

# the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

**Available For Several Eyewear Lines:**

## Ordering Frames Directly from Robertson Offers Convenience, Value and Benefits to Customers

"The number of frames being directly ordered through our labs is significantly increasing," said Scotty Scott, vice-president of Robertson Optical of Columbia, SC,



These include the ability to order both lenses and frames through one source: the lab, thus one phone call instead of two, less invoices, less checks to write, much less shipping costs, faster turnaround and less dead inventory.

Chip Robertson, vice president of Robertson Optical of Greenville, SC, notes, "Several of our best customers are adding value to their practices by ordering frames and lens packages through our labs. For several eyewear lines, customers can order lenses and frames by making one phone call to our labs, thus not having to make a second call to the frame manufacturer. And it means less meetings with manufacturer representatives, thus saving time."

"Our frames and lens packages fill a need that direct sellers cannot provide," said Mike Fussell, sales and customer service manager of Robertson Optical of Atlanta (Loganville), GA. "In other words, the ECP can call us and receive a single pair of lenses with our frame in one day."

### Advantages of ECPs ordering frames through the lab:

- Single-source ordering (lenses and frames through the lab)
- One phone call, instead of two
- One bill, one check
- Less meetings with frame manufacturer reps
- Able to keep frames on the boards (no dead frame inventory due to ROL's ability to quickly replace them)
- Saves ECP up to 75% on shipping costs
- Convenience, less hassle
- Decreases turnaround time (frames and lenses in one day)
- Adds value to the eye care practice

offered directly to ECPs by the Robertson labs.

"At Robertson of Columbia, we call our convenient single-source ordering and board-refill program 'Customized Specs,'" added Scott, "because we create a tailor-made frames program designed for the individual practice needs and specifications."



Keeping frames on the ECPs' boards is another major benefit offered through Robertson labs. For many eyewear lines, there is no need for ECPs to endure the hassle of re-ordering and waiting for frames from the manufacturer, because Robertson has the frames in stock and can keep their boards supplied at all times.

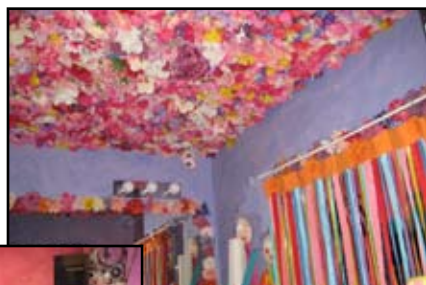
Sperian Safety, Eye Q, McGee Eye Fashions and Visual Eyes are just a few of the eyewear lines

## There's Something 'Spec-Takular' in North Georgia!

**DAWSONVILLE, GA** – Bright, funky, wild, wacky and a bit beastly ... and oh yes, spec-takular! These are just some of the adjectives patients have used to describe the interior design of Spec-Takular Boutique, a fashion optical store, gift shop and optometry practice owned by Suzanne Kimmons, OD.

"Our patients thoroughly enjoy visiting our practice due to our non-traditional environment," says Dr. Kimmons, a Robertson Optical customer who opened Spec-Takular Boutique in 2003. "Our exciting décor, frames, gifts and accessories, blended with quality, personalized patient care, help to put patients at ease."

One cannot miss the bright safari themes, honey dew walls, raspberry accents, polka dots and animal motifs throughout the optical shop and practice. Exam rooms feature cheetah and zebra covered exam chairs, giant



From left, Suzanne Kimmons, OD; Kay Kicklighter, insurance clerk; Lisa Bruce, technician; and Tina Gaddis, optician of Spec-Takular Boutique.

hand-painted silk flowers on ceilings and walls, checker-board painted walls and custom-made mosaic mirror frames and sinks, one of which is imbedded with a real pair of eye glasses just below the faucet. There is also a children's optical shop decorated with kid's basketball shoes, Monopoly boards, princess shoes and toys. In addition to high fashion frames, unique gifts such as purses, earrings, bracelets, jewelry and specialty tiles are sold, all with similar funky styles seen throughout the practice.

The interior theme compliments the practice's optical fashion philosophy which is to stand out, be unique, one-of-a-kind. To find those unique styles and help her position her optical shop as "the Neiman Marcus of optical fashion," Dr. Kimmons travels to Italy, New York and Las Vegas to find frames completely new to her patients. "I want each patient to have his or her own signature frame to complete their unique wardrobe," thus adhering to her practice's tagline, "Every Face Deserves a Spec-Takular Frame."

## ROL Is Now an Authorized HOYA Distributor

HOYA Vision Care, Americas has announced that all Robertson Optical locations are now authorized HOYA distributors. "This becomes a powerful partnership," said Chip Robertson, vice president of Robertson Optical of Greenville.

HOYA lens designs range from sophisticated, aspheric single vision lenses to the only double surface integrated progressive lens, HOYALUX® iD™, including vertical power changes on the front surface and horizontal power changes on the back surface. Also offered is HOYALUX iD LifeStyle™, with standardized vertical progression on the front surface and customized horizontal progression on the back surface.

HOYA offers lens materials ranging from standard plastic to the exclusive EVERY 1.70 Index lens material. Also, HOYA features PHOENIX, describing this as "the lightest lens material available".

In addition, HOYA Super HiVision anti-reflective coating can be ordered through Robertson. As stated by HOYA, "It is the most scratch resistant AR coating on the market today, twice that of the market leading AR lens."



The news from each lab ...

**ROL of Columbia, SC – Eye Q Value Line Now Offered on All Frames in Catalogue** – The Eye Q Value Line, a frame and lens special, is now being offered on all frames in the Eye Q catalogue. "This special had previously been offered for select Eye Q frames," said Scotty Scott, vice president of Robertson Optical of Columbia, "but we are now happy to announce that this special extends to all Eye Q eyewear, which includes hundred of styles and frames".



**ROL of Greenville, SC – Sponsors Banzai Consortium; Attends Greenville Drives Game** – In May, ROL of Greenville sponsored the 2009 Banzai Consortium Regional Training held in Greenville. This is the second year that ROL



has served as a sponsor for this meeting of an elite group of eye care physicians. The night before, Signet Armolite representatives, ROL Greenville's vice president Chip Robertson and ROL Greenville's practice facilitator Joyce Biggs-Randall enjoyed a Greenville Drives Baseball Game. Pictured at left, (L to R) Biggs-Randall and Robertson; pictured at right, Banzai Consortium speaker.



## New Zeiss Extensions Available Through Robertson

Through Robertson Optical, customers can now order Zeiss Individual™, Zeiss GT2 3D and Zeiss GT2 3D Short customized lenses in NuPolar® polarized- hard resin and polycarbonate- gray and brown. "These new extensions will round out Carl Zeiss Vision's portfolio of customized lenses, enhance and extend our prescription sunlens portfolio, equipping ECPs for capitalizing on this year's sunwear season," said Christie Cornetta, senior customer marketing manager of Zeiss.



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## the Lens Leader

Summer 2009

*Don't miss the inside...*



Something  
'Spec-Takular'  
Inside!

- Ordering Frames Directly From Robertson Offers Convenience & Value
- ROL Is Now an Authorized HOYA Distributor
- Eye Q Value Line Offered on All Frames in Eye Q Catalogue through ROL Columbia
- Kodak's Anti-Fatigue Progressive Technology

**The Lens Leader**

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51 Years  
A Celebration  
of Vision.

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PERMIT #4444

For KODAK lenses

### With Anti-Fatigue Progressive Technology, Patients Can Perform New-Viewing Tasks Longer with Less Discomfort

Robertson Optical is receiving a significant number of requests for Signet Armorlite's Anti-Fatigue Progressive Technology to be added to KODAK Unique, KODAK Precise®, KODAK Short™ and KODAK Concise® lenses. This new technological solution is for presbyopic patients experiencing eyestrain, headaches, eye fatigue and other symptoms resulting from extended periods of near-viewing tasks. The technology incorporates base-in prism in the reading area to assist the normal binocular function of a patient's eyes. The result is that progressive lens wearers are able to perform near-viewing tasks for longer durations and with less discomfort.



KODAK Lenses with Anti-Fatigue Progressive Technology, relief for eyestrain.

McGee's New Optical & Sunglass Eyewear

### XOXO Hypnotic and Ignite Offered by Robertson

The Hypnotic and Ignite 14-piece collection is a mix of optical and sunglass designs that feature intense colors, embellishments and logo treatments, animal prints, bold and edgy eyeshapes, a fashionable color pallet, Polarized lenses, and Rx'able frame designs.



X2104

Paula Meason, marketing manager of the McGee Group®, states, "Powerful. Sexy. Chic. Feminine. This new contemporary, day to evening eyewear collection is a must have accessory. These high fashion designs are a key item that any in-the mix girl will aspire to wear."



X2312

Polarized Stimulus Plan & Promotion

### ROL Encourages ECPs to 'Stimulate the Market, Patient Health and Their Earnings' By Selling Coppertone™ and SunRx® Polarized Lenses

"Coppertone™ polarized lenses offer more protection from high energy visible (HEV) light than ordinary lenses," says Jim Wise, southeast territory sales manager of Vision Ease Lens. "And Coppertone™ and SunRx® offer 100% protection from harmful UVA and UVB rays." Robertson Optical labs offers these brands in multiple colors and styles.



"These lenses help to stimulate patient health by eliminating 100% of reflected glare for patients," Wise adds, "and stimulate ECP's earnings by qualifying them for cash rewards through our Polarized Stimulus Promotion."

Robertson Optical customers will earn cash rewards for every pair of qualifying premium Coppertone™ polarized lenses or SunRx® polarized lenses that ECPs sell through August 31, 2009.

## More Vera Bradley® Collections Available Through Robertson

**"Precious Metals" Collection**

Eyewear consumers can enjoy a world of colorful possibilities with Vera Bradley® Purple Punch, Bali Gold, and Bali Blue patterns featured in the "Precious Metals" Vera Bradley Optical Collection. This collection is offered through Robertson Optical in two catching frame designs:

**VB-3038** is a semi-rimless design featuring a flirty cat-eye eyeshape and a bold tri-color metal process. This frame offers metal temples with handmade acetate temple tips and customized adjustable nose pads. **VB-3039** is an elegant full rim stainless steel frame front featuring a modified rectangle eyeshape with handmade acetate temples. This design offers soft metal color finishes accented by delicate end piece décor. VB-3038 and VB-3039 come with a coordinating Vera Bradley cases. If patients purchase the two-style, four-frame "Precious Metals" Collection, they will receive a Vera Bradley Taxi Wallet.



VB-3517S

**"Color Your World" Sunglass Collection**

Patients of Robertson Optical customers can satisfy their craving for color with the perfect look from the newest release in Vera Bradley sunglasses. "Color Your World" makes a statement for any wardrobe with Vera Bradley Bali Blue, Purple Punch, Bali Gold, and Hope Garden patterns.

**VB-3517S** is a lightweight full-rim metal frame front featuring deep warm color tones and a large square eye shape. This frame design features handmade acetate temples with Bali Gold and Hope Garden patterns featured on the inside. **VB-3518S** is a full rim handmade acetate frame with a large square eye shape. Both temples feature an elegant metal decor inspired by a Vera Bradley pattern with inset Swarovski crystals. VB-3517S and VB-3518S feature new SOLA Gradient Polarized lenses in brown and grey. Both styles come with coordinating Vera Bradley cases. Patients who purchase both styles will receive a free Vera Bradley Small Bow Cosmetic.

Also, ask Robertson about the two new ready-made readers in the Vera Bradley® "Readers Collection."

## the Healthy Eye café Patient Sunglasses Exit Strategy

by Mark Hinton



Mark Hinton, Author  
A Healthy Eye Office

In order to have compliant patients, ECPs must provide them with education and benefits, direct them with few words as possible, provide them with a sense of urgency, and give them a take-away. How?

"Ms. Jones, I'm going to send you home with additional education, so you can prioritize your sunglasses as soon as possible. And yes, this is important in maintaining excellent eye health and your best sight correction." Then, give Ms. Jones a takeaway that illustrates the benefits and facts, followed by, "Do you have any questions?"

**The following is a sample takeaway:**

### Doctors' Best Advice For the Health Conscience Patient

**Polarized Sunglasses:**

We advise sunglasses because the energy from the sun can damage the delicate structures around the eyes, on the lids, and inside the eyes. These tissues are particularly vulnerable to sun damage. Additionally, based on the results of current research, we advise planning for your sunglasses as soon as possible. This is important for your very best, present and future eye health and sight correction.

These are the facts:

- Eyes and skin are the only organs exposed directly to the tissue-damaging high energy ultraviolet wavelengths of the sun.
- Vision is created through a system of delicately balanced photo-chemistry.
- The sun is damaging to eyes in the same way it is to skin. Unfortunately, there is no "fix" for the eyes.
- Macular degeneration is the leading cause of blindness in people over the age of 60.
- Like skin cancers, macular degeneration may take years to develop.
- 6% of all skin cancers manifest on the eye lids.
- The use of polarized sunglasses during the day will allow for much faster adaptation to indoor low light and night vision.

Polarized sunglasses are like sunscreen for your eyes.

- By blocking dangerous blinding glare, you'll see comfortably with no squinting.
- By protecting sensitive tissues in and around your eyes, you'll have peace of mind in knowing your eyes are protected from the potential effects of macular degeneration, a blinding disease and you can be sure of reducing risk of skin cancer on lids.

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