



"It's a pleasure to please you."

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

Robertson of Columbia Customers Offered Invoice Discounts for Touring Lab and Attending Educational Session

COLUMBIA, SC – Each customer of Robertson Optical of Columbia that attends a lab tour and educational training session at the lab at least through December 31 will be offered an additional five percent discount on their bill for the month following the session.

At this event, customers will tour the new state-of-the-art optical lab and see South Carolina's only full-service in-house anti-reflective (AR) coating lab while lenses are being produced. In addition, they will be able to witness all that is involved in the production of eye glasses from start to finish. The entire lab will be in full operation during these sessions.



"These events have already been very successful," said Gordon "Scotty" Scott, vice president of Robertson of Columbia. "We are averaging two a week.

"It's amazing how many eye care professionals have never seen a lab in operation," said Scott. "And for those who have, these events provide them with enhanced eye care education and allows them to see a new lab featuring in-house AR coating." Scott noted that the sessions are especially helpful for eye care professionals and their staff members new to the eye care industry.

Robertson of Columbia moved into its new lab facility in February. Located in Fontaine Industrial Park, near the intersection of SC 277 and Fontaine Road, the building includes South Carolina's only full-service in-house AR lab and is the only lab in SC to produce Teflon® Clear Coat Lenses in-house.

Customers and prospective customers interested in attending the tours and training sessions should call customer service at Robertson at 803-254-9381 or 800-922-5525. The sessions will most likely continue after December 31 explained Scott, but he encourages eye care professionals schedule them now if they have not already. ■



COLUMBIA, SC – From left: Jack Howard, vice president of Robertson Optical Laboratories of Columbia provides a tour of the new lab to the staff of Larry Scheele, OD of Sumter, SC; Susan Holton, Vonnie Koepfel, Jeri Hancock, Becky Gowdy and Dr. Scheele.



Upgrades and Enhancements for Robertson of Albany

ALBANY, GA – Owners and staff of Robertson Optical Laboratories of Albany have expressed pride in their new lab upgrades and enhancements including building repairs, new signage, a new computer system, updated computer programs, a new drill for drill mount frames, and several other improvements. All of the enhancements are designed for a better work environment and faster turnaround, thus quality service for Robertson customers. Standing from left under their new sign, Robertson of Albany staff members include Libby Sikes, customer service representative; Wahn Vinavong, vice president; Lisa Vinavong, sales representative; Drew Cruz, lab technician; Jerome Osborne, lab technician; and Karen Byrd, mailing and shipping clerk.

the Healthy Eye café

Which color is better for sunglasses, brown or gray?

By Chip Robertson, LDO
Vice President, Robertson Optical Laboratories of Greenville, SC

Whether you are talking to your patient about polarized lenses or photochromic lenses, brown is better at blocking high energy visible (HEV) light. HEV light is the violet blue band of the electromagnetic spectrum, from 380 to 500 nm in wavelength (or blue light). The higher the energy of the light, the higher is the risk of tissue damage. HEV damage is believed to be cumulative, and appears later in life, most often in the form of age-related macular degeneration (AMD). Protecting the eyes from these damaging rays is critical. Melanin polarized lenses are very effective in blocking HEV light. We like to call it "high definition for the eyes."



Chip Robertson

Sunscreens have long been used in the battle against skin cancer. SPF, or sun protection factor, is the rating that refers to a product's ability to screen or block out the sun's burning rays. This rating is calculated by comparing the amount of time needed to produce sunburn on protected skin to the amount of time needed to cause sunburn on unprotected skin. Someone who normally burns in 10 minutes and wears an SPF of 15, they would have 150 minutes of protection.

According to industry sources, the eye protection factor (EPF) is a scientifically applied solar rating designed to help people compare the efficiency of sunglasses in protecting the eyes from the harmful effects of radiation. The EPF rating of a lens is based on ultraviolet (UV) protection, blue light protection and infrared protection. Polarized melanin lenses have the highest EPF rating. The most important pair of glasses the patient can own is their sunglasses. It's about prevention for a lifetime.

- Gray – Gray has benefits also. Gray lenses reduce light intensity without altering the color of objects. They provide the most natural color vision. Gray is the most popular sunglass color in the US.
- Brown – Brown lenses enhance contrast by blocking a larger percentage of blue light than gray lenses do. Brown provides a warmer appearance to colors and makes greens more vibrant.
- Melanin – This new amber/brown color was specially developed to block HEV light (380-530nm) as well as UV. This band of visible light has been shown to cause eye damage such as macular degeneration.

Eye health does not stop at sight correction. This is about safer, healthier, more comfortable vision, which means great vision. Who wouldn't want great vision....hummm!

Source: "Tech Service Tidbit" April 2007, provided by representatives of Vision Ease.

New Sales Representative for Robertson Optical of Atlanta Views Customers' Needs as Paramount



Danyel Pritchard

ATLANTA (LOGANVILLE), GA – Danyel Pritchard has been serving customers of Robertson Optical of Atlanta as a sales representative since April and says she loves it. Pritchard joins Robertson of Atlanta sales representatives Archie Marcotte and Cathy O'Kelley. Pritchard serves specific geographical areas in North Georgia and Greater Metropolitan Atlanta.

Pritchard has been in the optical industry since she was 18, serving as a refractive technician, dispensing optician and edging technician. She had a short, three-year departure from optical when she taught middle school, but says it didn't take her long to realize what she was missing: her passion for eye care.

This passion started at her first optical job at Cornelia Eye Clinic in Cornelia, Georgia. "I was learning to edge when a little girl in the sixth grade came to the clinic," she remembers. "She put on a pair of glasses for the first time, and exclaimed, 'Mommy, that church across the street has red bricks.'" Pritchard says this warmed her heart, and from that moment, she knew she wanted to continue in the optical business.

Her eye care passion, combined with a sincere dedication to meet customer's needs, has given Pritchard the ingredients to excel as a sales representative. "I want our customers to always know how important it is that I meet their needs," she says. "These are paramount to us. My goal is to grow with Robertson as I build customer relationships. It is also important that we offer eye care providers superior products," she adds. "I believe in delighting the customers, so they constantly ask for Robertson."

When Pritchard isn't serving Robertson's customers, she says she's busy playing wife and mom with two children and another on the way, and adds that her favorite hobby is baking wedding and holiday cakes. ■

Robertson Optical Laboratories, Inc.
www.RobertsonOptical.com

Locations:
Atlanta
2309 Hwy 81 South
Loganville, GA 30052
800.929.2765
roboplab@bellsouth.net

Columbia
Fontaine Industrial Park
411 Commerce Drive NE
Columbia, SC 29223
800.922.5525
debbie@robertsonoptical.com

Albany
1937 Ledo Road
Albany, GA 31707
800.288.3995
RobertsonOptical@bellsouth.net

Greenville
120 Howe Street
Greenville, SC 29601
800.223.0890
rol3@RobertsonOptical.com

the **Lens**
Leader

Don't miss the inside...



- ⊙ Robertson of Columbia Customers Offered Additional Invoice Discounts
- ⊙ Upgrades and Enhancements for Robertson of Albany
- ⊙ New Sales Representative for Robertson of Atlanta
- ⊙ Rodenstock Introduces ColorMatic® 1.54 Lens

The Lens Leader

David W. Scott, Editor
David Scott Healthcare Marketing, Inc.
404.230.8433
DScott@DavidScottMarketing.com



2309 Hwy 81 South
Loganville, GA 30052

Pre-Sort Standard
U.S. POSTAGE
PAID
ATLANTA, GA
PERMIT #4444

**“Twice as Strong As the Former ColorMatic®”
Rodenstock Introduces ColorMatic® 1.54 Lens**

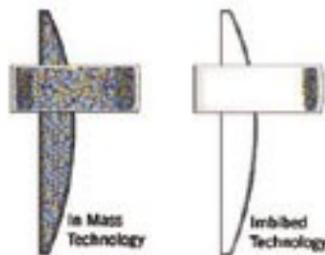
Rodenstock has introduced the new ColorMatic® 1.54, which according to Rodenstock sales manager Greg Ballew, is twice as strong as the former Colormatic lenses. He notes that this new material is excellent for drill mount frames and can be ordered through all Robertson Optical labs.

“Clearer photochromatic lenses that return to clear faster is what patients want and Rodenstock Colormatic makes it possible,” said Ballew.

The ColorMatic 1.54 is available in gray or brown and comes in these products: Rodenstock Progressiv® life 2, Rodenstock Progressiv® life XS, Rodenstock Single Vision (spherical), Rodenstock Multigressiv ILT and Rodenstock Multigressiv ILT XS.

Ballew highlighted some of the key features of the ColorMatic 1.54 which he said includes automatic adjustment to any level of light, improved lightening time, very fast darkening, stress-free vision with no eye fatigue and 100% UV protection. ■

In Mass Versus Imbided Technology



RODENSTOCK IN MASS TECHNOLOGY	IMBIBED TECHNOLOGY
Color molecules dispersed evenly throughout the lens.	Single layer of dye molecules.
When the surface layer fatigues, color molecules below to activate to full potential.	As top layer fatigues, lens performance drops off.
No noticeable performance loss for up to 2 years.	Performance loss will be apparent after approximately 1 year.
The mixing of the dye molecules with the liquid monomer ensures an even concentration throughout the material. When activated at different angles from the sun, the lenses will always assume their desired color.	The molecules are layered with smaller red and yellow molecules on the bottom. This causes the lens to turn brown when the sunlight is directed from behind or as a result of age related fatigue.
Will darken up to 50% behind the windshield of a car due to the UV wavelength which activates this material.	Does not darken in a car.
ColorMatic® activates with a different wavelength than the Transitions UV light box. It will not darken in the light box. Natural sunlight recommended for activation.	Darkens in the Transitions UV light box.

sydney love ♥

**Sydney Love Launches
‘Frame Kit of the Month’**

Sydney Love Eyewear has begun FRAME KIT OF THE MONTH, a program which features the release of new Sydney Love frames, which can be ordered through Robertson Optical labs.

Two Sydney Love styles, consisting of two-to-three colors each, will be included in each monthly release, along with Sydney Love cases and a special item from the Sydney Love Leather Collection in assorted patterns. Or eye care providers may choose a Sydney Love Lucite display for their offices.

To join the Sydney Love FRAME KIT OF THE MONTH Club, eye care professionals are asked to contact their Robertson Optical sales representative. ■



**Signet Armorlite PracticePlus® Members Can Earn Additional Rewards
By Pairing KODAK Lenses with KODAK CleAR™ Coating**



Signet Armorlite has announced that through December 31, 2007, eye care professionals who are PracticePlus members and dispense the following KODAK Progressive Lens designs paired with KODAK CleAR Coating can earn an extra \$10: KODAK Concise® Lens, KODAK Precise® Lens and KODAK Precise Short™ Lens.

PracticePlus members already earn \$10 for dispensing KODAK Concise Lens, KODAK Precise Lens or KODAK Precise Short Lens. That's a total of \$20 in earnings per pair.

These lenses and KODAK CleAR anti-reflective coating can be ordered through all Robertson Optical labs. ■



**The Invention of the
One-Step Fining Pad**

In 1976, when plastic lenses were in the first fabrication phase, Richard Robertson, president of Robertson Optical Laboratories, along with the Robertson Optical team, developed the first one-step fining pad for grinding plastic lenses. The pad was made out of 3M material, which was silicon carbide 600 grit, wet or dry. The pad was sold by Robertson to Titmus which eventually sold it throughout the U.S. Zeiss then sold it in Europe.