

# the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

## Robertson Optical of Atlanta Opens State-of-the-Art AR Coating Lab

**ATLANTA, GA** – Robertson Optical Laboratories of Atlanta (Loganville), GA has opened a new anti-reflective (AR) coating laboratory, which is housed in Robertson's current corporate laboratory and office facilities in Loganville. The 2,500 square-ft. state-of-the-art laboratory allows Robertson to produce high quality AR coatings such as Teflon® Clear Coat Lenses, Carat®, Carat Advantage® and Kodak CleAR, in addition to the AR coatings Robertson currently offers.

“Robertson is the only optical laboratory in greater metropolitan Atlanta with a lab of this type,” said Mike Fussell, sales and customer service manager of Robertson Optical of Atlanta. “We have provided quality AR coatings since 1999, and now our new lab enables us to go to the next level of quality by applying an AR coating that is far more durable and scratch resistant due to the application of a thermally-cured Foundation™ hard coat.”

**“Robertson Optical of Atlanta is currently the only lab in the southeastern U.S. approved to produce Teflon® Clear Coat Lenses in-house.”**

Fussell added that Robertson Optical of Atlanta is currently the only lab in the southeastern U.S. approved to produce Teflon® Clear Coat Lenses in-house.

Utilizing state-of-the-art Zeiss equipment, Robertson's new AR coating lab will supply “in chamber” super oleophobic top coatings that repel grease and fingerprints, along with allowing the patients' lenses to stay clean longer and wipe off easier.



Representatives of Robertson Optical of Atlanta (Loganville), GA cut the ribbon to their new anti-reflective (AR) coating lab. From left, Robertson representatives Glenn Hollingsworth, general manager; Cathy O'Kelley, sales representative; Keith Hollingsworth, AR coating laboratory manager; Richard Robertson, president; Calvin Robertson, secretary-treasurer; Mike Fussell, sales and customer service manager; Bill Lacy, sales representative; and Archie Marcotte, sales representative.



Above, Barry Lannon, director, Rx technology of Carl Zeiss Vision and Robertson Optical representatives prepare to cut the ribbon to the AR coating chambers Zeiss A20 and Satis 380 in Robertson's new AR coating lab. The lab also has an H3 Ultrasonic cleaner which has one side that cleans and etches lenses and another that applies a thermal hard coating to the lenses.

“The additional equipment, which is in a certified clean room, will increase our AR capacity by a minimum of 50%,” said Fussell. “Adding this AR coating laboratory is perfect timing for our customers since the AR market is expected to grow at the rate of 25% per year. Thus, we are quite pleased to offer these products to our customers in the southeast region.” ■

### Fall Product Promotions

## Promotions Enable Robertson Customers To Win Valuable Certificates & Gifts

Robertson Optical of Atlanta (Loganville), GA, Columbia, SC, Greenville, SC and Albany, GA have announced two product promotions for the fall. Promotions include:

- **Teflon® Clear Coat Lenses Could Be Your 'Best Buy'...** Each Teflon® Clear Coat Lenses order through Robertson Optical becomes an automatic entry into a monthly drawing to win a \$1000 Best Buy gift certificate. There will be one winner per month in October, November and December 2005.
- **'Targeting' Transitions...** Robertson Optical is offering a \$25 Target gift card as a reward for every 12 pairs of Transitions lenses purchased from Robertson. This promotion runs during October and November 2005 only.
- **VISION Ease: Buy One, Get One Free...** Each time a customer purchases a SunRx Polarized Outlook from Robertson Optical, the customer will receive a free pair of Clear Outlook Progressive lenses in Polycarbonate. Coupons are available from Robertson sales representatives. (Promotion expires 12-31-2005).
- **Kodak InstaShades: Speed Meets Speed...** This program rewards the customer with a \$25.00 gas card for every 5 pairs of Instashades purchased from Robertson Optical. Also, customers earn a chance to win tickets to a NASCAR race. Robertson tallies the usage and sends the gas cards during the first week of each month. (Promotion expires 12-31-2005).

In addition, these Robertson promotions continue:

- **SOLAOne, All You Need Is One...** Customers may scratch off a ticket each time a SOLAOne is purchased from Robertson Optical. Tickets value \$2 to \$10,000. (Promotion expires 12-31-05).
- **Shamir Lenses Ongoing Rebate...** Customers can earn \$12.00 per pair on Progressives and \$6.00 per pair on Office lenses purchased from Robertson Optical. The customer must purchase 15 pairs per month to qualify for the rebates. Robertson reports Shamir sales each month.
- **VISION Ease Sun Rx Rewards...** \$25.00 cash and 10 award points for every 5 pairs of Vision Ease Polarized SunRx lenses purchased from Robertson. (Promotion expires 12-31-05).

**For more information on these and other promotions, customers are invited to call their Robertson sales representative or a Robertson location.**

### ROL Product News: What's Hot?

All locations of Robertson Optical Laboratories are now offering the following lenses and products:

- **Vision Ease** introduces the new **LifeRx Poly FT 28 Photochromic lens**. According to Vision Ease, this lens darkens quickly and deactivates 50% faster than other leading photochromic lenses. It uses Vision Ease lens patented molded film technology for greater durability and ease of processing.
- **Carl Zeiss Vision** has just released the **Gradal® Brevity Short Corridor Progressive lens** in a 1.67 Transitions V product. Brevity can be fit as low as 16 high and is approved for Teflon® Clear Coat Lenses AR.
- Developed by **SOLA** in association with **DuPont, Teflon® Clear Coat Lenses** deliver a combination of clarity, easy cleaning and scratch resistance that is unequalled among AR coatings today, according to SOLA Marketing Manager Christie Cornetta. She said, “Advanced anti-reflective technology eliminates all but 0.7% of lens reflections. A unique combination of oil, water and dust resistant properties make the lenses easy to clean and stay clean longer. Plus, Teflon® Clear Coat Lenses offer scratch resistance equivalent to a premium hard coating.”

(continued on back)

# Robertson Optical Laboratories of Columbia Breaks Ground for Modern New Building

*"Will be twice the size of our current facility"*

**COLUMBIA, SC** – Robertson Optical Laboratories of Columbia has broken ground for a new 12,500 square-ft. building to be located in Fontaine Industrial Park, near the intersection of S.C. 277 and Fontaine Road in Columbia. The building's general contractor projects an opening in late spring of 2006. Upon opening, all Columbia operations of Robertson will move from its Washington Street location to Fontaine.

"The state-of-the art building will be twice the size of our current facility and is designed to better serve customers through the most advanced optical technology," said Gordon "Scotty" Scott, vice president of Robertson Optical of Columbia. "It will feature ample production space for enhanced work flow and faster turnaround, a meeting-and-seminar room for continuing education for eye care professionals, the latest optical manufacturing equipment and in the near future, in-house AR coating capabilities."

Scott said Robertson Optical of Columbia has outgrown its current building, which has been located at 1812 Washington Street since 1968. Prior to that, the optical laboratory was on Gregg Street, opening in 1963.

Gordon Scott, Sr., vice president and consultant for Robertson Optical of Columbia said there is an increasing demand for Robertson Optical products and services, stating, "Enormous planning and thought has been incorporated into this new building, so it can efficiently meet the needs of our customers." Robertson's customers include optometrists, ophthalmologists and opticians.

General contractor for the building is Columbia-based Burriss Building Systems, Inc., with J.L. Lake and Associates serving as the architect.



From left, Lamar Lake, president of J. L. Lake and Associates, Inc., the architect for Robertson Optical Laboratories of Columbia's new building; T. Moffatt Burriss, Jr., president of Burriss Building Systems, Inc., the building's general contractor; Gordon "Scotty" Scott, Jr., vice president of Robertson Optical of Columbia; and Gordon Scott, Sr., vice president and consultant for Robertson Optical of Columbia, break ground for the new facility.

## Attendance by Southeastern ECPs Doubles at 2005 Braves Event

**ATLANTA, GA** – Cheers, chants and tomahawk chops were all part of this year's annual Atlanta Braves event, which sent more than 250 southeastern ECPs and their families to the August 13 Braves game. The promotion, sponsored by Robertson Optical of Atlanta (Loganville), GA, Greenville, SC and Columbia, SC; SOLA; and Transitions, awarded points in exchange for game tickets and prizes to Robertson customers for purchasing SOLAOne Clear, SOLAOne Transitions, S/V Transitions, Flat Top Transitions and Teflon® Clear Coat Lenses. Many attendees said they are already looking forward to next year's Braves event.



Above, Robertson Optical customer Heather Lybrand (left), licensed optician of Pelham Vision Center in Greer, SC, along with Chip Robertson, vice president of Robertson Optical's Greenville location.

At right, Robertson Optical customer Judy Shaw (center), lab director of Dobbs Eye Clinic in Enterprise, AL, along with Glenn Hollingsworth (left), general manager and Gene Clark (right), customer service representative of Robertson Optical's Atlanta (Loganville), GA location.



Below, Robertson Optical customers Amy Brown (left), office manager for Paul J. Glass, MD in Tucker, GA and Peggy Phillips, office manager for Robert Elwell, OD in Tucker, GA.

Above, Robertson Optical customers (from left) Shannon Hunt, laboratory manager; Gerry Hekking, contacts technician; Crystal Dixon, laboratory technician; and Renee Rowelee, laboratory technician of Pee Dee Eye Associates in Hartsville, SC.

## What's Hot?

(continued from front)

- **Seiko** has released the **Proceed 3 1.67 in Transitions and Clear lenses**. This is the shortest corridor progressive in the Proceed Lineup. They may also be fitted in 16 high and are approved for Satin AR or Duralux AR.

Robertson continues to offer the **PolarShades** and **InstaShades** from **Kodak**; the three progressive lenses, **Genesis**, **Piccolo**, and **Office** from **Shamir Insight**; and a host of other contemporary lenses and state-of-the-art products.

Look for more ROL Product News in future issues of *The Lens Leader!*

**Robertson Optical Laboratories, Inc.**  
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Look what's inside...

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- Robertson Optical of Columbia Breaks Ground for New Building
- Over 250 ECPs and Families Attend Atlanta Braves Event; Participation Doubles This Year!

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