

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

Robertson Optical of Columbia Moves Into New State-of-the-Art Building

Open House To Be Held Very Soon

COLUMBIA, SC – Robertson Optical Laboratories of Columbia has moved into its new lab facility in Fontaine Industrial Park, near the intersection of SC 277 and Fontaine Road in Columbia. The 12,500 square-ft. building is twice the size of its former facility, which was located on Washington Street.

"One of the most exciting services the building will feature is full-service in-house AR coating, which we hope to begin offering within just a few months. Robertson will be the first lab in SC to produce Teflon® Clear Coat Lenses in-house."



Steve Lyman and Todd Banks of ROL Columbia help move into the new building

"The new laboratory has much more production space for enhanced work flow and faster turnaround," said Gordon "Scotty" Scott, Jr., vice president of Robertson of Columbia.

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The lab also includes a meeting-and-seminar room for continuing education and other events. "We invite and encourage Robertson customers, other eye

care professionals, and professional associations to hold meetings and workshops there," said Scott. "Part of their meetings may include tours of our lab, especially the AR lab."

"After much anticipation, we are extremely pleased to be in this new building," said Gordon Scott, Sr., vice president and consultant of Robertson of Columbia, "but to reiterate, our primary purpose of constructing this contemporary facility, adding more efficient work space, and purchasing the most advanced equipment in the optical industry is to meet our number one goal which is enhancing customer service." ■

Keep your eyes peeled for your invitation to Columbia's open house!

Robertson Offering Free-Form Technology-Produced Progressive Additional Lenses

One of the most revolutionary developments being offered in progressive additional lenses (PALS) by Robertson Optical Laboratories is free-form surfacing technology, also known as direct surfacing technology. Free-form technology creates a progressive lens by using individualized parameters, which helps ensure that patients receive the ideal prescriptions for their unique wearing needs. Several of Robertson's PALS that are produced with free-form surfacing include Shamir Insight's Shamir Autograph, Carl Zeiss' Gradal Individual and Gradal Short, SOLA Optical's SOLAOne 1.67, Signet Armorlite's KODAK Unique, Seiko Optical Product's 1.67 Super Proceed Internal Progressive, and Essilor's DEFINITY.

The concept of free-form lens surfacing has its roots in the computer numerically controlled (CNC) technology that uses streaming digital computer information to move motors and positioning systems to guide a cutting spindle over raw material. In other words, mathematics and coordinated systems tell the CNC equipment what to move, where to move, and how fast.

In 1991, Gunter Schneider introduced the first CNC-controlled generator to the optical industry, and free-form technology was born. With the introduction of high-speed cutting technology in 1998, it became possible to manufacture standard prescription surfaces and highly complex surfaces with the highest surface quality. By incorporating proprietary software programs, several lens manufacturers are now able to produce highly individualized lenses.

For more information on free form technology, ECPs are encouraged to read these articles: "Coming Into View: New Options for Today's (and Tomorrow's) Presbyopes" in *Vision Monday*, April 24, 2006; "Made to Measure" in *Vision Monday*, March 28, 2005; and "Both Sides Now" in *20/20*, March 2004. ■

Did you know that the first brand name lens was introduced in 1909?



"Kryptok," the first fused glass bifocal, quickly became the biggest thing ever to happen to the eyeglass industry. The name stems from the Greek "krypte," (hidden) and "tok," (eye), and the lens was marketed as an invisible bifocal that was highly coveted at a time when consumers' only other options were variations of Ben Franklin's split lens design or cement bifocals, which were considered unattractive.

Kryptok became the first consumer-recognized brand name in eyewear. However, wholesale labs were reluctant to join the frenzy. Because of the highly protective patent surrounding Kryptok, only authorized dealers could sell them. Labs had to sign a contract in which they acknowledged the validity of all Kryptok patents. In addition to the contract, there was a firm price-fixing system in place that dictated the price paid by the wholesaler, the price charged to the optometrist or retailer, as well as the price paid by consumers.

The courts ruled that any fused bifocal conflicted with the Kryptok patent. This gave the market to Kryptok until 1925 when their patents expired. By that time, Kryptok had become the largest selling single item in the industry. Even in the 1950s, Kryptok lenses were still widely used.

Information for this article obtained from "The First Brand Name Lens" by Joseph L. Bruneni, *Eyecare Business*, July 1996.

Come See Us at SECO!

Visit
**Robertson
Optical Laboratories
Booth #309**

Representatives from
all locations
of Robertson Optical
will be attending
and exhibiting

**SECO International 2007
Atlanta, GA**

**Georgia World Congress Center
& Omni Hotel
February 21-25, 2007
www.secointernational1.com**



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Don't miss what's inside...



- Robertson Optical of Columbia Moves into New Building

- Come See Us at SECO!

- Lab Insight: Robertson Optical of Atlanta (Loganville), GA

- ROL Columbia, ROL Atlanta & Signet Armorlite Pledge Donations to Optometric Associations

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Lab InSight: Robertson Optical of Atlanta (Loganville), GA

Each quarter, *the Lens Leader* highlights one Robertson Optical location through "Lab InSight". This quarter, Robertson Optical Laboratories of Atlanta (Loganville), GA is featured.

HISTORY:

1946: Dean Cummins and Calvin "Jack" Robertson opened Cummins-Robertson Optical Laboratory in Atlanta.
April 14, 1958: Jack Robertson left Cummins-Robertson and opened Robertson Optical Laboratory, Inc. in Atlanta. He started with 11 employees, one of which was Calvin, Jr. On the first day, the lab served 22 jobs; during the first week, 149 jobs; and a year later, was performing 500 jobs a week.
1959: Robertson Optical began opening other locations (first Greenville, SC; then later Columbia, SC, Charlotte, NC; Albany, GA; Stone Mountain, GA; and Orlando, FL.) Columbia, Albany and Greenville remain open today.
January, 1959: Richard Robertson joined Robertson Optical

CURRENT OFFICERS: Richard Robertson, president; Calvin Robertson, Jr., secretary-treasurer; and Kelly Bowling, vice president

IN-HOUSE AR COATING LAB: In the fall of 2005, Robertson of Atlanta opened a new AR lab, which included the Zeiss A20 along with Teflon® AR coating, all Zeiss AR coatings, and Kodak CleAR coating. Robertson of Atlanta has been providing AR coating in-house with Satis 380 since 1998. Robertson of Atlanta is the first lab in greater Metropolitan Atlanta and northern Georgia to have in-house AR coating, and the first Southeastern U.S. lab approved to produce Teflon® Clear Coat lenses in-house. In addition, it allows Robertson to produce high quality AR coatings such as Carat Advantage and KODAK CleAR. AR coated lenses can also be ordered through Robertson of Atlanta's sister labs in Columbia, SC; Greenville, SC and Albany, GA.

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

EQUIPMENT AND TECHNOLOGY:

Three AR coating chambers including Zeiss and Satis equipment; computerized tracing, surfacing, and blocking; Santinelli edging and drilling; online computer-to-computer ordering; remote tracing; and online job checking.

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

Contact: Robertson Optical of Atlanta (Loganville)
Customer Service 800-929-2765 / 770-554-3000
e-mail: RobOpLab@bellsouth.net

Pictured from top left, counterclockwise: Janice McMillian, Tammy Banks, Renee Levens, and Kim O'Neal, customer service reps; Cathy O'Kelly and Archie Marcolte, sales reps; Tracy Royal and Mitzi Gregory, accounting; Kelly Bowling, vice president; Lavada Beck, Brenda Callier, Karen Guthrie, Richie Robertson, Natalie Jordan, Diane Fuller and Kathy Hunt, lab techs; Kelly Bowling, vice president; Glenn Hollingsworth, general manager; Thearon Greaves, AR tech; Peggy Sorrells, Holly Roberts, Shana Temples, Ramona Massey, lab techs; John Westbrook, surface lab manager; Tara Hudgins and Janet Roland, lab techs; Angel Kirk, AR tech; Keith Hollingsworth, AR manager; Carman Hunter and Christie Varalla, AR techs; Joe Hollingsworth, finish lab manager; Kelly Saunders, Cliff Stuart, Johnny Evans, Rodney Davis and Dawn Nielson, lab techs; Samantha Levens, Rick Varalla, AR techs; Paul Spink, Brandon Hollingsworth, Tori Temples, Denise Griffin, Scott Thacker and Shari Martin, lab techs; Lenn Hollingsworth and Bobby Varalla, AR techs; Sheila Hunt, Susan Harbin, Brenda Wandell, Joyce Farmer, and Renee Long, customer service reps; Mike Fussell, customer service manager; Allison Braswell, Jean Nicholson, Penni Barnette and Gene Clark, customer service reps; Gayle Calhoun, mail room clerk; Dolly Wooten, customer service rep; Richard L. Robertson, president; Calvin W. Robertson, Jr., secretary/treasurer.

ROL of Columbia, ROL of Atlanta, and Signet Armorlite Pledge Donations to Optometric Associations for Every KODAK Progressive Rewarded through PracticePlus

COLUMBIA, SC – Robertson Optical Laboratories of Columbia and Atlanta (Loganville) and Signet Armorlite have together committed to donating to the South Carolina and Georgia Optometric Associations for every pair of KODAK Progressive Lens rewarded through PracticePlus. One dollar will be given by Robertson and one dollar will be given by Signet Armorlite to each association. This includes KODAK Precise, Concise Lenses and the new, back surface KODAK Unique Progressives.

ROL Columbia and Signet Armorlite Give Away Flat Screen TV at SC Optometric Association Convention



HILTON HEAD, SC – As part of the KODAK Unique Progressive promotion, Dave Reed (left), sales director, Eastern USA–Canada of Signet Armorlite, and Scotty Scott (right), vice president of Robertson Optical of Columbia, SC, congratulate William Reynolds, OD (center), on winning a 42" Plasma flat screen digital TV at the SC Optometric Association convention in December.

In Memory

Robertson Optical pays tribute to **Marion S. Peck** who died January 8, 2007. He was 81 years old. Marion retired in 1999 after serving Robertson of Atlanta for 16 years as a sales representative. According to his colleagues, he was well admired in the optical industry throughout his career. Prior to working with Robertson, Marion was with American Optical Company in Atlanta for 40 years.

"Robertson Optical is very fortunate to have been associated with Marion Peck," said Calvin W. Robertson, Jr., secretary-treasurer of Robertson of Atlanta. "He was loved and respected by everyone he met."

Robertson Optical also acknowledges the passing of **Byron Thacker** on December 7, 2006. He was 78 years old. He was with Southeastern Optical Company (Bausch and Lomb) for 38 years as supervisor of fabricating lenses. In 1978, he became the ophthalmic dispensary instructor at Dekalb Technical Institute in GA. He trained and assisted many students in their optical education to obtain their Georgia opticians licenses including several owners of Robertson Optical. He retired in 1995. His son, Scott Thacker, has been associated with Robertson of Atlanta since 1990. "Byron Thacker will be missed by all," said Robertson.