

"It's a pleasure to please you."

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

Now a UNITY Enabled Laboratory

Robertson Processing UNITY Lenses Through Its In-House Digital Surfacing

Robertson Optical Laboratories has become an official UNITY® Enabled laboratory, and is now processing Unity lenses through its in-house digital surfacing services. Customers have the ability to utilize the entire portfolio of UNITY lenses and performance coatings from all Robertson locations: Atlanta (Loganville), GA; Columbia, SC and Greenville, SC.

"We're proud to partner with Robertson Optical Laboratories to bring their customers more access to UNITY, the optical industry's fastest growing lens brand," said Robyn Crimmins, director of marketing of VSP Optics Group. "Eye care professionals and patients can rely on UNITY's advanced lens technology that allows wearers to experience all of life's important moments, from the little ones to the big ones and everything in between."

The UNITY brand of lenses is designed for the modern lifestyle needs of patients. UNITY offers ECPs and their patients these features and benefits:

UNITY Progressive Lenses: With UNITY Progressive Lenses, patients are offered a variety of choices for ultimate customization and exceptional vision, including designs optimized for mobile device users.

Single Vision Lenses: UNITY digital lenses provide the clarity that allows wearers to experience the details of life, along with obtaining the sharpest, clearest vision possible. UNITY digital single vision lenses offer three customized choices and the latest freeform processing technology to meet the needs of single vision wearers.

Computer Vision/Lifestyle Lenses: These task-specific lenses help wearers perform successfully in daily activities and avoid unnecessary strain and frustration. UNITY computer vision lenses include a range of choices based on patients' individual lifestyle needs, so they can focus on the important things in life.

UNITY Lens Enhancements:

Performance Coatings: A range of lens enhancements including glare, scratch and smudge reduction, easier cleaning and UV protection.

Photochromic: sunsync® light-reactive lenses offer the ultimate in indoor and outdoor comfort and convenience.

Polarized: The optimal sunglass lens, providing glare reduction for increased visual comfort and enhanced color definition.

Blue Light Protection: Protection from damage caused by high-energy blue light emitted from digital devices, CFL and LED lighting, televisions and computer monitors.



Rick Varalla processes UNITY through Robertson's in-house digital lab.

Additional Benefits:

ECPs are able to increase their revenue with UNITY. Through UNITY Savings program, VSP providers can earn up to \$27 on every order of UNITY progressive lenses and up to \$17 on every order of digital UNITY single vision that will reflect on their EOP.

Dispensing UNITY lenses also puts Robertson customers on the path to the VSP Global Premier Program that provides ECPs many valuable benefits. Robertson customers can visit www.pathtopremier.com to learn more.

For questions on ordering UNITY through Robertson, please contact your local Robertson representative. ■



Robertson's POLAR+ Lens Package Features Mirror Coating and Backside AR

Robertson Optical's privately-labeled POLAR+ is a new product that offers mirror coating with backside AR and backside UV. The POLAR+ package is available on single vision, FT 28, ROL XPHD digital lenses and Robertson Optical's Cozē Wrap, and can be ordered through all Robertson labs.

"This is a premium lens solution designed with the consumer in mind. The POLAR+ lens offers the most advanced protection against the sun with desired cosmetics and a price point that is affordable," said Mike Fussell, sales and customer service manager of Robertson Optical of Atlanta. "Patients are requesting mirrors, so we are giving this to them with the benefits of polarization and the anti-glare properties of advanced backside AR and backside UV."

Currently, POLAR+ lenses are offered in grey, brown or green, backside AR, backside UV, and mirror coatings in pastel blue, solid silver, solid gold or solid green. Other colors will be added later in 2015.



Good Times at SECO 2015!

Combining a mixture of professional networking, lens education, enjoyment and enthusiasm at SECO 2015, Robertson Optical managers and sales representatives expressed, "Robertson has the best labs in the world!" Standing, from left: Larry Patton and Tyler Brown of ROL Columbia; George DeVito, Dan Floyd, Cathy O'Kelley and David Stewart of ROL Atlanta; and Danny DeVito of ROL. Kneeling: Chip Robertson of ROL Greenville.

Serving Parts of Northern and Eastern SC, and Southern NC Tyler Brown Now Serving as Sales Representative for Robertson Optical of Columbia

Tyler Brown has recently been appointed as a territorial sales representative of Robertson Optical of Columbia. Tyler initially joined Robertson Optical of Greenville in the early fall of 2014, and is now representing Robertson of Columbia and focusing on portions of northern and eastern SC, and southern NC. "I have established very positive relationships with customers," said Tyler. "I am eager to continue this trend with other ECPs."



Tyler Brown

"I love the consulting side of the business," he added. "I like helping ECPs discover the products that best meet their patients' needs. I am very passionate about the optical industry, and ultimately, through Robertson, want to help people improve their vision," he said. "I sincerely believe Robertson has the products to accomplish this." He said he has placed significant focus on educating customers about Robertson's in-house technologies such as digital free-form, ROYAL AR, POLAR+ and others.

Tyler's hobbies include playing basketball, flag football and listening to all kinds of music. He emphasized, "I love watching University of South Carolina football and am proud to be a Gamecock." ■

Serving Parts of Metro Atlanta, Central Georgia and Alabama David Stewart Joins ROL Atlanta as Sales Representative

David Stewart has joined Robertson Optical of Atlanta as a sales representative, serving various areas in Metro Atlanta, central Georgia and Alabama. He is a licensed optician and an ABO certified technical speaker. Prior to joining Robertson, David was a sales representative for HOYA for seven years and Carl Zeiss Vision for three years.



David Stewart

"My objectives for Robertson are to be as effective and fruitful as possible, thus making the company even more successful," said David. "I'm a strong believer in Robertson's amazing digital free-form technology, anti-reflective lenses and especially the benefits of blue blockers. I plan to focus my efforts on promoting these, along with Robertson's other advanced lens technologies."

An Atlanta native, his hobbies are playing tennis and sports car racing. His wife, Lisa Stewart, is the Controller of Road Atlanta, a road course in Braselton, GA. ■

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Don't miss the inside...



Robertson now a UNITY enabled lab!

⊙ **ROYAL Jr AR for Children**

⊙ **POLAR+ Package**

⊙ **Meet Our New Sales Reps**

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**Combining Polycarbonate with ROYAL Ultraclean AR
ROYAL Jr AR Lenses Offered for Children**

ROYAL Jr is the result of the increasing need for a turnkey pediatric lens product. Combining both the technologies of polycarbonate lenses and ROYAL Ultraclean AR, ROYAL Jr produces an everyday solution for pediatric patients. Robertson Optical has been offering a family of privately labeled ROYAL AR lenses since 2013.

Not only does the ROYAL Jr lens provide the reassurance of impact resistance, it reduces the hazards of glare. "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 of Robertson Optical of Atlanta.



- ROYAL Jr for children ...**
- Reduces the hazards of glare
 - Impact resistant
 - Everyday solution for children

ROYAL Jr lenses benefit ECPs by offering a simplified tool to better address the evolving visual demands of their pediatric patients. ■

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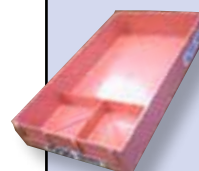


Representatives of Robertson Optical labs gather each year at SECO to promote the latest, leading-edge and sought-after lens products. Because of its commencement of processing UNITY in-house, this was one of the many innovative optical products presented.



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**

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

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Surmount &
Surmount Ws



The First, Best
& Future of
Free-Form

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EYEWEAR THAT PERFORMS