



"It's a pleasure to please you."

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

Placing Major Emphasis on Customer Service Generates Success for Robertson

For years, Robertson Optical Laboratories has proudly displayed its tagline, "It's a pleasure to please you." The adherence to this philosophy by Robertson employees, especially customer service personnel, has contributed to the remarkable growth of Robertson, increasing the company's weekly jobs from 149 in 1958 to 7,000 today.

A recent three-year study conducted by the National Federation for Independent Business in Washington, D.C., showed that businesses which place heavy emphasis on customer service were more likely to survive and succeed than competitors who emphasized such advantages as lower prices or type of product.

This study is noted in the customer service section of the U.S. Small Business Association (SBA) website, www.sba.gov. The website states, "The climate of the recession-ridden early 1980s, when customers blithely traded away high-quality service in exchange for price reductions or convenience is no more. Instead, customers are demanding service again. And companies of all sizes are realizing that their strongest selling point can sometimes boil down to treating customers as they would like to be treated – or better."

The secret to Robertson Optical's success is the ability to create a tailored experience for each customer, said Archie Marcotte, sales representative for Robertson in Atlanta (Loganville), GA. Marcotte tries to match customers with Robertson personnel that best meet their individual needs. By matching personalities, Robertson hopes to create strong relationships and exceptional experiences for each customer.

"We offer a personal touch," said Mike Fussell, sales and customer service manager of Robertson of Atlanta (Loganville). "Many of our accounts have a one-on-one relationship with our staff members."

Courtesy, promptness, accuracy and the latest product knowledge are the hallmarks of Robertson's customer service staff. Additionally important is their ability to take swift action in solving problems should they arise. Marcotte said that customers expect prompt communication and follow up when a problem or delay occurs on an order.

The SBA website states, "In the smartest companies, asking questions and listening carefully to the answers is an important part of customer service. These firms train their employees to focus on what the customer is saying, and then tailor products or services to meet customer needs."

"Thoroughly listening to customers' needs and requests is of utmost importance," said Larry Patton, territory sales manager of Robertson of Columbia, SC. "I'm always asking the customers, 'How are we doing? Are we taking care of you?' My customers know that when a problem occurs, I will make all efforts to solve it to the customer's satisfaction."

Cathy O'Kelley, sales representative for Robertson's Atlanta (Loganville) location, said she believes that Robertson's employee stability and dedicated efforts to help each customer are the things that have greatly contributed to the success of this nationally-renowned laboratory called Robertson Optical.

"Our customers have come to depend on us (customer service representatives) to expedite jobs as they enter and leave our system," said Rene Hendrix, customer service representative of Robertson in Greenville, SC. "Jobs begin and end with this department." Therefore, as Chip



Robertson's AR Coating Lab

Robertson Sees Significant Growth in Teflon® Clear Coat Lens Sales Since Opening AR Lab

ATLANTA, GA – Robertson Optical Laboratories of Atlanta (Loganville) has seen significant growth in Teflon® Clear Coat Lens sales since the opening of its new anti-reflective (AR) coating laboratory, according to Mike Fussell, Robertson's sales and customer service manager.

Robertson is the only independently-owned lab in the southeast that is approved to produce Teflon® Clear Coat Lenses in-house.

"While Robertson is enjoying the growth in Teflon® Clear Coat Lens sales, the real winners are area eye care professionals and their patients," said Christie Cornetta, regional marketing manager (east) of Carl Zeiss Vision (formerly SOLA Optical). "AR is the biggest segment of the optical industry that will fuel growth for ECPs now and in the future."

The new, 2,500 square-foot AR facility incorporates state-of-the-art Zeiss coating equipment, allowing Robertson to produce the most premium, best performing AR coatings to the highest quality standard, said Fussell. This includes the latest generation of Teflon® Clear Coat, which combines outstanding clarity, the scratch resistance of a premium hard coating and a super-hydrophobic coating for easy cleaning. The new facility also allows Robertson to produce Zeiss Carat® Advantage and KODAK ClearAR™, in addition to Robertson's previous AR offerings.

"We are now able to offer premium AR coatings with the quality and service that our customers expect from us," added Fussell. "Our customers are seeing that the combination of great AR performance through our new lab and the powerful Teflon® brand can help their AR businesses grow significantly. We are succeeding because they are succeeding." ■

Robertson, vice president of the Greenville location, said, "Our customer service representatives have to be on their tip toes at all times---ensuring that customers are fully accommodated for all of their requests."

Larry Bentley, vice president of Robertson of Albany, GA, said he constantly has meetings and discussions with his staff to help ensure that customers have a great experience. "The loyalty and dedication of our sales and customer service representatives are what make our customer service program at Robertson excel," said Bentley. ■

Robertson Announces Best Buy Winners in Teflon® Clear Coat Lens Promotion

ATLANTA, GA – Robertson Optical Laboratories has announced the winners of the Best Buy gift certificates. During October, November and December 2005, every Teflon® Clear Coat Lens order through Robertson became an automatic entry into a monthly drawing to win a \$1,000 Best Buy gift certificate.

The October winner was **Mark Forster, OD, of Forster Eyecare in Lawrenceville, GA** (pictured at left). **Focal Point Eyecare in Norcross, GA** (pictured at right) won for November; and **Thomas Eye Center in Athens, GA** was the December winner, which will be featured in *the Lens Leader* spring issue.



L to R: Amanda Stine, ophthalmic technician; Michelle McGinnis, ophthalmic technician; Mark Forster, O.D.; Polly Bush, office manager; Margie Dent, optician of Forster Eyecare



L to R: James Edwards, optician; Monica Pina, staff member; Lauren Ramey, staff member; and Regina Sullivan, O.D. of Focal Point Eyecare

ROL Product News: What's Hot?

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

- **Seiko** has released the **Proceed III 1.67 Progressive Lens** designed for ultra small frames with a minimum fitting height of 16mm. Proceed III compliments the existing Proceed II (fits at 18mm) and Proceed I (fits at 20 mm) progressives. These products are all available in Transitions® or Clear Lenses.
- **Excel Lens** has recently released their **7x28 Trifocals in Trivex™** impact resistant material. These lenses are highly recommended for drill mount frames. Customers should contact their Robertson Optical for pricing.

In addition, Robertson continues to offer these lenses:

- **LifeRx Poly FT 28 Photochromic Lens** newly developed by **Vision Ease** – "Sales are through the roof," said Robertson's Mike Fussell. "Customers are ecstatic about the fast color-changing properties of the lenses."
- **Zeiss Gradal® Brevity Short Corridor Progressive lens** in a 1.67 Transitions V product recently released by **Carl Zeiss Vision**
- **Teflon® Clear Coat Lenses** developed by **Carl Zeiss Vision**
- **Proceed 3 1.67 in Transitions® and Clear lenses** produced by **Seiko**
- **PolarShades™** and **InstaShades™** from **KODAK**
- **Genesis, Piccolo, and Office** from **Shamir Insight**

A host of other contemporary lenses and state-of-the-art products are offered by Robertson and can be found in the website: www.robertsonoptical.com.

Construction Underway for Robertson's New Building in Columbia



COLUMBIA, SC – Construction for Robertson Optical's new laboratory facility in Columbia is underway. The state-of-the-art building, scheduled to open in late summer of 2006, will be located in Fontaine Industrial Park, near the intersection of S.C. 277 and Fontaine Road. Upon opening, all Columbia operations of Robertson will move from its Washington Street location to Fontaine. The 12,500 square-ft. facility will be twice the size of its current building. Owners say that Robertson customers will benefit from the new building due to expanded production space for enhanced work flow and faster turnaround, a meeting-and-seminar room for ECP continuing education, the latest optical manufacturing equipment and in the near future, in-house AR coating capabilities. Pictured above is an architectural illustration of the front elevation of the proposed completion.

Teflon® TV Ad Campaign To Launch January 30

ATLANTA, GA – CBS, ABC, NBC and FOX television networks plan to air numerous 30-second commercial spots promoting Teflon® Clear Coat Lenses beginning January 30 in the Atlanta market. Consumers will be directed to www.solateflon.com for a listing of supporting practices that have completed the Teflon® Certification training program. The campaign, which is being sponsored by Carl Zeiss Vision (formerly SOLA Optical), is scheduled to run through April 2.

The ads will air during such programs as "CSI New York," "Commander in Chief," "Without a Trace," the

2006 Winter Olympics and local news casts.

Representatives of Carl Zeiss Vision and Robertson Optical Laboratories have been enthusiastically spreading the news about the campaign through Atlanta area ECP offices since early January. "ECPs report an influx of new patients to their practices in every market that Teflon® Clear Coat Lens consumer campaigns have been launched," said Christie Cornetta, Marketing Manager for Carl Zeiss Vision. "We expect the same results in Atlanta."



Braun Eye Clinic Wins Daytona 500 Tickets in KODAK Instashades™ Promotion

DALTON, GA – Robertson Optical customer Braun Eye Clinic of Dalton has won an all-expense paid trip for two to the Daytona 500 International NASCAR Race as part of Signet Armorlite's KODAK InstaShades™ 'Speed Meets Speed' promotional program.

The program which ran August 1 through December 31 rewarded customers with a \$25 gas card for every five pairs of KODAK InstaShades™ purchased from Robertson Optical and a chance to earn the NASCAR tickets.

Mike Fussell, sales and customer service manager of Robertson of Atlanta (Loganville), said, "All of us at Robertson Optical send our congratulations to Braun Eye Clinic on this exciting win".

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



At left, DeDe Turner, territorial manager of Signet Armorlite, and right, Bill Lacy, Robertson sales representative, congratulate Charlie Braun, optician, of Braun Eye Clinic, center.

Look for Us at SECO!



Representatives of **Robertson Optical** will be exhibiting at...

SECO International 2006

February 22 -26, 2006

Georgia World Congress Center
Atlanta, Georgia



Did you know that in 1958, Jack Robertson opened the first Robertson Optical lab with 11 employees? Located in downtown Atlanta, the lab serviced 22 jobs the first day, and 149 the first week. Today, Robertson Optical has more than 120 employees with four locations, performing over 7,000 jobs a week for customers nationwide.

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