

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

ROL Products & Promotions

Robertson Customers Offered Valuable Rewards Through Promotions

Robertson Optical Laboratories of Atlanta (Loganville), GA; Columbia, SC; Greenville, SC; and Albany, GA are encouraging customers to participate in various promotions, some of which are ongoing and others only effective this fall. The following is a Customer Promotions Checklist. Customers are asked to contact Customer Service at Robertson for more details.

CUSTOMER PROMOTIONS CHECKLIST:

For all Robertson Optical customers ...

Customers Can Win Digital Pupilometer Through KODAK Unique Progressives Promotion

Customers can earn a complimentary digital pupilometer with the purchase of the tenth pair of new KODAK Unique Progressive™ Lenses from Robertson Optical. *This promotion is sponsored by Signet Armorlite and continues through December 31, 2006.*

Customers Can Win \$100 or More Through 'Collect Ten and Win' for KODAK Progressives with CleAR Coating

For every tenth pair of KODAK Progressives with KODAK CleAR™ Coating purchased from Robertson Optical, customers will earn \$100. A rebate ticket is provided with each order. *Offered by Robertson and Signet-Armorlite, this promotion continues through November 30, 2006.*



Every Scratch-off Ticket is a Winner Through 'Transitions Progressive Tour'

For every pair of Zeiss Top™, Zeiss Brevity™, SolaOne™, and New Zeiss GT2 Transitions® Lenses ordered from Robertson Optical, customers will earn a scratch-off ticket and win \$1, \$2, \$5, or \$10 instantly. *The Transitions Progressive Tour is sponsored by Carl Zeiss Vision, Transitions Lens Company and Robertson Optical Laboratories and continues through October 31, 2006.*



Shamir and Robertson Offer Cash Rewards Through 'Recreating Perfect Vision'

The following rewards will be distributed every time a Robertson customer dispenses a minimum of 15 pairs of any combination of Shamir products in one calendar month:

- \$15 cash reward for every Shamir Autograph®, Attitude™ or SuperLite™ 1.67 clear dispensed
- \$12 cash reward for every Shamir Creation™, Genesis™ or Piccolo® dispensed
- \$6 cash reward for every Office™ lens dispensed

This promotion expires December 31, 2006. Enrollment is required.



Dividends, Education and Practice Building Tools Earned Through 'Carl Zeiss Vision Rewards'

Each time a customer purchases Zeiss, SOLA and Teflon® Clear Coat brand products from Robertson Optical, dividends are earned which can be used for a broad range of products. A few of the ways dividends can be redeemed are as follows:

- Preferred pricing from Carl Zeiss Meditec and Santinelli International products
- Patient education tools which give customers a custom, waiting room video from iPort media that focuses on their practice
- Practice-building items such as branded merchandise and dispensary items

This program is ongoing. Customers should contact their lab for enrollment.



For all Robertson Optical customers ...

\$10 Gas Cards Awarded for Purchasing SEIKO Proceed Shorts

Customers will receive a \$10 gas card for every pair of SEIKO 1.67 Proceed Short and Proceed Super Short lenses purchased through November 30, 2006 from Robertson.

Customers Can Win \$100 AmEx Gift Cards Through 'Rodenstock - Get A Charge Out of Life'

For every ten pairs of Life 2 Progressives and XS Progressives purchased through December 31, 2006, Robertson customers will be awarded a \$100 American Express gift card.

For Robertson Optical of Columbia, SC customers...

'Resolution Lenses Gas Card Rebate Programs' Sponsored by Optima and ROL Columbia

Customers will earn a \$20 gas card for every pair of Resolution® Response® lenses that are purchased through Robertson Optical of Columbia. Also, for every five pairs of Resolution Single Vision lenses purchased, Robertson of Columbia customers will be awarded a \$10 gas card. *Both of these Optima promotions are ongoing.*



For Robertson Optical of Atlanta (Loganville) customers...

Rebates Awarded Through Teflon "First and Ten"

Any Robertson Optical of Atlanta (Loganville) customer who sells ten or more pairs of Teflon lenses in a month will earn a \$10 rebate for each pair. For example, a customer could sell 16 pairs during the month and earn \$160. *The promotion restarts each month and continues through November, 2006.*



ROL Product News: What's Hot?



KODAK Unique Progressives Now Available Through Robertson

Robertson Optical recently announced that the new KODAK Unique Progressive is available to customers through all Robertson locations.

In a press announcement, manufacturer Signet Armorlite stated, "This is the first progressive design to optimize visual performance for frame size and shape."

"Production technology of the KODAK Unique 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".

Kubiak continued by noting that the KODAK Unique Progressive is customized for smooth visual performance. "Using Vision First Design™ technology, the front and back surfaces are smoothly synchronized, and all visual corrections are combined and applied to the back surface of the lens via Digital Resolution Technology™." She added, "This gives patients smooth gradation of power, gentle binocular balance, broad field of view and quick object recognition to provide a visual experience comparable to a single vision lens. The visual performance of KODAK Unique Lens is verified using the latest wavefront technology."

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

Now available through Robertson Optical

Shamir's Creation Receives Positive Feedback from ECPs

The Creation lens is the latest addition to Shamir Insight's premium progressive lens line. This new lens can be ordered through all locations of Robertson Optical Laboratories. Shamir executives state that Creation features a wide range of benefits, including an extended base curve selection (up to 20% more base curves), resulting in 40% flatter lenses than standard PALs.

A recent press release from Shamir stated, "With patented Freeform Optics™, Shamir bypasses ceramic molds, utilizing digital molds which produce a lens that provides up to six times more resolution than leading competitors."

"Creation's success reinforces our commitment to offer superior designed lenses, said Carmen Renschler, vice president of sales for Shamir. "The feedback received from ECPs regarding their patients ease of adjusting to the new lens has been phenomenal."

"I come across many different lenses each day," said Eli Ben Moshe, OD, of Ocean Beach, CA. "I've put my

father in various lenses, but none seemed to work for him until I fitted him for Shamir's Creation lens.

"Within 20 seconds, he noticed a significant difference," Moshe added. "It's satisfying to know that when I fit a patient in these lenses, after using different ones, they will experience a positive and comfortable change."

"Launching Creation was a very exciting step for us; we knew it would be a hit with both the ECPs and patients. Creation represents the next level in premium progressive lenses. It provides an aesthetic appeal with an advanced technological design, resulting in a flatter surface allowing for higher resolution," said Raanan Naftalovich, CEO of Shamir.

Creation is available in CR-39, Hi-Index SuperLite™ 1.6 Polycarbonate, with availability of Hi-Index SuperLite™ 1.67 in October of 2006.

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Robertson Optical Laboratories Offering the New GT2 Progressives by ZEISS

All Robertson Optical labs are now offering the GT2™ progressive lens by ZEISS, the latest addition to the Carl Zeiss Vision portfolio.

According to statement issued by Christie Cornetta, regional marketing manager (east) of Carl Zeiss Vision, "GT2™ progressive lenses have been carefully engineered around the visual and physiological requirements of the wearer using the proven total aberration control of Zeiss Optical Optimization and Management." The statement adds, "This process maximizes both the physiological and optical interaction of the lens design with the visual system of the wearer to ensure the most natural, satisfying viewing experience possible."

Cornetta outlined the key features and benefits of GT2 progressives. These include:

- *Wide, Clear Distance* – GT2 is virtually distortion-

free above the 180° line for truly satisfying distance and peripheral vision.

- *17mm Fitting Height* – GT2's optimized corridor allows for up to 50% more near utility than several of today's leading progressives in smaller frames.
- *Aberration Control* – The progression of power and astigmatism has been carefully managed for excellent control of wavefront aberrations throughout the lens.
- *Ergonomically Designed Near Zone* – GT2's large near zone is carefully positioned for the wearer's preferred eye rotation while reading.
- *New Base Curve Series* – A new, more optimally designed base curve series maintains precise control of optics with a smaller inventory and more efficient use of base curves.
- *Premium Enhancements* – Compatible with leading AR including Teflon® Clear Coat Lenses, Carat Advantage®, Carat® and Super ET™. Available in Transitions® Lenses for the ultimate in comfort and healthy vision.

Robertson continues to offer these products and services:

Optima products, including Resolution Response and Single Vision; In-house AR coating; Transitions® Lenses, Zeiss Products, including Teflon® Clear Coat Lenses, Signet Armorlite/KODAK lenses and in-house KODAK Clear™ AR coating; Shamir Lenses, Rodenstock USA products; DEFINITY™ Progressive Lenses; SEIKO PENTAX Lenses; Younger Trivex™; Quality drill mounts; Corning Sunscreens®; Santinelli beveling; Polarized lenses; Kids' packages.

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Special Edition!

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