

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

Popularity of Free-form Lenses Continues to Climb at Robertson Optical Laboratories

As ECPs and their patients witness the astonishing benefits of digital free-form lenses, Robertson Optical's free-form orders are increasing, especially those produced through its own digital surfacing lab.

Digital surfacing, especially digital backside progressive surfacing known as free-form, is new technology that is growing significantly as the amount of usage, level of understanding and number of positive patient responses rise. The following explanation is one way to help ECPs and patients understand free-form grinding, which provides examples of lens products representing the various processes.

Free-form is a method of grinding lenses that currently produces the best optical quality in the market today. An example is Zeiss Individual SV and Autograph II SV. When these single vision RXs are surfaced using the digital free-form method of grinding, Robertson can produce a pair of lenses with edge-to-edge clarity that is not possible with the standard or conventional grinding process. In the SV category, Robertson also offers its own Cozē SV which also produces edge-to-edge clarity.

Now, if one looks at the PALs currently available in the market, they can be



Robertson Optical's cutting-edge digital free-form surfacing

categorized into the following levels:

LEVEL 1: Fixed design conventional progressives with the add on the front and surfaced using conventional methods. Examples are Zeiss GT2, Solamax, Shamir

Piccolo and Genesis, Hoya Summit ECP, and Kodak Concise and Precise.

LEVEL 2: Optimized design conventional progressives with adds on the front and an atoric digital backside surface. This is an improvement over Level 1. Examples are Hoya ECP IQ, Hoya CD IQ series, and Accolade Freedom by Essilor.

LEVEL 3: Customized design progressives produced using the free-form method of grinding which is a full backside digital progressive with the add power surfaced onto the back of the

lens. These are a major improvement over Level 2 because the reading areas are significantly wider, and distortion is reduced. Examples are Zeiss GT2 3D, Seiko Succeed, Shamir Spectrum, Sola One HD, VSP REVEAL FF, and Robertson's Cozē.

LEVEL 4: Advanced customized design progressives also produced using the free-form method of grinding which have a full backside progressive but also compensates the RX to allow for the patient's specific frame wrap, frame angle or tilt, and the wearing vertex. These are the top of the line with the best optics and tailored to each patient's prescription and frame. Examples are Zeiss Individual, Hoya Lifestyle ID, Robertson's Cozē ADL, Seiko Supercede, Shamir Autograph II, and VSP REVEAL VI.

So with PALs, there are basically four levels from which to choose. As ECPs move into the higher levels, they will see patient satisfaction improve greatly. "We find that our customers are having



Robertson Optical's state-of-the-art free-form polishing

Free-form Lens Products Produced by Robertson Optical's Digital Surfacing Lab

Cozē Free-form Lenses:

Cozē Soft
Cozē HDW
Cozē Single Vision
Cozē ADL

Seiko Free-form Lenses:

Seiko Succeed
Seiko Supercede
Seiko Double Aspheric Single Vision

Carl Zeiss Vision Free-form, Customized Lenses:

Carl Zeiss Vision Customized SV Free-form Portfolio:
Zeiss Individual™ Single Vision
Zeiss 3D Single Vision
VSP Reveal® Freeform SVi

Shamir Free-form® Lenses:

Autograph II™
Autograph Variable
Autograph II-Attitude™
Autograph II-Office™
Autograph II-Single Vision™
Autograph II-Single Vision Attitude™
Shamir Element™
Shamir Spectrum
Shamir Relax

Carl Zeiss Vision Customized PAL Free-form Portfolio:

Zeiss Individual Progressive
Zeiss GT2® 3DV
Zeiss GT2® 3D & Zeiss GT2® 3D Short
VSP Reveal® Freeform Vi
VSP Reveal® Freeform
Sola® HDV
Sola One® HD
Sola Compact Ultra® HD
AO Easy® HD

In addition to these lenses produced through Robertson's digital surfacing lab, Robertson offers a complete portfolio of quality free-form lenses.

CHAIR TIME

Tips for the eye care physician to provide lens education while in the exam chair



Because patients' attention to eye care information tends to be the highest when they are in the exam chair, Robertson encourages physicians to educate patients on lenses during this time. As a result, ECPs will experience practice growth, increased optical sales and most importantly, satisfied patients.

This is the second series of "Chair Time" in *the Lens Leader*, and the following are a few lens education tips offered by Robertson opticians, managers and sales representatives...

Stress the importance of sunglasses and UV protection.

With the bright summer sun, doctors should be highly encouraging adults and children to wear sunglasses, says Larry Patton, sales manager of Robertson Optical of Columbia. The physician's message should focus on UV protection, pointing out how UV protective lenses shield the eyes and surrounding skin from the harmful effects of UVR.

As Chip Robertson, vice president of Robertson Optical of Greenville, noted in the last "Chair Time," the most important pair of glasses is sunglasses.

Also, as the fall approaches and people spend more time in their cars, doctors should communicate that traditional lenses are not nearly as valuable as polarized lenses when driving during daylight hours. They should elucidate how sunglasses (planos and prescription) and sun clips are well worth their patients' investments.

"Polarized lenses protect the eyes from the damaging rays from the sun and already have built-in glare resistant properties to help block blinding and distracting light/glare," says Kimberly Griffin, business development representative of Robertson of Columbia. "They come in a wide variety of materials, and provide the ECP with a great opportunity to prescribe a second pair of lenses."

Ever since the EPA developed a UV index, measuring the level of ultraviolet rays in the atmosphere, the public has become more knowledgeable about their dangers, especially for the skin. Fewer people seem to know as much about the risks of these rays to the eyes and skin surrounding the eyes, so doctors should educate their patients about this.

"All high-index lens materials absorb 100% of both UVA and UVB rays," said Dan Floyd, sales representative of Robertson of Atlanta. "All plastic lenses have UV inhibitors built into the material. CR 39 can be shown to filter 80% of UV when untreated, and 100% when treated."

High index plastic lenses block 100% of UV rays without any protective coating, so even dropping them will not lessen their protection. Floyd said that for children, polycarbonate and Trivex lenses are advised, since they are break resistant during their rough and tumble play times. Avid sports fans usually prefer polarized lenses simply because they cut down on glare; but these must be coated in an effort to offer the 100% solar ray deflection needed.

Want optimal vision for your patients? Automatically recommend AR.

"Today, cell phones, cameras and binoculars automatically have anti-reflective (AR) lenses," says Floyd. "Why? To

(Continued on the back)

Robertson of Columbia to Host Football Tailgating Party in October - Drawing for a Fabulous Cruise to be Included!



Customers and prospective customers of Robertson Optical of Columbia are invited to a football tailgating party Friday, October 14, 3pm - 8pm at the Columbia lab. Lab tours, a cookout, refreshments, drawings, prizes, music, a spirit-attire contest, lens education booths and more will be provided.

"There will be drawings for valuable prizes, some of which will include an exciting cruise, big screen TV and many other give-aways," said Scotty Scott, vice president of Robertson of Columbia. "We encourage ECPs, their families and guests to come to this fun-filled event, and show support for their college, high school or professional football teams by wearing team colors, jerseys, hats and spirit attire. It will be a enjoyable time for ECPs to interact with team colleagues while enhancing their optical education by touring the lab and meeting with frames and lens manufacturers."

Through tours, ECPs will be able to witness how lenses are processed including seeing SC's only full-service, state-of-art AR lab.

Robertson Optical Laboratories of Columbia, SC invite ECPs and their guests to a

Football Tailgating Party at the Lab

Friday, October 14
3pm - 8pm

Fontaine Industrial Park
411 Commerce Drive NE
Columbia, SC 29223
(803) 463-9983 or (800) 922-5525
jean@robertsonoptical.com

*Wear your favorite team's spirit attire!
Drawing for a cruise, big screen TV & more!*

Drawing for a Smart HDTV at Robertson's booth at SCOPA Convention! (see back ...)

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the Lens Leader

Summer 2011

Don't miss the inside...



⊙ **Popularity of Free-form Lenses Continues to Climb**

⊙ **ROL of Columbia to Host Football Tailgating Party & Give Away Cruise!**

⊙ **Robertson to Give Away Smart HDTV**

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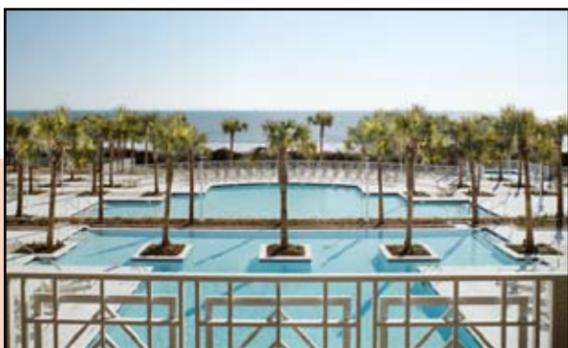
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Robertson to Give Away Smart HDTV and Other Valuable Prizes at SC Optometric Convention

MYRTLE BEACH, SC – Robertson Optical Laboratories of Columbia and Greenville, SC encourage optometrists, their associates and families to visit the Robertson Optical exhibit at the annual meeting of South Carolina Optometric Physicians Association August 25 – 28 to be held in the Myrtle Beach Marriott Resort at Grande Dunes.

“Drawings for magnificent prizes will be held,” said Larry Patton, sales manager of Robertson of Columbia. “This year, we plan to give away a Smart HDTV valued over \$1,000 and a Wii game valued more than \$250.”

There will be several other prizes and give-aways, along with educational information on the latest free-form, AR, progressive and single vision lenses, along with the latest fashions in eyewear and sun lenses. “This is an excellent way for ECPs to keep abreast of cutting-edge lenses and lens technology for their patients,” said Chip Robertson, vice-president of Robertson of Greenville. ■

Free Form Lenses (continued from the front)

the greatest success when they dispense the Level 3 and 4 PALS,” said Mike Fussell, sales and customer service manager of Robertson of Atlanta. “Many of our ECPs dispensing at these digital backside PAL levels have had such positive feedback from their patients that they have moved 100% to these levels.”

Free-form digital lenses can be ordered through all Robertson labs. For more information on free-form, ECPs should visit www.robertsonoptical.com. ■

Robertson Now Offering Seiko Sportswear Transitions SOLFX

Robertson is now producing the photochromic Rx sun lens designed to enhance color visual performance for all types of outdoor activities. From running, hiking or walking to just sitting back watching the action, Seiko Sportswear Transitions SOLFX lenses offer enhanced color recognition, contrast and depth perception by adapting to varying lighting conditions.

“Seiko Sportswear Transitions SOLFX lenses are a perfect choice for people who are looking for more than what their fixed tint sunwear provides,” state Seiko representatives. “Their light green-gray G-15 style color tint indoors changes to 85% sunglass shade outdoors when exposed to UV light. This green-gray color space allows true color recognition, providing the wearer with clearer, more vivid color enhanced vision.”

Sportswear Transitions SOLFX lenses include all Seiko patented 100% back surface free-form progressive lenses, new Wrap Tech 1.67 free-form high base single vision lenses for Seiko Wrap Tech eyewear, and aspheric 1.67 single-vision lenses. A wide variety of flash, solid and gradient mirror coatings are also available. For more information, ECPs should contact a Robertson sales representative. ■



Robertson's SC Labs Volunteer Services at Mission 2011 Health Fair

COLUMBIA, SC – Robertson of Columbia and Greenville, SC are participating in one of the largest health fairs in South Carolina, Mission 2011, at the Carolina Coliseum August 5 and 6. Robertson is producing the glasses and providing volunteers to take measurements, fit frames and process the orders for uninsured persons. ■



As a reminder ...

Free-form Seminars

All Robertson labs offer complimentary onsite, in-practice seminars, “How Free-form Lenses Can Help Your Practice Grow.” ECPs should contact a Robertson lab to schedule a seminar.

Online Ordering

ECPs can establish online ordering of lenses and frames by visiting Robertson of Columbia, Atlanta or Greenville Location pages of the website www.RobertsonOptical.com

Old Frames to Donate?

ECPs who have frames no longer on their boards are encouraged to donate them to VisionQuest, a charitable organization established by Robertson of Columbia, that donates frames to the Dream Center in Charleston, SC. Donations are tax deductible. Interested ECPs should contact Kimberly Griffin of Robertson Optical of Columbia.

Chair Time (continued from the front)

produce the best optics. If doctors want their patients to have optimal vision, they should automatically recommend AR as part of any lens order, stating, “We want you to have the best and sharpest vision possible, thus I am recommending non-glare lenses.”

Floyd emphasizes that all AR (non-glare) lenses increase light and contrast, thus providing the best vision. The higher the index, the lower the amount of light is transmitted. For example, the amount of light that is transmitted through 1.67 lens with non-glare is reduced to 84%-86%. This is equivalent to changing the patient's vision from 20/20 to 20/25. The more light that enters the eye, the better the contrast and vision. Thus, for best vision, AR should be an essential ingredient of any lens. ■