



"It's a pleasure to please you."

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

Additional Certifications Contribute to Robertson's In House Free-form Expansions and Capabilities

All Robertson Optical labs are continuing to provide customers with the most highly advanced digital free-form technology, offering a variety of lens portfolios from COZÉ, Carl Zeiss Vision, Seiko, KODAK, Shamir, Unity, Vista and others. **The most recent update is that Robertson of Columbia, SC is now a Carl Zeiss Vision-certified free-form lab.**



Robertson Optical of Columbia has now joined Robertson of Atlanta as a Zeiss free-form certified-lab. All Robertson labs offer a large portfolio of free-form lens products, with many being produced through Robertson's in-house digital labs, which are certified by leading manufacturers. From left, Robertson Optical of Columbia's Surfacing Manager Joey Byrne, General Manager Gerald Williams and Lab Supervisor Duane Mimms observe their free-form digital surfacing technology.

Robertson Optical began offering the advantages of a full-service digital lab in 2009 at its Atlanta, GA location. Today, almost seven years later, both the Atlanta and Columbia locations have full-service digital labs. As an independent lab network, Robertson Optical has the ability to provide state-of-the-art, in-house digital free-form technology, including Vista, COZÉ, Unity, Seiko, Carl Zeiss Vision, KODAK and Shamir, to all of its customers through all of its labs.

Keeping pace with leading lens solutions in the optical industry, Robertson's unparalleled in-house digital surfacing produces free-form lenses customized to each patient's individualized, personalized prescription, frame, angle and vertex. As a result, Robertson's customers continue to express their patients' high level of satisfaction due to extremely precise and sharper vision, less distortions and clearer viewing in all zones. ■

Certifications for Robertson Optical's In-House Digital Free-Form Production

ECPs may order all leading digital free-form products through all Robertson Optical Lab locations. Robertson is certified for in-house digital production of these free-form lens products:

COZÉ	Carl Zeiss Vision
Vista	Shamir
Seiko	Unity
KODAK	

Gerald Williams Joins Robertson Optical of Columbia as New General Manager



Gerald Williams

COLUMBIA, SC – Gerald Williams, an ABO and NCLE-certified optician, is the new general manager of Robertson Optical Laboratories of Columbia.

"I'm excited to be a part of the Robertson Optical family and enjoy working with this exceptional team," said Gerald. "My plans for Robertson of Columbia are to develop steady and healthy business growth, which ensures the delivery of quality products, expedient turn-time and exceptional customer service. In addition to continuing to produce all of Robertson's unparalleled optical products, our focus will be to offer the highest-in-quality digital free-form lens portfolios."

His most recent position was director of retail operations for ten locations with Lange Eye Care and Associates in Florida. Additionally, he served as the director of lab operations for the eastern region with Carl Zeiss Vision, area general manager for the Mid-Atlantic region for Essilor of America, and a lab technician with Bell Optical Lab.

A board-certified licensed optician in several states, Gerald received his optical lab certification from Southern Ohio College in Cincinnati, Ohio. He earned an AS in Human Resources and Organizational Leadership from Rasmussen College and is completing a BS in the same field. He has been a member of various state optician's associations.

A native of Cincinnati, Gerald now lives in Columbia. He enjoys sports and spending time with his grandchildren. ■

In Honor and Memory of RICHARD L. ROBERTSON

The owners, managers, staff and friends of Robertson Optical Laboratories pay tribute to Richard Robertson, who passed away in July. Since 1959, he was co-owner of Robertson Optical.



Richard Robertson

Through Richard's dedicated co-leadership, Robertson Optical set a standard of excellence in the optical industry, growing from a company that filled 22 prescriptions the first day to more than 7,000 a week currently. The company started with 11 employees and now has over 100. Robertson Optical has owned labs in seven cities, occupying at least 15 buildings. In addition to filling thousands of lens prescriptions, the company sold a multitude of frames and contact lenses, developed the first one-step fining pad for grinding plastic lenses, started a company which designed and sold jumbo lens trays and frame drawer dividers, routinely added the most advanced lens technology and service areas, and produced its own private-label lens products. Robertson Optical continues this success today.

Richard is survived by his daughters and sons-in-law Candy and Mike Fussell, Mitzi and Dan Gregory, Tracy and Eric Hayno, and Kelly and Doug Cathey; brother C.W. "Calvin" Robertson, Jr.; 10 grandchildren and 5 great grandchildren. He was preceded in death by his wife Mitzi "Mickey" Palmer Robertson; son Richie Robertson; father, C.W. "Jack" Robertson, Sr. and mother Lois Robertson.

Highlights of the Life of Richard Robertson:



1930: Born in Atlanta Georgia

1947: Entered the optical industry by working in the shipping and delivery departments of Cummins-Robertson Optical Laboratory, which was co-owned by his father, C.W. "Jack" Robertson, Sr.

1948: Graduated from Decatur High School, Decatur, GA

1952: Married Mitzi "Mickey" Palmer

1954: Graduated from Southern College of Optometry, with a Doctorate of Optometry

1955-1959: Served in the U.S. Navy, graduating from Naval Officers Candidate School, and later serving in the Naval Intelligence Agency. Practiced optometry in Charlotte, NC with optometrists Jimmy and Belle Palmer. Opened an optometry practice in Mount Gillian, NC



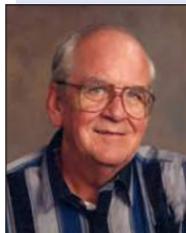
1958: His father, Jack Robertson, founded Robertson Optical Laboratories, Inc., with the first lab in downtown Atlanta.

1959: Became a co-owner of Robertson Optical Laboratories, Inc., joining his father Jack and brother C.W. "Calvin" Robertson, Jr.



Richard's brother Calvin Robertson, mother Lois Robertson and Richard

1960s – 1980s: With his ingenious strategic direction and co-management, Robertson Optical opened additional labs in Greenville, SC; Columbia, SC; Orlando, FL; Albany, GA; Chattanooga, TN and Stone Mountain, GA; partnering with additional co-owners.



1980s-2015: His clever and innovative strategies for Robertson Optical contributed to the erection of new state-of-the-art laboratory buildings, adding space and technology for full-service anti-reflective coating chambers, digital free-form surfacing labs, the manufacturing of private-label products and other services to meet the rapidly changing needs of ECPs and their patients. The company has consistently ranked among the highest in the annual survey of Vision Monday's Top U.S. Labs.

Robertson Optical honors Richard by continuing to carry out his dream and commitment of providing the eye care community with cutting-edge optical products that contribute to the best possible vision for patients.



Tom Bentley, Richard, Gordon Scott, Calvin Robertson, Bill Renfrow and Larry Bentley



Richard and Calvin Robertson

50 Year Celebration!

Gayle Calhoun was recently honored by Robertson Optical of Atlanta for 50 years of service. She started in September 1965 at Robertson's first location on Marietta Street in downtown Atlanta. She has worked in the stock, finishing and shipping departments. While thanking Robertson, she said "Robertson has always been like family to me."



(Pictured, left to right) Glenn Hollingsworth, Gayle, Kelly Bowling and Mike Fussell

Robertson Optical Laboratories, Inc.
www.RobertsonOptical.com

LOCATIONS:

Atlanta
2309 Hwy 81 South
Loganville, GA 30052
800.929.2765
mike.fussell@robertsonoptical.com

Columbia
Fontaine Industrial Park
411 Commerce Drive NE
Columbia, SC 29223
800.922.5525
jean@robertsonoptical.com

Greenville
120 Howe Street
Greenville, SC 29601
800.223.0890
rol3@robertsonoptical.com

the Lens Leader

Fall 2015

Don't miss the inside...



Robertson of Columbia's free-form lab is now Zeiss certified

Free-form Certifications

In memory of Richard Robertson

Robertson of Columbia's New General Manager

The Lens Leader

David W. Scott, Editor
David Scott Healthcare Marketing, Inc.
404.228.7171
dscott@davidscotthealthcaremarketing.com



2309 Hwy 81 South
Loganville, GA 30052



Presort Std
U.S. POSTAGE
PAID
PERMIT #7
MARIETTA, GA

Advertisement

Coppertone

POLARIZED LENSES

Sun Protection For Your Eyes.

COMING SOON!
COPPERTONE GREEN
WITH BLUE LIGHT PROTECTION



TRAYS FOR SALE

at these ROL locations:

Robertson Optical
of Columbia, SC
803-254-9381 or
800-922-5525

6x9x1.5 and 12x7x2
Multiple colors available,
barcoded on two sides.

Robertson Optical
of Atlanta (Loganville, GA)
770-554-3000 or
800-929-2765

Dac Vision 12x7x2
Multiple colors available,
barcoded on three sides.

Advertisement

SEIKO
Surmount &
Surmount Ws



The First, Best
& Future of
Free-Form

SEIKO
EYEWEAR THAT PERFORMS

Advertisement

Available to order from Robertson Optical

Shamir Autograph III®

A NEW Visual EXPERIENCE

ReCreating Perfect Vision™
www.shamir.com 877.514.8330



Advertisement

NEW
Transitions®
Signature VII
ADAPTIVE LENSES
Featuring Chromea7™ technology
TransitionsSignature.com

Transitions and the swirl are registered trademarks and Life Well It. Chromea7 and Transitions Signature are trademarks of Transitions Optical, Inc. ©2014 Transitions Optical, Inc. Photochromic performance is influenced by temperature, UV exposure and lens material.



"It's a Pleasure to Please You" has been Robertson Optical's tagline for 57 years and continues to make a positive impact on the eye care community. The message was first created by in 1958 by Robertson Optical founder Jack Robertson and his son, Robertson Optical's co-owner Calvin Robertson. Customers have attested that the company has a long-standing reputation of impeccable, personalized customer service, where its aim is to always please the customer.



CHAIR TIME

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



The ideal time for optometrists and ophthalmologists to provide pediatric lens education to children and their parents is when the child is in the exam chair and the parents are with them. This is the time they tend to have your undivided attention. This is *the Lens Leader's* eleventh series of "Chair Time", offering lens education tips by Robertson's opticians, managers and sales representatives. This series will focus on pediatric lenses.

5 Things ECPs Should Stress When Educating Parents and Children About Pediatric Lenses:

1. Polarized sun lenses are essential for children.

"Sunglasses" is the answer Chip Robertson, VP of Robertson Optical of Greenville, routinely gives when asked by adults, "What are the most important lenses?" And his answer is the same for children. Polarized sunwear is essential for both adults and children. The damage to skin and eyes from exposure to radiation from the sun is cumulative, with the majority of the damage occurring before the age of 18. Polarized lenses provide comprehensive protection against the sun's harmful UVA, UVB, and HEV (blue light) of which all are considered causes of both eye disease and skin cancer in the facial area surrounding the eye. **Coppertone Polarized Lenses** block harmful UVA and UVB rays and offer more protection (160% or more) from high-energy visible (HEV) light than ordinary sun lenses.¹

2. Pediatric AR lenses help children perform better and reduce hazards.

"Studies show that children who have anti-glare lenses perform better in school and have higher test scores," said Mike Fussell, sales and customer service manager or Robertson Optical of Atlanta. Pairing a polycarbonate lens with a premium AR coating that addresses both glare and the backside platform reflection of UV, the **ROYAL Jr** lens is a comprehensive solution for every child.

3. Children using computers and digital devices daily should upgrade to an AR that protects from harmful blue light.

Children living in today's high-tech world are at an increased risk of digital eye strain and sleep deprivation that result from harmful HEV/blue light from computer screens, tablets, TVs and smart phones. For children on computers, iPads and tablets

daily, it is recommended they upgrade from Robertson Optical's ROYAL Jr to **ROYAL InvigorEyes AR**. InvigorEyes is a comprehensive coating solution that protects a child's eye from both UV radiation and harmful HEV blue light. The Invigoreyes coating addresses UV and HEV by pairing unique reflective and absorption technology. This technology keeps harmful UV and HEV from transmitting through the front side of the lens into the eye, while the backside of the lens absorbs UV and HEV to keep it from platform reflecting into the eye.

4. Impact and scratch resistant lenses are important for children.

It is no surprise that children love to stay active, so lenses that are both impact resistant and scratch resistant are necessary. Robertson Optical's **ROYAL Jr AR** lenses and **ROYAL InvigorEyes AR** lenses include these features and therefore last longer.

5. If the patient's RX is over 2.00 diopters, free-form digital lenses are recommended.

For these children, the best lens solutions are high-quality free-form lenses produced through full-service digital labs. Free-form digital lenses are personalized to each patient's individual prescription, frame, angle and vertex; which results in more precise vision, less distortions and clearer vision in all viewing zones. Robertson offers all leading brands of free-form lenses and through its own in-house digital labs, offers such lenses as **COZÉ, Vista, Zeiss, SOLA, KODAK, Shamir, Unity** and **Seiko**.

¹ http://www.coppertone.com/portals/visionease/sunlight_and_your_eyes.pdf

KPIs Ensure Quality Products, Timely Turnaround and Unprecedented Customer Service from Robertson

Contributed by Robertson Optical of Columbia's new general manager Gerald Williams:

"Speaking on behalf of all Robertson labs, we believe that the loyalty from our customers and dedication of our employees are the fundamentals of our success. To ensure customer satisfaction, our management team utilizes key performance indicators (KPIs) to ensure we provide quality products that are second to none with an efficient turnaround time that many other labs struggle to achieve.

When patients need new lenses, they have high expectations from their ECPs regarding quality and service, and demand quick turnaround. As our customer, you need a lab that can meet those demands consistently and cost effectively.

Robertson has the ability to receive and process orders, and return them in a timely fashion. From the moment we receive an order to the moment that a patient puts on their new glasses, we are committed to providing high quality products and exceptional customer service.

While striving to surpass expectations, Robertson ensures that every pair of tailored lenses are crafted with detailed attention and care. Our team of final inspectors verifies each job before it leaves our facility for accuracy of prescription, coatings and measurements. When you want quality products, timely turnaround and unprecedented customer service, our staff at Robertson Optical is ready available to help with all your optical needs." ■