

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

Robertson of Columbia Joins Atlanta in Full-Service, In-House AR Coating

COLUMBIA, SC and ATLANTA, GA – Although customers can order AR coating through all four of Robertson Optical labs: Greenville, SC; Albany, GA; Columbia, SC; and Atlanta (Loganville), GA, two of the labs, in Columbia and Atlanta, now have full service in-house AR coating. Robertson of Atlanta has had in-house AR coating since 1999, and in fall 2005, opened a brand new full-service AR lab, allowing them to produce high quality AR coatings such as Teflon®, Carat®, Carat Advantage® and KODAK CleAR™. Columbia just opened their AR lab as part of their new 12,500 square-foot, state-of-the-art laboratory building, allowing them to do the same.

Both Robertson labs are the only independent labs in the Southeast to produce Teflon® Clear Coat Lenses in-house, and Robertson of Columbia has the only full-service, in-house AR lab in South Carolina.

Robertson of Atlanta has produced a multitude of in-house AR jobs since opening. "Prior to 2005, we provided quality AR coatings," said Mike Fussell, sales and customer service manager of Robertson of Atlanta, "but opening our new in-house AR lab has enabled us to go to the next level of quality by applying a coating that is far more durable and scratch resistant due to the application of a thermally cured Foundation® hard coat. Thus, customers have been quite pleased, and orders continue to increase."

Gordon "Scotty" Scott, Jr., vice president of ROL Columbia, said, "We invite and encourage eye care professionals to visit our new lab building in Columbia and see South Carolina's first full-service, in-house AR lab." ■



Full service, in-house AR coating at Robertson Optical of Columbia and Atlanta.



From left: Joe Byrnes, AR technician; Lenn Hollingsworth, AR technician; and Kieron "Rico" Riley, lab manager

Both Robertson labs are the only independent labs in the Southeast to produce Teflon® Clear Coat Lenses in-house, and Robertson of Columbia has the only full-service, in-house AR lab in South Carolina.

Sydney Love Eyewear Now Available Through Robertson

Sydney Love, a distinctly recognizable brand of whimsical print handbags and accessories, is now available in fine eyewear through Robertson Optical Laboratories.

"We are pleased to introduce Sydney Love eyewear, readers and sunglasses at affordable prices," said Phil Marcus, president of the Marcus Company, the licensor for Sydney Love. "Vibrant colors, bold patterns taken from hand painted designs, collages of imaginative imagery, coupled with effervescent polka dot linings make Sydney Love handbags, accessories and eyewear an expression of creativity."



The designer of Sydney Love is Christine DeGennaro, who works from her studio in Florence, Italy. After years of designing clothing in New York City and teaching design at the Parsons School of Design, Christine relocated to Florence to pursue her passion for painting. "In the process, she caught the bug for designing handbags and accessories," explained Marcus. "Christine has captured the sophistication of Italian fashion and the uniquely American fashion for fun into her bags, accessories, and now in eyewear."

Vera Bradley Eyewear Now Offered Through Robertson Optical Labs

McGee Eye Fashions has appointed Robertson Optical as a distributor for Vera Bradley Eyewear in the Southeast region. Vera Bradley is available in eleven Rx styles and three sunglass models.

Customers who purchase kits will receive various Vera Bradley tote bags, cosmetic bags, or coin purses

from Vera Bradley that can be used to enhance in office merchandising. They will also receive acrylic displays to exhibit the entire collection.

All Vera Bradley frames come with a matching case. To purchase these products, eye care professionals should contact their Robertson Optical sales representative.

Practice Facilitator Begins with Robertson Optical of Greenville

HENDERSONVILLE, NC – Joyce Biggs has been named practice facilitator of the western NC service area for Robertson Optical of Greenville, SC. Serving as a liaison between Robertson and eye care professional practices, Biggs provides customer education, practice consulting, and customer service.

"I am excited to be working with Robertson," said Biggs. "Robertson Optical continues to excel with an excellent reputation, and I look forward to delivering education and added value to eye care professionals and Robertson Optical."

Biggs has been serving the optical industry for 30 years, holding positions in sales, customer service and optical retailing.

"The experience that Joyce brings will not only enhance the education and service to eye care practices, but in addition will add customer service value to Robertson Optical." said Chip Robertson, vice president of Robertson Optical of Greenville. "We are thrilled and honored to have her." ■



Joyce Biggs

Robertson Optical Laboratories invite you and your guests to a

Cinco De Mayo Mexican Fiesta

Celebrating the Grand Opening of the New Laboratory Building and Full-Service In-House AR Lab in Columbia, SC

Friday, May 11, 2007

3:30 - 8:00 PM

Win

a Mexican Vacation, Flat Screen TV, Leather Goods and Other Valuable Prizes!

Attend Our Grand Opening ...

Win a Mexican Vacation, Flat Screen TV, Leather Goods and Other Valuable Prizes at this May 11th Fiesta!

3:30-6:00 – Tours of lab in operation

6:00-8:00 – More tours and drawings for Sydney Love leather goods and accessories

6:15 – Official Ribbon Cutting and Piñata Bursting

7:30 – Grand Prize Drawing for a Cancun, Mexico vacation donated by Carl Zeiss Vision!

Drawing for a flat panel HDTV (valued at \$1,000) donated by Signet Armorlite!

Plus much more!!

Robertson Optical – Columbia
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Don't miss what's inside...



● Robertson Optical of Columbia Joins Atlanta in Full-Service AR Coating

● ROL Columbia Announces Grand Opening Celebration on May 11!

● Sydney Love Eyewear Now Available Through Robertson

● Practice Facilitator Begins with Robertson of Greenville

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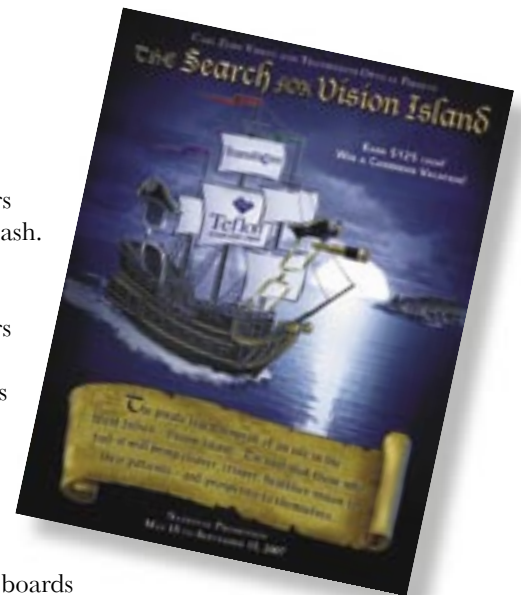
Robertson Customers May Win Cash and Caribbean Vacation Through 'Search for Vision Island' Promotion

"The Search for Vision Island," a new promotion sponsored by Robertson Optical Laboratories, Carl Zeiss Vision and Transitions® Optical, will run May 15 through September 15 and reward customers for ordering Teflon® Clear Coat Lenses and Transitions® Lenses.

If a customer orders the following products from Robertson, the customer will receive the following game pieces for every

qualifying order: for each pair of Teflon® Clear Coat Lenses ordered, the customer will receive one gold "doubloon" sticker, and for each pair of Teflon® Clear Coat Lenses ordered with Transitions® Lenses, the customer will receive two doubloon stickers. The doubloon stickers will be used to complete the customer's search for Vision Island on their game board.

Each customer collecting 25 doubloon stickers receives \$50 in cash. Each customer collecting 50 doubloon stickers earns \$125 in cash. Customers will also be encouraged to enter a drawing for a \$3,000 Caribbean vacation. Game boards will be mailed to eye care practitioners at the beginning of the promotion. They will also be available from Carl Zeiss Vision and Transitions representatives or by calling 1-888-348-7652.



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

Summer Will Bring Demand for Photochromic Technology Lenses – Are You Ready?

"With summer on the way, eye care consumers will enjoy Photochromic and Polarized lenses. Those who need lenses for indoors and outdoors will enjoy Photochromic technology," said Wahn Vinavong, vice president of Robertson of Albany. "For the ultimate experience of both Photochromic and Polarized technology, customers should ask us about the new DriveWear® lenses from Younger Optics. This new technology is available through all Robertson Optical locations." Vinavong asks customers to keep their eyes peeled for Robertson of Albany's Polarized /Photochromic Summer Special.

A Special Thanks from ROL – Albany

"Thanks to Signet Armorlite and several of our customers for their participation in the KODAK Concise and Precise \$50/\$100 gas card promotion. Several of our customers participated and saved substantial money on their gas expenses this winter. We want to congratulate and thank everyone who participated."

– Wahn Vinavong & the Staff of Robertson Optical of Albany



Robertson Optical Customer Is Wife of American Idol Star!

GREENVILLE, SC – The Lens Leader congratulates Robertson Optical of Greenville customer Sarah Sligh for her husband Chris Sligh becoming a 2007 American Idol top 10 finalist. Sarah is an optician with Michael Woods, OD of Greenville and has been a loyal Robertson customer for several years. The Slighs reside in Greenville.

Lab InSight: Robertson Optical of Greenville, SC

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

NOTABLE SERVICES: Consultation, facilitation and implementation of practice building methods and concepts designed to help practices deliver additional education, growth, and revenue. **Eye Care Boot Camps** by appointment.

NOTABLE PRODUCTS: Shamir Insight Lenses, Zeiss/AO/Sola lenses and AR coatings, including Teflon® Clear Coat Lenses and Carat, and Carat Advantage AR Coatings, Signet Armorlite/KODAK lenses and KODAK CleAR™ AR coating. Photochromic Lenses including the new LifeRx Encapsulation Technology from Vision Ease, Transitions® lenses, Corning Sensensors® lenses, Rodenstock USA, DEFINITY™ Progressive Lenses, Resolution Lenses, SEIKO PENTAX products, Younger Trivex™, quality drill mounts, Polarized lenses including SunRx from Vision Ease, Melanin Polarized lenses (endorsed by the skin cancer foundation) and Nupolar from Younger Optics, Vera Bradley Frames, Totally Rimless Frame and Lense Packages, Kids Packages including Fisher Price, Save the Children, OP, Jessica McClintock, IZOD kids.

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

CURRENT OFFICERS: Calvin Robertson, Jr., president; Calvin "Chip" Robertson III, vice president; Glen Hollingsworth, vice president; and Richard Robertson, secretary/treasurer

THIRD PARTY PAYORS: Vision Care Plan, Vision Benefits of America.

VIEWS ON CUSTOMER SERVICE: "We want every customer to have a world class experience when they call us. We will be ever present and focused to facilitate our customers in accomplishing their objectives for their practice," said Chip Robertson, vice president. "We work for you."

Contact: Robertson Optical of Greenville Customer Service
800-223-0890 • 864-370-2015 • e-mail: rol3@robertsonoptical.com

From top left, counterclockwise: Chip Robertson, vice president and Joyce Biggs, practice facilitator; Marty Klassen, customer service representative; (standing) Rene Hendrix, customer service supervisor; (sitting) Dawn Blandford, customer service representative; Debbie Cole, customer service representative; Sheila Bryant, lab technician; Jeanne Ferrante, lab technician and customer service representative; and Harold Robinson, Debbie Edson, Jack Robertson, Dina McCoy, lab technicians.

Bert Fentress, Practice Facilitator

"Bert Fentress (pictured right), practice facilitator of Robertson Optical of Greenville, SC, continues to provide excellent customer service, education, and practice consultation for the eye care professionals in Virginia and eastern North Carolina," said Chip Robertson, vice president of Robertson Optical of Greenville, SC. "His customers understand the added value that Robertson Optical of Greenville brings to their practices."

