

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

With Endless Choices, Prescription Sunwear Through Robertson Offers Protection and Convenience

For wearers of prescription glasses and contacts, situations involving bright sunlight can often be irritating and unsafe. Many motorists require eyeglasses to see better when they drive, but their prescription glasses lack the protection of sunglasses. Operating a moving automobile while fumbling around for clip-on sun shades, or that pair of gas station purchased sunglasses bought as an afterthought, is not an activity listed under 'safe driving practices.' Prescription sunglasses effectively eliminate the need for those bulky clip-ons and low-quality, gas station sunglasses by combining prescription and sun protection.

What's more, contact lens wearers will find that prescription sunglasses are a far more practical solution for those hot summer days at the beach. This is because contacts are not designed with sun, sand, and water in mind. Not to mention the hazards of microorganisms in the water and the eye infections they may cause in conjunction with contacts. Leave uncomfortable contact lenses at home, and bring prescription sunglasses.

According to Chip Robertson, vice president of Robertson Optical Laboratories of Greenville, SC, all locations of Robertson offer an unlimited range of choices in the Rx sunwear market; even for progressive or bifocal lenses. In addition, there are many different types of lens materials (polycarbonate, Trivex, high index, etc.), and all of these can be used for Rx sunwear.

With the Rx sunwear market experiencing rapid growth, and the fact that Rx sunglasses are available regardless of prescription, eye care patients have access to a virtually unlimited selection of prescription sunwear. Many recent and popular innovations designed for sun protection are available.



Polarized Lenses

Eliminating glare from horizontally polarized light via vertically oriented polarizers, these lenses are offered in two different colors: **copper**, which are designed to both remove glare and improve traffic signal recognition for safer driving conditions; and **amber** which is designed for maximum filtration of light to avoid saturated vision in excessive light conditions.

A prime example of polarized lenses comes from a name synonymous with UV skin protection, but not always eye protection. Coppertone®, introduced as the first commercial skin sunscreen in 1944, is now an eyesight protector as well. Coppertone Polarized Sun Lenses protect against UV and HEV (High Energy Visual) light. In addition to blocking UVA and UVB light, these lenses also block more HEV than a regular pair of sun lenses.

Photochromic Lenses

Another option offered for sun protection is photochromic lenses, which darken on exposure to short wavelength UV radiation experienced by the wearer. Clear when in low sunlight conditions and tinted when exposed to the short wavelength (UV) sunlight that activates the tint, these lenses combine regular glasses and sunglasses with their special tint. Popular photochromic brands offered are Transitions®, KODAK InstaShades™, and Colormatic® by Rodenstock. ■

One-Stop Shopping, Income-Producing Program for Frames and Lenses

Robertson of Columbia's 'Customized Specs' Program Produces Less Time, Stress and Expense for ECPs in Frames and Lens Ordering

COLUMBIA, SC – "Thanks to Robertson's unique, hassle-free Customized Specs program, our representatives will create a tailor-made frame program specifically designed for the ECP's individual practice needs and specifications," said Robertson Optical of Columbia's vice president Scotty Scott. "Imagine not having to waste employee time or shipping expenses pulling frames from boards to send to the lab with the

prescription, but instead being able to simply place an order with Robertson and be done. Also through this program, ECPs can significantly reduce the number of frame representatives with whom they interact, thus less office staff time. The best part is that ECPs will generate increased sales due to frames staying on the boards once the prescriptions are written."

As part of the Customized Specs program, Robertson will keep all of the frames the customer has on its boards in stock in its lab. Once the prescription is

placed, Robertson will simply pull the frame from its stock and start on the customer's order right away. "This not only keeps the ECP current with the latest frame fashion – and no unattractive bare frame slots – but also saves the ECP's staff time in reordering frames, and saves the ECP 75% or more on shipping charges," said Scott. "For example, with Robertson handling just 200 frames, the average optometry practice can save approximately 300 employee hours and \$3,150 on shipping charges alone in one year."

ECPs can also significantly reduce the number of frame representatives with whom they interact due to Robertson's Customized Specs program. The more board space ECPs inventory with Robertson, the greater the reduction of time spent with frame representatives.

Robertson will keep customers' boards filled with "the latest, top-of-the line fashion-forward frames" according to Scott. "There will be no close out frames and no dead inventory," he added.

ECPs can start with this new program by contacting their Robertson of Columbia sales representative or calling Robertson of Columbia directly. ECPs will choose between 80 and 280 frames from Robertson's inventory. ECPs can choose the frames best suited for their patients, or Robertson can choose them for the ECP. "If ECPs are under the impression they can not start now because they do not have board space, dead inventory or slow-moving frames, Robertson will buy the ECPs board space for \$10 per frame or allow the ECP to trade 80 to 280 frames at \$10 credit per frame to clear out enough board space to commence," explained Scott. ■

Benefits of 'Customized Specs'

- Lab provides frames and lenses, keeping ECPs from pulling frames off boards and sending them to the lab
- Savings up to 75% or more on frame shipping charges
- Less paperwork, including fewer invoices and payables
- Faster turnaround times on Rx orders
- Eyewear delivered to the ECP
- Inventory movement reports
- No dead frame inventory. Trade, swap or return inventory at the ECP's discretion.
- Reduce frame reps by 25-75%
- More options, time and income for the ECP

Robertson Optical, Zeiss and Transitions® Ready to Hit Another Home Run with Braves Promotion



Robertson Optical Laboratories is celebrating its golden anniversary; and as part of this 50-year celebration, it once again has coordinated with Carl Zeiss Vision and Transitions® to host the Atlanta Braves baseball game outing.

The promotion, which began on May 1 and runs until July 31, awards points to eye care professionals (ECPs) for purchasing Zeiss GT2™ or Compact Ultra™ Progressive lenses. Each Progressive ordered earns one point card, and each Teflon® Coat and/or Transitions® ordered earns an additional point card. Every ten cards earns one ticket to the ball game in Atlanta on Saturday, **August 2 at 3:55 PM at Turner Stadium.**

Chartered buses and vans will be transporting customers, their families and Robertson professionals from various locations. Refreshments will be provided, and at the game, special drawings and prizes will be given to customers and their families.

In 2004, Robertson Optical scored a hit with the Atlanta Braves promotion, which was attended by more than 125 ECPs. The next two years, the participation nearly doubled, marking other successes. 2008 promises to bring even more ECPs to the Atlanta Braves game, adding to the celebration of Robertson's 50th anniversary. ■



Batter Up and Ready to Go!

Georgia Eye Associates in Lawrenceville, Georgia is very enthusiastic about this summer's Atlanta Braves promotion sponsored by Robertson Optical Laboratories, Carl Zeiss Vision and Transitions®. From left are Georgia Eye Associates opticians Corean Claiborne and Cecille Hafalia; Robertson Optical of Atlanta (Loganville, GA) sales representative Cathy O'Kelly; and Georgia Eye Associates optical manager Chris Fox.

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

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

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Summer 2008

Don't miss the inside...



○ Robertson, Zeiss & Transitions® Ready to Hit Another Home Run with Braves Promotion

○ Prescription Sunwear Through Robertson Offers Protection

○ ECPs Offered Income-Producing Program for Frames Ordering

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



2309 Hwy 81 South
Loganville, GA 30052



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the Healthy Eye café

Precautions for Safer Night Driving

by Mark Hinton

Fact: After dark, a 50 year old needs about twice as much light to see as well as a 30 year old.



Mark Hinton, Author
A Healthy Eye Office

Here's how to get the most from what you've got:

Wear sunglasses and a hat during the day.

- Bright sunlight effectively "bleaches" the photoreceptors in your eyes and increases the time it takes for your eyes to adjust to the low light, thereby reducing your ability to see as well as possible.
- When not over-exposed to light, your eyes will adjust to full dark adaptation within about 30 minutes.
- BUT: evidence demonstrates as little as two to three hours of bright sunlight exposure without sunglasses may delay the adaptation by hours.
- FOR INSTANCE: 10 consecutive days of full-sun exposure can reduce visual acuity, range, and contrast discrimination at night by a staggering 50%.
- To maximize night vision, experts advise sunglasses and hats during sun exposure.
- Try on brown polarized and gray polarized lenses and make the choice yours.

This information provides knowledge for you to share with your eye care consumers and additional reasons not to wait to invest in eye healthy HEV absorptive polarized sunglasses!

© 2008 Mark Hinton from Mark's forthcoming book A Healthy Eye Office.

Robertson Optical Offering Sally Hansen Eyewear



Sally Hansen eyewear

Weston McGee of The McGee Group has announced that Robertson Optical Laboratories is now offering Release 1 of Sally Hansen Eyewear and will begin Release 2 in August.

"The new Sally Hansen Eyewear collection is an assortment of fun and fashionable frames for the woman who craves color and style," explained McGee. "Sally Hansen is a producer of high fashion nail color throughout the country, which started in the 1950s with the famous bright, brilliant and shocking nail polish colors."

The first release of the eyewear collection will feature three styles, each available in three colors, totaling nine: Pink Twice, Haute Chocolate, Cherry Nice, Purple Potion, White-On, Ice Coffee, Berry Pretty, Pan on the Back, and Antique Bronze. The colors in the second release will include Sheer Vanilla, Berry Beautiful, Chocolate Chiffon, Almond Crunch, Coral Kisses, Amazing Amethyst, Hollywood Scarlet, Champagne Toast, and Fairy Tale Ivory. The 18-piece collection is feminine in design, and features classic and contemporary eyeshapes, handmade acetate, full metal, and combination styles in a selection of deep, vibrant colors. Temple embellishments such as rhinestones and gemstones, metal accents and intricate lasered patterns add to the Sally Hansen Eyewear collection. Each frame comes with a coordinating case, lens cloth, and bottle of Sally Hansen nail polish.

The McGee Group has launched the "Have you seen Sally?" sighting campaign, which began in June and runs through September 1. "We want your help in finding Sally. She's fun, friendly, and beautiful in her own way," McGee explained. With each purchase of the Sally Hansen Eyewear collection, customers will receive a Have you seen Sally? disposable camera. The camera will be used to take photos of consumers wearing Sally Hansen Eyewear. Each photo will be posted to the Sally Sightings website at www.haveuseensally.com. Two women will be chosen that best represent Sally for The McGee Group 2009 ad campaign.

To order Sally Hansen Eyewear, ECPs should contact Robertson of Greenville, SC or Atlanta (Loganville), GA.

Sally Hansen, a division of Del Laboratories is a subsidiary of Coty, Inc. Sally Hansen Eyewear is sold by The McGee Group under license from Del Laboratories, Inc. The McGee Group is not associated with the Sally Hansen cosmetics products contained herein.



Eye Q's "Lite-Line with a Twist" Offers Quality Eyewear in Flex Styles at Less Cost Through Robertson

"Flexible eyewear has been a desired product category by people who wear glasses for many years, but the patient cost has been very expensive and out of range for many wearers," said Donna Bauman, director of corporate accounts of Eye Q Eyewear. "That is why Eye Q Eyewear has just introduced Lite-Line with a twist."

Through Robertson Optical Laboratories, Eye Q is now offering this new product line with flex styles and quality at very affordable prices, so they can be offered to patients at half the cost of the other flex products, according to Bauman. The new line features styles for men, women and teens. All styles have clean styling, because there are no unsightly tubes used in the manufacturing. "Thus, they not only look good, but can also withstand the daily abuse that glasses have to take," she added.



Vera Bradley® "Think Pink" Sunglass Collection Offered Through Robertson

The McGee Group is now offering Vera Bradley "Think Pink" sunglass eyewear through Robertson Optical Laboratories.

Heidi is a full-rim metal frame with handmade acetate temples featuring Vera Bradley Pinwheel Pink pattern on the outside of the temple. This Aviator features a brown gradient lens and Pinwheel Pink inspired accents on the end piece. The frame features spring hinges and adjustable nose pads for a customized fit. This frame is available in gold with Pinwheel Pink Vera Bradley pattern.

Mary is a full-rim handmade acetate frame with the Pinwheel Pink pattern on the inside of both temples. The design features a round eyeshape with gray gradient lenses. Each temple features a Pinwheel Pink pattern inspired design with Swarovski crystals. This frame is available in black with Pinwheel Pink Vera Bradley pattern.

Linda is a semi-rimless metal frame with handmade acetate temples. This high fashion design features a geometric eyeshape with adjustable nose pads. The inside of the temples feature Pinwheel Pink Vera Bradley pattern and the outside of the temples feature a white quilted pattern. This frame is available in gold with a brown gradient lens.

Each frame comes with a free Vera Bradley case and lens cloth. Every ECP who purchases the entire "Think Pink" collection will receive a Pinwheel Pink Cooler Keeper and counter card.

Vera Bradley eyewear can be ordered by contacting Robertson Optical Laboratories.