



"It's a pleasure to please you."

# the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

## Special Wrap Services:

### Advanced In-house Equipment and Technology Allow ROL to Offer More Efficient Services for Wraps

Although wraps still have limitations of which ECPs need to be aware, Robertson Optical is able to efficiently fill most wrap prescriptions more precisely than it has ever before, according to Glenn Hollingsworth, general manager of Robertson Optical of Atlanta. This is due to special features of its unique edgers and capabilities of its in-house digital free-form equipment.

"Because lens blanks are not thick enough, ECPs should not be attempting to fill wraps with prescriptions stronger than -4.00," said Hollingsworth. Otherwise, for most other wraps, Robertson is able to provide quicker turnaround and expanded services.



Shamir Autograph II - Attitude™ for wrap frames is produced by Robertson

Robertson has invested in digital free-form equipment and technology, which allows Robertson to start wrap orders the same day they are received. Free-form designs, such as the Shamir Autograph II - Attitude™ which is specifically designed for the wrap frame, have improved Robertson's service in addition to providing a better visual experience for the patient. The Shamir software de-centers the design in the blank eliminating many cut out issues in large frames.

Robertson has also invested in specialized edging equipment that can produce quality wraps. Each edger includes a special bevel for wraps that satisfactorily secures the lens into the groove of the frame. Conventional edgers are unable to provide this kind of security for wraps.

For more information about Robertson's special wrap services, ECPs should contact their Robertson sales representative or a Robertson customer service representative. ■

### Computer Lens Orders on the Increase Due to Patient Benefits and Practice Revenue Opportunities

According to a recent report by the American Optometric Association, computer eye strain affects more than 70% of the approximate 145 million Americans who spend time on computers on a daily basis. Eye strain is one of the common symptoms of computer vision syndrome (CVS), which has substantially increased in the last few decades among adults and children.

For those eye care patients who spend more than two hours a day on computers, it is likely that they will have some degree of CVS.

Symptoms include: headaches, dry eye, focus loss, double vision, blurred vision, burning eyes, light sensitivity and fatigue. According to the AOA, "In most cases, symptoms occur because the visual demands of the task exceed the visual abilities of the individual to comfortably perform the task."

Robertson Optical encourages ECPs to talk to their patients about how specially prescribed computer lenses can reduce eye strain and other symptoms of CVS. Computer glasses will make patients more comfortable at their computers, thus more productive. Even if patients have not stated that they experience discomfort or symptoms of CVS, the benefits of computer lenses could prevent them from future problems. A study at the University of Alabama School of Optometry found that computer users not experiencing CVS may still benefit from computer glasses.

ECPs who educate their patients about computer lenses can not only help to improve their patients' vision, but can also provide an excellent source of revenue for their practice.

Robertson has seen a significant increase of computer lens orders. Almost any style of frame can be used for computer lenses. Robertson offers an abundance of computer lenses. Some popular product lines include: Zeiss Business, Sola Access, Zeiss RD, Office by Shamir and Office Freeform Digital.

### New General Manager of Robertson - Columbia



From left, David Barb, the new general manager of Robertson Optical of Columbia, is congratulated on his new promotion by Robertson Optical co-owner Calvin Robertson at the company's annual dinner. Barb was recently promoted from surfacing supervisor. Prior to working with Robertson, he served as lab manager of Eyeglass World Express, and had also worked with LensCrafters and Pearle Vision.



### Popularity of Free-form on the Rise; Robertson Orders Increasing Due to In-house Technology

Many eye care professionals have reported that once patients try on free-form lenses, they are amazed at how much better their vision is. This is because the cutting-edge free-form process, like that which is offered through Robertson Optical, is able to produce products such as back-side progressives, double aspheric lenses and others, customized to fit each individual's Rx, frame, shape and size. Patients experience crisper, clearer vision, less distortions and wider fields of view. As the popularity of free-form continues to rise, Robertson predicts an exponential increase of orders in months to come. Robertson is already seeing a very steady increase, according to Glenn Hollingsworth, general manager of Robertson of Atlanta. Atlanta installed its in-house digital free-form technology late last year, and orders continue to climb through all three Robertson labs.



Surfacing Manager John Westbrooks and Sales & Customer Service Manager Mike Fussell observe ROL's digital free-form technology

Although a few ECPs have been slow to catch on, patient demand is increasing, according to Hollingsworth. "I encourage ECPs to read and research as much as they can about free-form, because its popularity is sweeping the country," he said. "If they want to be proactive and stay competitive in the eye care industry, they'll climb aboard." He predicts

that as more people wear these innovative lenses, the market will see enormous growth, much like what happened with conventional progressives and anti-reflective (AR) coatings. Currently, Robertson is able to produce the following free-form lenses in-house:

#### Carl Zeiss Vision:

- Zeiss Individual™ Progressive
- Zeiss Individual™ Single Vision
- Zeiss GT2® 3DV
- SOLA HDV
- Zeiss GT2® 3D
- SOLAOne HD
- Zeiss GT2® 3D Short
- SOLA Compact Ultra HD
- Zeiss 3D Single Vision
- AO Easy HD

#### Shamir:

- Autograph II®
- Autograph II - Single Vision™
- Autograph II - Attitude™
- Autograph II - Single Vision Attitude™
- Autograph II - Office™
- Element™

#### Seiko:

- Seiko Succeed
- Seiko Supercede
- Seiko Double Aspheric Single Vision

#### Cozē:

- Cozē Soft
- Cozē HDW
- Cozē Single Vision

Robertson is one of only 7 U.S. labs that is a ZEISS Aligned lab, producing ZEISS customized, free-form lenses in-house.

### Robertson Offers In-Practice Seminars on "How Free-form Can Help Your Practice Grow"

Eye care practices wanting to know more about how free-form lenses can benefit their patients' vision, while increasing patient volume and optical sales, should call Robertson Optical to schedule an in-practice seminar "How Free-form Can Help Your Practice Grow".

"The seminar will provide instruction on how easy it is to fit and sell free-forms," said Kimberly Griffin, sales representative of Robertson of Columbia. "We want eye care doctors and professionals to be comfortable with educating patients about free-form and clarify any misconceptions they may have about these cutting-edge lenses." All three Robertson labs are offering the seminar.

### BENEFITS OF ROBERTSON'S FREE-FORM:

- Customized lenses to fit each individual's Rx, frame, shape and size
- Wider fields of view
- Less distortions
- Improved clarity in every viewing zone
- Sharper, more precise edge-to-edge vision
- Faster turnaround due to Robertson's in-house equipment
- Many other benefits

Robertson Optical co-owner Calvin Robertson was so excited about the company's in-house digital free-form lens Cozē that the letters KZY on his license plate jumped out at him while checking to see if his tag needed renewal. Of course Cozē, which stands for Customized Optical Zone Enhancement, isn't exactly spelled the same way, but it just reinforces how the enthusiastic minds of Robertson's lab owners, managers and employees are focused on their latest innovative products.



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# the Lens Leader

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**Don't miss the inside...**

● **Robertson Offers More Efficient Services for Wraps**

● **Free-form Orders Increasing**

● **Computer Lenses Offer Many Benefits**



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## the Healthy Eye café

by Mark Hinton

**For the ECP:**  
**Enhancing Patient Vision with Benefits**

Let's chat about **benefits**. That's what eyewear consumers buy.

- If I have no reason to purchase it, I'll pass.
- Confuse me with technical jargon, I'll pass
- Confuse me with too much detail, I'll pass.
- Give me a reason to purchase. Wow me with benefits and not features, and now you have my attention!

Speak the language of benefits. Benefits express what's in it for the buyer. Features don't. For example: "Your lenses will be extra light and thin." Not a benefit! It's a feature. The benefit of extra thin and light is: "So they'll be more comfortable on your nose and require fewer adjustments for your convenience. Does that sound good for you?"

Raise your bar by learning the benefits of the products below:

**Transitions:**

- "More convenient and comfortable when your sunglasses aren't handy."
- "You'll experience improved vision in low light and at night, because your visual photoreceptors won't be over-exposed from light throughout the day."

**AR:**

- "AR lenses efficiently transfer the light through the lens, so you can see 10% better than with average non-AR lenses."
- "AR adds durable scratch resistance to your lenses."
- "AR is a cosmetic enhancement allowing others to see your eyes as if your lenses are invisible."

**Sunglasses:**

- "What are you using now to protect your eyes from the dangerous UV rays of the sun?"
- "Did you know sunglasses are sunscreen for your eyes?"
- (NOT PURCHASING TODAY): "I'll provide you with information so you can start to plan to have your sunglasses within the next 3 months or less."

Include this Photochromic dialog: "My clients love Transitions lenses that change with light levels automatically. They won't replace your sunglasses, but when your sunglasses aren't handy, they provide safety, convenience and comfort. Would you enjoy this convenience and added safety?"

To truly be the very best in what you provide for consumers, you must replace ineffective dialog with facts and benefits that have value for the patient, practice and yourself.

## Hats Off to Thomas Eye Center!



Robertson Optical congratulates Thomas Eye Center of Athens, GA for recently being selected in the "Inaugural Class of the Bulldog 100: Fastest Growing Bulldog Businesses." Sponsored by the University of Georgia Alumni Association, the Bulldog 100 is a program that each year determines and awards the 100 fastest growing businesses that are owned or operated by UGA Alumni. Rankings are based on compounded annual growth rate of revenues for the past three years. Stuart J. Thomas, OD is president of Thomas Eye Center.

## Robertson Introduces Younger Optics' Revolutionary Sunwear: NuPolar® Trilogy® – Visual Armor®

If ECPs haven't already seen this innovative product, they'll want to share it with the patients. After five years of development, Younger Optics announced the arrival of NuPolar® Trilogy® – Visual Armor® this summer. This avant-garde sun lens provides unparalleled protection and visual acuity by use of NuPolar® polarization technology and Trilogy® (Trivex®) material properties. According to its manufacturers, the patented new development brings together great optics and impact resistance with protection from blinding glare and UV, all in a thin and lightweight lens. ECPs should call Robertson Optical to order.



## Robertson Offers Collegiate-Themed Cleaning Cloths

Robertson is now offering eye care professionals Hi-Look microfiber eyeglass cleaning cloths to sell to their patients. As football season approaches, one of the most popular designs is the "Clean with Pride" cloth infused with college logos and mascots. That's not all: ECPs can also order cloths with over 983 other designs such as favorite animals, cars, sports, flowers, patriotic symbols and more. These cloths can also be used to clean cell phones, PDAs, computer screens, hand-held games and more.



## Coppertone Extreme Makeover Polarized Promo

April 1st - August 31st, 2010

Makeover Your Earnings, Your Practice, And Yourself!

Still time. Sign up at [www.vision-ease.com/professionals](http://www.vision-ease.com/professionals).

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## South Carolina ECPs Donate Frames to Vision Quest

Recently, some eye care practices that have participated in Robertson Optical of Columbia's Customized Specs Program have donated several of their frames to the Vision Quest Program. Vision Quest is a program developed by Robertson of Columbia that donates unsold and discontinued frames to vision charities. Robertson expresses thanks to the following ECPs for their frames:

- Sid Thomas, OD, Edisto Vision, Orangeburg, SC
- Phillip Flynn, OD and Henry Miller, OD, Columbia, SC
- Sawyer Opticians, Columbia, SC
- Phillip Jacobs, OD, Eye Care Services, Chester, SC
- Ted Newman, OD, Pee Dee Eye Associates, Hartsville, SC

## "PersonaleyesthePrize" Promotion Underway by Robertson and Zeiss

Through September 30, ECPs can earn points for prizes like Best Buy and American Express Gift cards, Apple® iPad™, Garmin GPS and more through Robertson Optical's and Carl Zeiss Vision's promotion which rewards ECPs for dispensing Zeiss Customized and Transitions® lenses. "The focus is on providing patients with the best technologies in the industry, precision optics from Carl Zeiss Vision and Transitions® lenses," said Christie Cornetta of Zeiss.

"Zeiss provides you a customized lens solution for every patient: all available in Transitions®. Just dispense Zeiss Individual, GT2 3Dv, GT2 3D, or GT2. Add Transitions® and increase your points for prizes," said Cornetta. "And don't forget that now single vision wearers can get the benefits of customized lenses with Zeiss Individual and GT2 3D single vision." ECPs should contact their Robertson representative to obtain their rewards catalog.



PersonaleyesthePrize