

"It's a pleasure to please you."

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

Revenue Opportunities for ECPs:

Robertson Optical Encourages ECPs to Promote 'Task-Specific Lenses' Such as Computer, Sun Wear, and Safety Lenses

Sales and Customer Service Manager Mike Fussell of Robertson Optical Laboratories of Atlanta (Loganville), GA believes eye care professionals can generate much more revenue for their practices by selling multiple pairs of task-specific lenses to patients such as those designed for computer reading, safety, and protection from the sun.

In addition, he believes it is the responsibility of ECPs to inform and educate patients about these lenses. "It's our job as providers to make sure every patient has the proper lenses to meet their needs," said Fussell. "If we don't talk to patients about computer-specific lenses, sun wear, safety lenses and other task-specific lenses, then we have not completed our job of providing them with everything they need for the best possible vision."



Sola Access® computer lenses

One example of a task-specific lens is the Sola Access® computer lens by Zeiss. "Anyone who frequently uses a computer will appreciate the benefits of Access because it is designed for optimal vision when sitting in front of a computer screen", said Fussell. "I find that with normal progressives, I have to tilt my head up to look through the channel to see the computer screen clearly. If I look

through the distance in my progressives, the computer screen is slightly fuzzy. The channel on the progressive is not designed for the width of a computer monitor that is 19 inches, so this also requires some head movement on my part to bring everything in focus." Fussell concluded, "An Access gives me a much wider field of view when looking at the screen, which means no tilting of the head and less movement side to side resulting in less neck strain, thus better ergonomics."

Chip Robertson of Robertson Optical of Greenville, SC agrees with Fussell that ECPs need to make patients aware of the availability of all task-specific lenses. Another example of this type of eyewear is the Shamir Office™ lens, said Robertson. Shamir Office is a lens for small environments that meets the needs of chefs, doctors, musicians, mechanics and other workers requiring concentrated vision for up to 13 feet. "It's easy to fit, easy to dispense and gives the patient edge-to-edge clearness," he added. "It increases patient satisfaction and practice revenues."



Shamir Office™ lens

Some other task-specific lenses include Zeiss Business and Zeiss Gradal RD. All of these can be ordered through all Robertson labs. ■



Robertson Optical of Columbia's New Building in Final Stages

COLUMBIA, SC – Construction for the new 12,500 square-foot, state-of-the-art building for Robertson Optical of Columbia is in its final stages, according to vice president and consultant Gordon Scott, Sr. The new building, located in Fontaine Industrial Park at S.C. 277 and Fontaine Road, will feature much more production space for faster turnaround, the latest optical manufacturing equipment, and a meeting-and-seminar room for eye care continuing education. In the near future, the lab will include in-house AR coating capabilities. If all goes well, move-in should occur between December and February.

ROL Product News: What's Hot?

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

DriveWear™ by Younger Optical... This new polarized Transitions® is designed for automobile driving. According to Younger Optical's website, "Drivewear lenses are capable of sensing and reacting to varying light conditions both outside and behind the windshield of the car. From bright sunlight accompanied by intense, blinding glare, to overcast inclement conditions, Drivewear lenses provide the wearer with the appropriate visual solution." The website states, "Drivewear provides glare protection through polarization and enhance and protect vision through photochromics which respond to both visible and UV light." Drivewear is available in single vision only with a progressive lens to follow in late December



or early January. According to Mike Fussell, sales and customer service manager of Robertson of Atlanta (Loganville), GA, this product is the first of its kind, and the manufacturing is so precise, it took Younger and Transitions five years to develop it. For more information, customers may visit www.YoungerOptics.com/drivewear.

KODAK Unique Progressive... "Sales of this product are through the roof", said Robertson's Mike Fussell. "This is one of the best progressive lens we have ever launched in Atlanta."

According to a Signet Armorlite press release, this is the first progressive design to optimize visual performance for frame size and shape. "Production technology of the KODAK Unique



Robertson of Columbia Teams with United Way and SCOA for SC Eye Care Initiative for the Uninsured

COLUMBIA, SC – Robertson Optical Laboratories of Columbia has joined the United Way of the Midlands and the South Carolina Optometric Association (SCOA) in leading the South Carolina Eye Care Initiative, a program which offers eye exams and corrective eyewear for uninsured people at a minimal cost of \$35.

The initiative includes member optometrists of SCOA located in the counties of Fairfield, Lexington, Richland and Newberry, SC who have volunteered appointment

times to serve citizens in need in the Midlands area of South Carolina. Robertson of Columbia is manufacturing the eye glasses.

Peter Candela, OD, trustee of SCOA, was instrumental in creating this partnership that addresses the cost-issue for many low-income, working people of South Carolina who cannot afford routine eye care or the health insurance that covers it. ■

ATLANTA, GA – Robertson Optical customers and their children demonstrate their Braves spirit at Turner Stadium during the annual Atlanta Braves Promotion, sponsored by Robertson of Atlanta, Columbia and Greenville, Carl Zeiss Vision and Transitions®. Customers were awarded points for purchasing clear SOLAOne™, Gradal Top™ and Gradal Brevity™ progressive lenses, and every 10 points earned a ticket to the game.

Shown clockwise from top left: Cierra Dixon, daughter of Crystal Dixon, lab technician of Pee Dee Eye Associates in Hartsville, SC.; Landon Jordan, grandson of Pam Jordan, apprentice optician of Camden Optical in Camden, SC; Cierra Dixon, daughter of Crystal Dixon, lab technician of Pee Dee Eye Associates in Hartsville, SC, and Rich Hunt, son of Shannon Hunt, lab manager of Pee Dee; Margie Chapman, VP and convention chairperson of the South Carolina Association of Opticians and co-owner of Gosnell and Chapman Vision Center in Greenville, SC, and Chip Robertson, VP of Robertson Optical of Greenville.



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What's Hot?

(continued from front)

Progressive automatically customizes the design for the patient's frame selection," said Jan Kubiak, marketing manager of Signet Armorlite. "This ensures the best overall visual performance for any B measurement, large or very small, down to a 13mm fitting height. With this, near vision performance is guaranteed".

KODAK is a trademark of Kodak, used under license by Signet Armorlite.

New GT2™ by Zeiss... "Teflon sales by Robertson continue to grow during the last quarter....especially with the release of the new GT2", said Robertson's Mike Fussell.

According to Christie Cornetta, regional marketing manager (east) of Carl Zeiss Vision, some of the key features and benefits of GT2 include wide, clear distance, 17mm fitting height, aberration control, ergonomically designed near zone, new base curve series, and premium enhancements compatible with leading AR including Teflon® Clear Coat Lenses, Carat Advantage®, Carat® and Super ET™. "GT2 is available in Transitions® Lenses for the ultimate in comfort and healthy vision," added Cornetta. ■

Teflon® is a registered trademark of E.I. du Pont de Nemours and Company, used under license by Carl Zeiss Vision Holding, GmbH.

Featuring On-line Ordering and Frame Tracing:

ROL of Albany's New Computer System Produces Expedient Job Ordering, Tracking and Delivery

ALBANY, GA – Since Wahn Vinavong assumed the role of VP of Robertson's Albany lab, he has been busy implementing numerous lab enhancements, thus faster and better customer service. One of the major additions is the installation of an entire new computer system which includes the Direct Lab program. The new, upgraded system creates faster information processing, which allows on-line ordering, job tracking and frame tracing.

"By using the job tracking system, we can inform customers of the exact status of a job anytime they want," Vinavong explained. "Better yet, customers can log into Direct Lab and check the status of their jobs from their own offices. Once our customers implement Direct Lab ordering, it will improve the accuracy of orders by leaving no room for the mistakes or misunderstandings that could happen with phone ordering. It will also increase the speed, thus expediting jobs to customers." ■

Lab InSight: Robertson Optical of Columbia, SC

COLUMBIA, SC – Each quarter, *the Lens Leader* highlights one Robertson Optical location through "Lab InSight". This quarter, Robertson Optical Laboratories of Columbia is featured. The following is a profile of the lab:

HISTORY: Robertson of Columbia began service in 1963 on Gregg Street. In 1968, the lab moved to its current building at 1812 Washington Street in Columbia.

NEW BUILDING TO OPEN: Construction is in its final stages for a new state-of-the-art building to open between December 2006 and February 2007 in Fontaine Industrial Park, near the intersection of S.C. 277 and Fontaine Road in Columbia.

NOTABLE PRODUCTS AND SERVICES: Transitions® lenses, In-house AR coating (through Robertson sister lab), Zeiss/AO/Sola lenses and in-house coatings, including Teflon® Clear Coat Lenses, Signet Armorlite/KODAK lenses and in-house KODAK CleAR™ AR coating, Shamir Lenses, Rodenstock USA, DEFINITY™ Progressive Lenses, Resolution Lenses, SEIKO PENTAX products, Younger Trivex™, quality drill mounts, Corning SunSensors®, Santinelli beveling, Polarized lenses, frame and lens packages, kids' packages and more

EQUIPMENT AND TECHNOLOGY: Vision Web integrated; EyeFinity integrated; on-line ordering; remote tracing; job tracking; state-of-the-art Gerber/Colburn, SatisLOH surfacing equipment, Santinelli and National Optronics edging equipment, lens drilling equipment, and Ultra Optics scratch coating equipment; and state-of-the-art chemically-bonded anti-reflective coating

THIRD PARTY PAYORS: Vision Service Plan (VSP), Vision Care Plan, Vision Benefits of America and others

VIEWS ON CUSTOMER SERVICE:

"We believe that each customer is uniquely special," said Todd Banks, assistant general manager. "Customers are the backbone of our business and therefore come first. Our goals are to create a business relationship with them that is pleasurable and professional.

"With more than 100 years of combined experience in our customer service department, we possess the knowledge and expertise to meet our customers goals, which include our ongoing exploration of ways to enhance the services provided," Banks continued.

CONTACT:

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Pictured from top left, counterclockwise: Josh Hughes, Customer Service Rep; Kim Miller, Customer Service Rep; Rita Rivers, Customer Service Rep; Karen McCormick, Customer Service Rep; Mammie Pelzer, Lab Tech; Diane Burns, Lab Tech; Martin Velez, Lab Tech; Todd McGrady, Lab Tech; Susie Amerson, Lab Tech; Bill White, Lab Tech; Shane Caldwell, Finishing Supervisor; Bill Risher, Lab Tech; Joyce Stone, Mailroom Clerk; Randy Franklin (L) and Christopher Williamson (R), Lab Techs; Steve Lyman, Lab Tech; Segun Anderson, Lab Tech; Barbara Hogan, Lab Tech; Tracy Copeland, Mailroom Clerk; Mark Ballard, Lab Tech; Sherry Davis, Lab Tech; Chris Little, Lab Tech; Rico Riley, Surface Supervisor; Chris McElveen, Lab Tech; Amy Neece, Customer Service Rep; Crystal Colburn, Customer Service Rep; Debbie McElveen, Office Manager; Scotty Scott, Vice President; Wendy Freeman (L) and Nicole Fisher (R), Lab Techs; Jack Howard, Vice President; Todd Banks, Asst. General Manager

