG, SC – Robertson of Greenville also offered complimentary fittings and measurements at the J.C. Stroble Glaucoma Awareness Foundation health fair at Cornerstone Baptist Church in Spartanburg this fall. In addition, Robertson provided lenses and frames for a minimal fee, along with a free pair to the winner of a raffle. The foundation was named after Spartanburg local legend J.C. Stroble who was employed by the popular Beacon Drive-In for more than five decades, and lost his vision due to glaucoma. He died in September 2013. The foundation partnered with Robertson, Duke Medical University ophthalmologists, Carolina Vision, Healthy Smiles and Beacon Drive-In to offer the health screenings.



David Holmes of the Slater-Marietta Lions Club performs visual acuity testing.

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