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the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

High Quality AR Coatings on the Increase at Robertson Optical Due To Patient Benefits

COLUMBIA, SC and ATLANTA (LOGANVILLE), GA – Durability, longevity, less reflections, easier to clean, and clearer vision is why representatives of Robertson Optical Laboratories have said that anti-reflective (AR) coating orders are on the increase. AR coatings can be ordered through all Robertson locations (Atlanta, Columbia, Greenville and Albany), but since the installation of two full-service coating centers in Columbia and Atlanta, Robertson is able to offer high quality coatings, resulting in increasing sales. These high quality coatings include Teflon® Clearcoat, Carat®, Carat Advantage®, and KODAK CleAR™.



Rico Riley, lab and AR manager of Robertson Optical of Columbia, performs high quality AR coating on lenses in Columbia's in-house AR coating lab.

Columbia. "Consumers are seeing better with less reflections, and their lenses are staying clean. As a result, ECPs, along with their patients, are experiencing the benefits of high quality AR coatings, thus ordering more."

"Once our customers realize how good the high quality AR products are, they have an easier time communicating the benefits to their patients."

on that same tradition," said Rico Riley, lab and AR manager of Robertson of Columbia.

Why the increase?

"High quality AR coatings produced by Robertson Optical are a driving force behind the increased sales," said Gordon "Scotty" Scott, Jr., vice president of Robertson of

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

"The Teflon® brand is recognized by the consumer for quality, durability, and the ability to clean easier; and Teflon® Clearcoat AR carries

"Patients really like the Teflon® and Carat Advantage® coatings," added Mike Fussell, sales and customer service manager of Robertson of Atlanta. "We are already seeing reorders from accounts who sold the coatings to their patients two years ago."

"Once our customers realize how good Robertson's AR products are, they have an easier time communicating the benefits to their patients," Fussell added. "The coatings we produce are high quality, and that means repeat business for our customers."

Robertson also offers AR coating on lenses for children and teenagers. "ECPs should understand that children will see less glare in the classroom when their lenses are coated with AR properties," said Fussell. "Teens who are driving at night will also see better."

'Durability, longevity, less reflections, easier to clean, and clearer vision ...'

The future of AR...

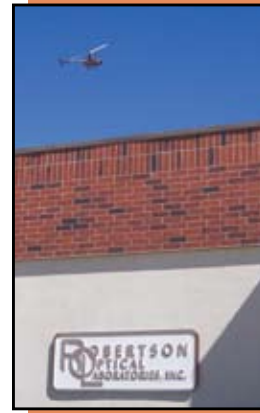
Fussell believes that over the next 10 years, more than 90% of all lenses will be AR coated, and technology will continue to improve the product. Yet, he said, there are still some ECPs who have yet to embrace AR. "Just like years past, there were ECPs that would not recommend plastic or polycarbonate lenses, and many would not offer progressive lenses. As the market evolved and the quality of the products got better, they all came around and began to offer them."

The ECP's role in AR...

"We have high quality coatings such as Teflon®, Carat®, and KODAK CleAR™, so there is no reason ECPs should not offer these products. We already have accounts that put these coatings on 90% of their orders, but some accounts have yet to start selling the new high quality coatings." Fussell posed this question: "Would you wear standard definition lenses when you could have high definition lenses?"

"At Robertson, it is our job to provide the best possible vision on each and every prescription, and this is why we highly encourage ECPs to promote AR to their patients," Fussell concluded. "There is no question that AR improves the patient's vision." ■

A Helicoptical Visit



ATLANTA (LOGANVILLE), GA – Atlanta area optometrist William Moscow, OD of Roswell Eye Clinic recently made another air express delivery and pick-up of his lens prescriptions at

Robertson Optical Laboratories in his private helicopter. With the heavy Atlanta traffic, Dr. Moscow finds "helicoptical" visits much faster. He often flies to Robertson Optical for a little business mixed with socializing. From left are Glenn Hollingsworth, general manager of Robertson Optical of Atlanta (Loganville); Calvin Robertson, secretary of Robertson Optical of Atlanta (Loganville); Dr. Moscow; and Mike Fussell, sales and customer service manager of Robertson Optical of Atlanta (Loganville).

the Healthy Eye café

In coming months, Robertson Optical Laboratories will present a series of articles in "The Healthy Eye Café" from Mark Hinton's forthcoming book, A Healthy Eye Office. In this column, Mark will provide previews that summarize how to build a prevention model into an eye care practice from the ground up, which demonstrates effective patient communications. The following is a synopsis of A Healthy Eye Office:



Mark Hinton, Author A Healthy Eye Office

A Healthy Eye Office incorporates a matter-of-fact type of communication within the office team. This communication, with practice and efficiency, guides the patient into clearly understanding the difference between the typical eye-check-with-a-pair-of-specs and an annual eye examination with advice and prescriptions which maintain, enhance and protect eye health for a lifetime, while providing excellent vision correction.

Prevention is a key element within "a healthy eye office". The efficiency of "a healthy eye office" design of patient education is logical, employing focused education and advice, which leads to better communication with the patient and the entire office team.

There is no patient pressure and selling in "a healthy eye" efficiency design. Photochromic, Polarized and AR revenue, along with the message "healthy eyes for a lifetime" is maximized.

Mark Hinton is an American Board of Opticianry certified educator with more than 30 years in the optical industry.

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Don't miss the inside...



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Robertson Customers Can Win MINI Cooper S® Convertible, NYC Trip, and Other Prizes Through Compact ULTRA 13™ Promotion

Early this April, three lucky eye care professionals will be flying to New York city where each will be wined and dined, attend the 2008 Vision Expo East, and presented a car key, compliments of the Compact ULTRA 13™ Promotion which is sponsored by Carl Zeiss Vision. One of the three keys will open the door to a new MINI Cooper S® Convertible. In addition, ECPs can win an 8GB iPod® Nano through this promotion which runs through March 1.

“Every game card is a winner,” said Christie Cornetta, senior regional marketing manager for Carl Zeiss Vision. The promotion awards each ECP a “Drive Home” game card for every pair of Compact ULTRA 13™ progressive lenses ordered. “ECPs should follow the instructions on the game card to scratch and spell ULTRA” explains Cornetta. “Money is won for each letter revealed. Each point is worth \$1, and prizes can be redeemed in \$25 increments. All remaining points can be revealed at the end of the contest period.”

At the beginning of each month, five ECPs will each win an iPod Nano. They will be drawn at random from their scratch off cards received or from their codes entered online.

All scratch cards are eligible for the grand prize drawing to be held in March. This is the random drawing for the three finalists who will each be given a free trip to New York, including airfare, hotel accommodations and spending money, and passes to Vision Expo East. Each finalist will receive a remote key, one of which opens and starts the MINI Cooper.

For more information about the Compact ULTRA 13™ Promotion, contact Robertson Optical or a Robertson sales representative. ■



Sydney Love Readers, Sunwear Now Available in 'Stepping Out' Pattern

Sydney Love 2008 has launched the new Sydney Love Readers and Sunwear with the Stepping Out shoe pattern, which is also on the eye glass cases and other accessories, according to area representative Donna Bauman.

Patients who purchase the Sydney Love Reader or Sunwear will receive a free case having the Stepping Out pattern on it, along with the opportunity to purchase any of the Stepping Out accessories. Each Robertson Optical location will have a list of accessories available.

These new Readers and Sunwear with the Stepping Out pattern is available to eye care professionals by contacting Robertson Optical or a Robertson sales representative.



Robertson Offers the New Multigressiv MyView® by Rodenstock

Rodenstock has introduced the new the Multigressiv MyView®. The MyView® takes the Multigressiv^{ILT} and advances it one step further, according to Rodenstock sales manager Greg Ballew. “It is a true, digitally-surfaced progressive lens,” he said.

This complete back surface lens, which has the bi-focal located on the back, is available through all Robertson Optical locations. “The Multigressive My View® benefits patients by giving each of them a better field of vision,” Ballew added. “With the bi-focal on the back, it is closer to the eye thus providing a wider field of view.

“The digital surfacing allows perfect vision in all areas of the lens,” he continued. “Until now, there were many compromises in progressive lenses, but with the new Multigressive MyView®, these are greatly eliminated.”

My View also features “perfect balancing” in each lens. Based on the individual PD for each eye, the progressive channel is set for perfect alignment with the eye. “The patient will experience the use of the channel with no compromises,” added Ballew. “With the Rodenstock perfect balancing concept, patients will have crisp, clear vision in the near and the intermediate zones.”



Can you believe Robertson Optical is almost 50?

On April 14, Robertson Optical Laboratories, Inc. will be celebrating its fiftieth anniversary. The company was founded in 1958 by Jack Robertson. The first location opened in downtown Atlanta with 11 employees, servicing 22 jobs the first day and 149 the first week. Today, Robertson Optical has more than 120 employees with four locations, serves the entire U.S., and performs more than 7,000 jobs a week. It was recently ranked eleventh in the nation in *Vision Monday's* Top 25 Independent Labs. The spring edition of *the Lens Leader* is planning a special section dedicated to this mementos anniversary. If you have any special memories of Robertson Optical, please send them to:

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