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

Robertson Optical 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 ClearAR, in addition to the AR coatings Robertson currently offers.

“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.”

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

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.

Robertson Optical of Atlanta (Loganville), GA, Columbia, SC, Greenville, SC and Atlanta, 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.
  - **SOLAO® All You Need Is One...**

  Customers may scratch off a ticket each time a SOLAO® is purchased from Robertson Optical. Ticket 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 rebate. Robertson reprints 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).

- **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 or Instashades purchased from Robertson, the customer will receive a free pair of Clear Outlook Progressive lenses in Polycarbonate. (Promotion expires 12-31-05).

- **Kodak Instashades Speed...**

  Robertson Optical will send the customer a $25 Target gift card for every 5 pairs of Instashades purchased from Robertson. (Promotion expires 12-31-05).

- **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. (Promotion expires 12-31-05).

- **Fussell added...**

  “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.”

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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-foot 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 workflow 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 Lake and Associates serving as the architect.

General contractor for the building is Columbia-based Burriss Building Systems, Inc., with J.L. 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.

COLUMBIA, SC

Attendence 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 went 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.

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!