

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

ROL Outlook: Watch for More High-Tech Lenses and Electronic Ordering

For 50 years, Robertson Optical Laboratories has been on the cutting edge of optical technology. Today, Robertson offers the newest high-tech lenses designed to provide patients of Robertson's customers with the best possible vision, whether near, intermediate or at a distance.

The rise in digital surfacing and free-form lenses will continue.

"The digital revolution is in full swing with free-form lenses," states Mike Fussell, sales and customer service manager of Robertson Optical of Atlanta (Loganville), GA. "We now have almost as many products in free-form as we do in standard lenses. I believe that within five to six years, all lenses, including single vision and flat tops, will be digitally surfaced, and all progressives will be designed in some type of free-form style."



"Free-form digital lenses are the future of the industry," adds Chip Robertson, vice president of Robertson Optical of Greenville, SC. "Robertson Optical is leading the way and well prepared to provide these lenses for the next decade."

"ECPs can count on Robertson Optical – as independent labs – to bring a large variety of digital products to them," says Fussell. "In fact, most likely, we will offer our own brand of freeform lenses in the next couple of years at a cost that would be less than the 'branded' products on the market today."

More designs, precise measurements and task-specific lenses are predicted.

Expect more lens designs, especially for professional tasks. "I believe that we will see a lot of specialty lenses designed for specific professionals such as accountants, architects, surgeons, IT professionals and others," Fussell continues.

Taking precise measurements is one important feature of producing task-specific lenses. Lens manufacturers are now able to create programming that takes into account these exact measurements. This helps the ECP to supply the ideal lens for each individual prescription, thus giving the patient a lens that provides the best possible vision for every task.

"We like the products that take into account the face-form of the frame, vertex fitting and panoscopic angle," explains Fussell. In the future, ECPs will distinguish themselves in the digital revolution if they take the time to "fine-tune" the prescription before ordering the lenses.

The new Zeiss Individual™ is an excellent example of a lens that uses precise measurements in order to find the best vision for the individual patient. Fussell encourages all ECPs to schedule training on this product, as it requires specific measurements for ultimate results.

Composite lens technology will increase.

Robertson emphasizes that products made with composite lens technology are also a wave of the future, noting the atLast!™ Lens by PixelOptics as an example. Composite lens technology uniquely combines advance lens design technologies and proven lens materials. The atLast!™ lens combines a power gradient with a embedded power segment using two lens materials that are molecularly bonded. For more information on the atLast!™, see the article on this page of the *Lens Leader*.

All orders projected to be placed online.

"I believe that online ordering through Web portals such as Vision Web and Eyefinity will play a big role in how labs receive job requests," said Fussell. "We have a number of accounts who are already using these services and they love it. Online ordering benefits both the ECP and lab because it instantaneously documents that ECPs have placed their orders, reduces the risk of measurements or add-ons being left off the orders, and allows much easier tracking since they are transmitted directly to our lab management software."

Fussell projects that Robertson Optical will see a significant increase in online ordering in 2009, "Within a couple of years, I think all orders will be processed electronically. As it is currently proving, it'll be a win-win for our customers and the lab." ■



Robertson Optical of Columbia, SC ...



• *Is the economy pinching your pocketbook?* ROL of Columbia encourages

ECPs to consider **Valueline, a frame and lens package**. This budget-friendly, pre-tested package is just right for today's value-conscious patient. All packages come with scratch-resistant coating and a one-year warranty. There are many frame styles from which to choose (including those for children). ECPs should call ROL Columbia for more information.

- **Columbia Lab Provides Eye Glasses for SC Eye Care Initiative** – Robertson Optical of Columbia has teamed with the SC Optometric Association and United Way of the Midlands Health and Recovery Council to initiate the SC Eye Care Initiative. This is a program designed to provide quality vision care to low-income, uninsured adults ages 18 years and older in SC, and is currently serving residents in Richland, Orangeburg, Calhoun, Fairfield, Lexington and Newberry counties. For qualified residents, optometrists from SCOA perform complete eye exams and, if necessary, eye glasses with single vision or bifocal lenses from a special collection for a fee of \$35.00. This initiative has also received support from Richland Care and CareLINK.

Robertson Optical of Greenville, SC ...



• Robertson of Greenville has begun **In-Practice Training Sessions for the atLast!™ Lens**, the first enhanced multifocal lens with expansive

intermediate for bifocal wearers. (For more information about atLast!, see the article below). To schedule a training session, ECPs should call ROL of Greenville.

- Greenville's **Stimulus Package** offers quality lenses at affordable prices, especially for patients with financial challenges. ECPs should call ROL of Greenville for more information.

Robertson Optical of Atlanta (Loganville), GA ...

- **In-Practice Staff Training for Free-Form Lenses** is now available. To schedule, ECPs should call Robertson of Atlanta.



- **Fully integrated with Vision Web.** ECPs should call Robertson Optical today to set up their Vision Web account.
- ECPs should ask Robertson of Atlanta about its **frame & lens packages** offering quality lenses and coatings for their patients both high-end and budget.

VISIT US AT SECO!

Come visit ROL booth #712 at
SECO International

March 4-8, 2009

Georgia World Congress Center in Atlanta
All Robertson labs will be represented.



Robertson Offering atLast!™ by PixelOptics™

The atLast!™, the world's first enhanced multifocal lens with expansive intermediate for bifocal wearers, can now be ordered through Robertson Optical. It provides spacious, continuous intermediate vision missing in standard multifocals. Not a progressive lens or a blended bifocal, atLast!™ incorporates patented composite lens design technology to provide continuous, wide vision from close-up to five feet away, with a soft power jump when transitioning from distance to far-intermediate. The soft power jump is 70% less than that of a bifocal of equivalent add power. The atLast!™ enhanced multifocal ensures significantly improved optical

performance for bifocal and trifocal wearers while providing computer users and second-pair progressive wearers the intermediate vision they really want.

Dr. Ronald Blum, chairman, president and CEO of PixelOptics, said, "The vision care market has successfully transitioned many lined multifocal wearers to progressive lenses over the past 20 years. But while progressives remain the preferred choice, 17 million pairs of bifocals continue to be dispensed in the U.S. each year with over 50 million pairs dispensed worldwide. These wearers are completely missing the intermediate range

of vision which is where so much of our everyday activities happen. We're pleased to recognize this market with a lens for bifocal wearers who are simply looking for better vision in a lens style they prefer."

ECPs should contact their Robertson representatives to order atLast!™



Conventional Bifocal



atLast!™ Enhanced Multifocal

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Visit us at SECO

the Lens Leader

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Don't miss the inside...

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- ◉ Come See Us at SECO March 4-8, 2009

The Lens Leader

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ROL Offering Zeiss Individual™ Progressive

Carl Zeiss Vision has drawn on over 160 years in the field of advanced optical systems to give patients the Zeiss Individual™, which is now being offered by Robertson. "This is the first and only truly personalized progressive lens," state Zeiss representatives. "It precisely integrates each patient's frame style, facial characteristics and prescription with a patented fabrication process that allows ECPs to individually tailor each patient's lens." To order the Zeiss Individual™, ECPs should contact a Robertson sales representative.

Ask each ROL lab about its new KODAK Unique promotion.

ROL Offers Two New Vera Bradley Collections from the McGee Group

The "True Love" collection offers colorful choices and a comfortable fit.



Lauren is a full-rim metal frame with handmade acetate temples featuring the Vera Bradley Night Owl and Java Blue patterns. This style features an oval eye shape, and a molded pattern-inspired design on each temple. This design features spring hinges and Vera Bradley customized adjustable nose pads for a comfortable fit. **Nicole** is a plastic front/ metal temple frame with integrated spring hinges. This design features a cat eye oval eye shape with Vera Bradley Purple Punch and Puccini patterns on the outside of both temples. These frames come with coordinating Vera Bradley cases.



Celebration is a striking collection of frames that blend traditional styling with the distinctive patterns. VB-3032 is a half-rim, stainless steel and acetate combination frame with a modified oval eye shape. It features sculpted temples and end piece with inset Swarovski crystals, as well as Vera Bradley patterns on the inside temple. Vera Bradley customized adjustable nose pads and spring hinges provide a comfortable fit. It is available in two colors: Caffè Latte and Raspberry Fizz.

brand with strong male and female recognition. The heritage of Buxton is timeless and inspired. Founded in 1898 as a manufacturer of fine leather goods such as wallets, key cases and clutches, it continues today with product additions such as leather brief cases and computer bags.

"The emphasis is to have youthful styling with presbyopic friendly shapes," Bauman continues. "Buxton Eyewear pricing will be offered at a great value, as are all Eye Q products."

ROL To Serve as SE Representative for BUXTON Eyewear by Eye Q

Buxton Eyewear is being launched at Vision Expo East March 26-29, and shipment will begin in April. Robertson Optical will serve as the southeastern representative.

The initial release will focus on men's styling. Products will include distinctively unique product features that are identifiable with the Buxton image. These include details such as wooden accents and leather highlights. "This is a terrific brand addition for Eye Q Eyewear," said Donna Bauman of Eye Q Eyewear. "The Buxton brand of eyewear will expand our brand portfolio to now include a

the Healthy Eye café

Overcoming patient resistance when selling sunwear

by Mark Hinton



Mark Hinton, Author
A Healthy Eye Office

It is our responsibility as ECPs to educate and advise our patients of all that will enhance, maintain, protect or restore best vision.

The sun can burn the unprotected internal delicate structures of the eye just like it will burn the skin. In fact, the only organs exposed to the sun except the skin are the eyes and the delicate components that provide for healthy vision. 88% of North Americans know the sun will burn their skin, but only about 9% of those same North Americans are aware their eyes will burn too. This is an opportunity to educate them on the benefits of polarized sunglasses.

If we know that sunglasses are the most important pair of eyewear the active consumer should own, simply ask them the question before exploring general purpose eyewear or frames. "Show me what you're wearing to protect your eyes from the dangers of the sun." Whether the consumer buys today, or budgets for next month, depends a lot on you and your ability to educate and advise.

Remember these facts: Your patient will remember about 10% of what each individual says to them during each encounter in the office. Keep your message short, bullet the points, and don't justify your responses when questioned. Express value for your patient, by listing the main, clear benefits. For example, "Because the lenses are light weight, they will be much more comfortable on your nose and will not slide out of position."

If the patient responds with "I can't afford to buy both pairs today," or something similar, simply state "That's OK. Start budgeting and come back as soon as you can. It really is very important for preserving your best eye health."

Continue by telling the patient, "Until you can come back for your sunglasses, I'd advise filling the doctor's prescription with Light Responsive lenses (Transitions or LifeRx). The Light Responsive lenses won't stop blinding glare, but they'll provide a high level of protection and adjust to varying light levels for greater visual comfort. I'll show you how they work and answer any questions, and then we'll look at some frames."

Meet the opportunities head-on by preparing your communication for a winning outcome for you and your patients.

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ROL of Atlanta (Loganville) Employees Celebrate Service Years



Over 40 years – Janice Mcmillian, Glenn Hollingsworth, Joyce Farmer, Gayle Calhoun



Over 30 years – John Westbrooks, Mike Fussell, Mitzi Gregory, Joe Hollingsworth



Over 20 years – Keith Hollingsworth, Brenda Wandell, Shari Martin, Brandon Hollingsworth, Kelly Bowling, Archie Marcotte



Over 10 years – Stephanie Sexton, Jean Nicholson, Renee Evans, Diane Fuller, Ramona Massey, Scott Thacker, Janet Roland, Cathy O'Kelley, Tracy Royal, Renee Levens, Denise Griffin



Over 50 years – Calvin and Richard Robertson



Over 5 years – Lenn Hollingsworth, Tara Hudgins, Kathy Hunt, Rick Varalla, Allison Braswell, Tammy Banks, Laveda Beck



Over and under 5 years – Dawn Nielson (U5), Mathew Bohrer (U5), Brittany Ivester (U5), Rebecca Bullard (U5), Karen Guthrie (O5), Kim O'Neal (O5), Theron Greaves (O5), Sitting, Josh Brown (U5), Nick Houseworth (O5), Christy Varalla (O5)

Under 5 years – Paul Spink, Melanie Robertson, Patrick Wilson, Dana Jenkins, Penni Barnett, Cliff Stuart, Danyel Pritchard, Kelli Saunders, Garrett Hicks, Tori Musgrove, William Bowen, Cheryl Kennedy, Johnny Evans

