

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

More than 200 Eye Care Professionals Participating in Robertson Optical's Atlanta Braves Promotion

ATLANTA, GA; COLUMBIA, SC; GREENVILLE, SC – More than 200 customers of Robertson Optical Laboratories of Atlanta (Loganville), GA, Columbia, SC and Greenville, SC, which include optometrists, ophthalmologists and opticians, are participating in this year's Atlanta Braves promotion, which is being sponsored by AO-SOLA, Transitions, and Robertson. The promotion, which began May 2 and runs through July 29, awards points to eye care professionals (ECPs) for purchasing SOLAOne Clear, SOLAOne Transitions, S/V Transitions, Flat Top Transitions and Teflon coated lenses from Robertson. Points are exchanged for tickets and/or "Braves bucks" for the ballgame in Atlanta on Saturday, August 13 between the Braves and the Arizona Diamondbacks.

Every 25 points earn a choice between a game ticket and a \$10.00 Braves buck. Braves bucks are redeemable for Braves souvenirs, memorabilia, and refreshments at the stadium. Promotion organizers designed it in this fashion so customers earning several points could obtain as many game tickets as they want, but still use other points for other Braves-related items.

125 ECPs participated in last year's promotion. "We expect this to double this year," said Gordon "Scotty" Scott, Jr., vice president of Robertson's Columbia location. "It's a great opportunity for customers and their families to relax, have fun, and mingle with their colleagues and professionals from SOLA, Transitions and Robertson." Scott said his laboratory received numerous thank you notes and expressions of gratitude after last year's Braves promotion.

Robertson plans to charter several buses and cars to transport customers, their families, and Robertson professionals to the game. Lunch will be served during the trip. At the game, there will be special drawings and prizes given away to customers and their families.

Licensed optician Barbara Brown of Camden Optical in Camden, SC, a Robertson customer, said, "I've already earned points for several tickets, so this promotion really makes me step up to the plate to sell more SOLAOne, Transitions, and Teflon Coated lenses." She said, "My whole family is planning to attend the game and they are looking forward to this exciting adventure."

In addition to the Braves promotion, Robertson Optical's Columbia location has a weekly drawing. Each time a Columbia customer buys a SOLAOne lens, they complete and mail a ticket to the laboratory and if their ticket is drawn, they win \$150 in cash.

Describing last year's Braves promotion and weekly drawing, Pam Jordan, an apprentice optician of Camden Optical, said, "This is one of the best promotions in which we've participated in 35 years." Jordan said that she and her family look forward to going to the ballgame again this year.

"Not only has this promotion doubled the purchase of SOLAOne lenses from Robertson, it has given us a way to continue building positive relationships with our customers," said Mike Fussell, sales and customer service manager of Robertson Optical of Atlanta (Loganville). "The Braves outing gives many of us a chance to meet our customers face to face and enjoy getting to know them in a relaxed, casual environment." ■



Go Braves!

Representatives from Camden Optical of Camden, SC and Robertson Optical Laboratories of Columbia, SC show their Braves spirit while expressing enthusiasm about this year's Atlanta Braves promotion being sponsored by Robertson Optical, AO-SOLA, and Transitions. Pictured from left: Pam Jordan, apprentice optician, and Barbara Brown, licensed optician, of Camden Optical; Zach Scott (son of Scotty Scott) and Scotty Scott, VP of Robertson Optical of Columbia; and Darlene Mackey, licensed optician of Camden Optical.

ROL Product News: What's Hot?

All locations of Robertson Optical Laboratories (ROL) offer the latest in contemporary lenses. Just to name a few and summarize their features and benefits....

Teflon Clear Coat Lens Eliminates More Reflection Than Other AR Coatings; Cleans Easier

Robertson Optical Laboratories (ROL) is now offering the Teflon Clear Coat Lens from SOLA. The first of its type in the world, this unique AR coating can be purchased by eye care professionals throughout the U.S. from ROL's Atlanta (Loganville), GA; Greenville, SC; Columbia, SC; and Albany, GA labs.



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

(continued on back)

Robertson Optical of Columbia Slated for Fall Ground Breaking for New State-of-the-Art Building

Projected Completion: Spring of 2006

COLUMBIA, SC – Robertson Optical Laboratories of Columbia will not only be moving to a more convenient location in 2006, but will be housed in a completely new state-of-the-art facility.

The modern 12,500 sq. ft building will be located in Fontaine Industrial Park, near the intersection of S.C. 277 and Fontaine Road in Columbia, and is designed to better serve customers through the most advanced optical technology.

"The new building will be double the size of our existing facility," said Gordon "Scotty" Scott, Jr., 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. Columbia-based general contractor Burris Building Systems, Inc. plans to break ground for the new lab this fall, and has projected it to be completed by the spring of 2006.

"We have simply outgrown our existing facility," said Gordon Scott, Sr., vice president and consultant for Robertson Optical of Columbia. "This new building exemplifies our commitment to meeting the increasing customer demand for Robertson Optical products and services."

Plans are underway for an open house celebration once the building is open. Tours will be given in 2006 and thereafter; many, in conjunction with continuing education seminars that Robertson Optical is planning for optometrists, ophthalmologists, opticians and other eye care professionals.

Robertson Optical of Columbia is currently located at 1812 Washington Street. The wholesale optical laboratory has been serving customers from this location since 1968, when it moved from its Gregg Street location, which opened in 1963. ■

What's Hot?

(continued from front)

to clean and stay clean longer. Plus, Teflon Clear Coat Lenses offer scratch resistance equivalent to a premium hard coating."

Cornetta added, "This premium performance is supported by one of the best known and most trusted consumer brand names in the world: Teflon." She noted that the Teflon brand is recognized by 99% of U.S. adults.

"The brand is key to growing the practice's AR sales," said Cornetta. "It's the only AR brand that most patients recognize. Teflon is most commonly associated with performance, protection and convenience, which are the key benefits of Teflon Clear Coat Lenses. The strength and benefits of this brand are a tremendous help to the eye care professional trying to increase AR awareness and sales in their practices."

Manufactured and distributed by SOLA International, Teflon is a registered trademark of E. I. du Pont de Nemours and Company, used under license by SOLA International.

Shamir Lenses Have Multiple Benefits

Three progressive lenses from Shamir Insight are now being offered by Robertson Optical Laboratories (ROL). Genesis, Piccolo, and Office, using Shamir's advanced Eye-Point Technology, are available from all ROL locations.

Shamir representatives state that the Genesis is a precision-engineered progressive lens designed for every angle, vision zone and prescription. It is the first progressive lens designed through an exact simulation of the human eye; therefore allowing the lens to adjust to the patient, rather than adjusting the patient to the lens. The Piccolo, a short corridor progressive lens has been designed for fashion-conscious patients who don't want to compromise style and quality. The Office lens has been designed with the help of ergonomic specialists to extend the field of vision to 13 feet alleviating eye-strain and other computer vision syndrome (CVS) symptoms. The Shamir Piccolo and Shamir Office incorporate the same Eye-Point Technology as the Shamir Genesis.

Shamir's Eye-Point Technology is a dedicated ray tracing program that takes into account numerous parameters: object's angular position in the eye's field of vision, distance from the lens to the object, distance from the eye to the back vertex of the lens, pupil distance, pantoscopic tilt of the frame, lens prescription, lens index refraction, lens center thickness, thickness reduction prism, and more.

KODAK Shades Offer Clarity and Other Unique Features

Seeing more clearly outdoors never looked so good with Robertson Optical Laboratories (ROL) offering Kodak PolarShades and Kodak InstaShades. These thinner and lighter lenses are available from all ROL locations.

The Kodak PolarShades provides clarity in all viewing areas by offering glare reduction to eliminate discomfort and glare's "white out" effect on visual images. The Kodak InstaShades is the fastest photochromic lens. It gets lighter three times faster than any other photochromic lens for clear, natural vision indoors. The PolarShades and InstaShades both give patients 100% UV blockage.

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

Robertson Optical Vice President Selected One of '50 Most Influential Women in Optical'

ATLANTA, GA – Kelly Bowling, vice president of Robertson Optical Laboratories (ROL) was recently named one of the '50 Most Influential Women in Optical' in the nation for 2005 by *Vision Monday* magazine. The July 18 issue of *Vision Monday* featured Kelly in an article that honored the women. Kelly was one of six women chosen in the Laboratories category.

All of the owners of ROL have confirmed that Kelly wears more hats than anyone else in the corporation, but never complains about being too preoccupied to meet someone's request. This, they said, contributed to her honor.

"Her multi-disciplinary talent combined with her easy-going temperament has made her a valuable asset to not only ROL, but to the optical and vision care industries," said Gordon Scott, Sr., vice president and consultant for ROL's Columbia, SC location. "In several situations, I have seen Kelly under enormous amounts of pressure, but she always remains calm, perseveres, and somehow finds a solution."

Kelly has served ROL for 18 years, during which the company has seen a 133% increase in average daily sales and a 90% increase in average jobs per day. Her dedicated, tireless efforts have greatly contributed to this exceptional growth, which caused ROL to be ranked number thirteen in *Vision Monday's* Top 25 Independent Labs in 2004.

"Kelly is one of the mainstays of ROL. She is able to cross over functional lines to assess situations quickly and take appropriate action," said Christie Cornetta, SOLA Marketing Manager. "Working quietly behind the scenes, she is a major force in the success of this regional powerhouse."

As vice president of ROL, Kelly assumes the roles of general administrator and chief financial officer for all ROL locations, which means managing several financial and operational departments, along with providing enormous support for sales, marketing, purchasing, strategic planning, vendor relations, corporate meetings, property acquisitions, contractual relations, customer service and more. Also, ROL remains very involved in optical education by participating in state, regional, and national conferences, many for which ROL will be providing educational speakers.

In addition to her challenging career responsibilities, Kelly finds time to be a successful single mom, along with playing softball and soccer in her community. ■



Kelly Bowling

The Robertson Creed

Every day we will remember that the visual care of the community is in our hands.

We will never relax in our vigilance for we know that the coming generation is dependent upon our product and service for eye care.

Because we have dedicated our service and placed our trust in God, we will be a never failing source of supply.

And because we have fully accepted these responsibilities; we will go home at night feeling that we have earned a place among those who serve mankind.

Jack Robertson
Founder
Robertson Optical Laboratories, Inc.

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The Lens Leader...

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