

"It's a pleasure to please you."

the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

Free-form Products: *What's Hot?*

As ECPs and patients experience the remarkable benefits of free-form lens products, Robertson Optical Laboratories is seeing a surge of orders, especially those produced by its own leading-edge digital surfacing technology. Some of the most

popular free-form lenses receiving rave reviews from Robertson Optical customers include:

Robertson Optical's Dan Floyd (R) explains the popular features of SEIKO Surmount™ to customer Sherry Hudson, LDO, of Wilkes Eye Center of Washington, GA.

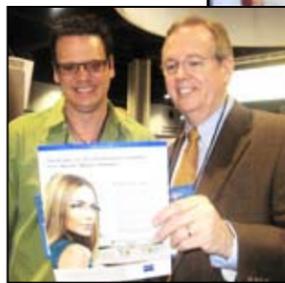


Archie Marcotte of Robertson (R) reviews the many benefits of Cozē™ ADL with customer Santrell Hart-Moreland, OD (L) of Eastlake Eyecare of McDonough and Ellemwood, GA.



• SEIKO Surmount™ –

"We've had a very warm reception to this product," said Mike Fussell, sales and customer service manager of Robertson Optical of Atlanta. "Recent reports from customers ordering Seiko Surmount have been extremely positive."



Robertson's Larry Patton (R) shares Zeiss GT2® 3D information with customer Kenneth Richard Braun, Jr., optician, (L) of Dr. Braun & Dr. Boyd of Aiken, SC.

Seiko Surmount was introduced in 2011, and has been popular due to its flatter, attractive and easy-to-wear lens. Seiko and Robertson's new technology allows a convex surface on the concave side of the lens to be processed. Thus, Surmount lenses can be produced on lower base curves than before, resulting in flatter, thinner lenses. Seiko Surmount also features automatic variable inset based on patient distance Rx and PD that permits customized alignment of the intermediate and reading areas. The design further uses advanced aspheric compensation throughout the entire lens to optimize the Rx for the as-worn position. Finally, multi-polar astigmatic correction reduces the need for head movement and increases wearer comfort.

Seiko manufacturers assure that "progressive lens wearers with high power prescriptions will find Seiko Surmount to be attractive as well as easy to wear."

• Zeiss GT2® 3D – "This innovative lens is doing very well, proving to be an ideal customized lens

for patients," said Chip Robertson of Robertson Optical of Greenville, SC.

"For a natural viewing experience, and fully optimized for the prescription, the GT2 3D lens combines Robertson's state-of-the-art, in-house free-form surfacing technology and the sophisticated design technology from Zeiss to create the ideal lens performance optimized for the patient's prescription," added Fussell. "Perfectly synchronized and balanced for both eyes, the lens delivers extraordinary binocular vision resulting in clarity in every direction, wide distance viewing, and natural 3D vision with smooth transitions from distance to near."



Robertson's Cathy O'Kelley (C) describes several of the hottest free-form products with customers Chris Fox, ABO (L) of Georgia Eye Associates of Lawrenceville, GA and Joanne Chambers, LDO, (R) of Atlanta Eyewear of Decatur, GA.



Robertson Optical's Chip Robertson (R) and customer Midge Borden, optician (L) of Cumming Optical, Cumming, GA, examine the highlights of Shamir Spectrum™.

"Our customers like the fact that Cozē ADL truly brings personalization to patients," said Larry Patton, sales manager of Robertson Optical of Columbia, SC.

Cozē lenses, whose acronyms stand for customized optical zone enhancement, are Robertson Optical's own privately-labeled free-form products. The Cozē portfolio was introduced in 2010 with Cozē Soft, HDW and SV, and in late 2011, Cozē ADL and Cozē Wrap came out.

• Shamir Spectrum™ – What's soft, wide, stable and available in progressive and single vision? The answer is Shamir Spectrum. This new free-form design is said to be one step above the Shamir Element™, but without all the bells and whistles of Autograph II®.

(Continued on the back)

CHAIR TIME

Lens education tips for the eye care physician to provide patients while in the exam chair



Because patients' attention to eye care information tends to be the highest while they are in the exam chair, Robertson Optical encourages optometrists and ophthalmologists to provide lens education to their patients during this time. As a result, Robertson believes ECPs will experience practice growth, increased optical sales, and most importantly, satisfied patients. This is the *Lens Leader's* fourth series of "Chair Time", offering lens education tips by Robertson opticians, managers and sales representatives.

With Spring Beginning, Doctors Should be Emphasizing Polarized Sunglasses –

Now in free-form lenses and free-form wraps



Vision-Ease polarized lenses are examples of products that can now be produced in free-form wraps.

Beach goers, water enthusiasts, golfers, joggers, bikers and others are increasingly discovering the benefits of polarized lenses. Interest has soared, but the eye care doctor is still the best one to explain the features and benefits to the patients.

visual health to be able to enjoy clearer views with the elimination of glare. Polarized sun lenses accomplish this by cutting the glare and haze coming from reflections off of smooth surfaces, which allows the patients' eyes to be more comfortable, thus seeing better. And because polarized lenses are now offered in free-form, they can have the added benefits of lenses that are customized to each patient's personal prescription, frame, tilt, shape and size, not to mention providing sharper vision, less distortions and wider viewing zones. In addition, free-form polarized can come in wraps.

Polarized sunglasses are well known for their glare reducing technology for avid fishermen and those who enjoy water activities, but can actually benefit just about anyone outdoors and even light-sensitive people indoors. Wearing polarized sunglasses while driving can reduce glare from a long, flat surface such as the hood of the car or the road's surface thus allowing the patient to have a clearer view of the road and objects around them. Polarized lenses may also reduce the visibility of images produced by liquid crystal displays (LCDs) on some car hoods, which are also found on digital screens such as automatic teller (bank) machines. Polarized lenses can also be worn indoors by light-sensitive people, including post-cataract surgery patients and those continually exposed to bright light through windows. The lenses reduce glare and allow more comfortable and clearer views indoors.

Drivewear by Younger Optics and Transitions is an example of polarized lenses that can be produced in free-form.



Low light conditions



Behind the windshield of a car



Outside intense light conditions

(Continued on the back)

Hollingsworth Honored for 50 Years

LOGANVILLE, GA – Glenn Hollingsworth, general manager of Robertson Optical of Atlanta, was recently honored for 50 years of service to Robertson with a reception given by owners, managers and employees.

Calvin Robertson thanked Hollingsworth, stating, "Glenn is highly respected by all of our customers, employees and manufacturers. His enthusiasm and



From left, Kelly Bowling, VP of Robertson of Atlanta; Glenn Hollingsworth; and Richard Robertson, president of Robertson of Atlanta.

desire to keep everyone content is above reproach." Robertson added that he had never known an optical professional that assumed so much responsibility, adding that "No, it can't be done" is not in Glenn's vocabulary.



From left, Calvin Robertson, secretary of Robertson Optical of Atlanta, congratulates Hollingsworth on 50 years of dedicated service.

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Don't miss the inside...



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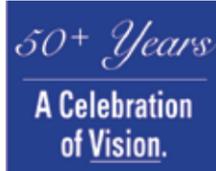
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*Wearer Study conducted at the University of Arkansas
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Go Digital with UNITY Performance Optics
Now Available From Robertson Optical

Robertson Optical Laboratories has entered into an agreement with VSP Optics Group to become an authorized distributor lab of UNITY Performance Optics. Designed to simplify the digital lens experience for private practice eye care, UNITY Performance Optics was introduced in March of 2011 by VSP Optics Group. To date, thousands of ECPs have seen the benefits UNITY Performance Optics provide, including a perfect pairing of technology and value for the patient and increased profitability for the practice.



The portfolio includes UNITY PLx progressive and SVx single vision free-form lenses that, according to its manufacturers, offer a 100% digital solution that makes dispensing the advanced lenses easy while delivering exceptional patient satisfaction and value. Patients benefit from an exceptional lens design and precision engineering (within 1/100 of a diopter) that help ensure their satisfaction. UNITY Performance Coatings complete the offering with a line of premium anti-reflective coatings engineered to work on all materials and lens brands.



VSP doctors can also maximize their revenue through the UNITY Savings program which was launched in January 2012. Practices can receive up to \$25 in UNITY savings by dispensing UNITY progressive lenses and UNITY Performance Coatings. To learn more about UNITY Performance Optics, ECPs should contact a Robertson representative. ■

Free-form Products (continued from the front)

With Spectrum, Shamir has widened the reading area and corridor width to provide more comfortable vision zones for patients. How wide are they? Compared to Element, Shamir has been able to increase the width by up to 20%. And what's vision without stability? Unstable. So Shamir realizes that patients deserve a little more power stability in the far vision zone, thus increased stability and wider corridors are now available through Spectrum.

"This is definitely one of our hottest selling free-form products," said Cathy O'Kelley, sales representative of Robertson of Atlanta, "and we expect its popularity to continue."

ECPs and their patients continue to witness other benefits of free-form products such as:

- Customized to each patients' personal Rx, frame, tilt, shape, size and wrap
- Less distortions; crisper, sharper vision
- Wider viewing zones
- Improved clarity in every direction ■

All Free-form Lenses Produced by ROL's Digital Surfacing Lab

Cozē Free-form Lenses:

- Cozē Soft
- Cozē HDW
- Cozē Single Vision
- Cozē ADL
- Cozē Wrap

Carl Zeiss Vision Free-forms:

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

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

Seiko Free-form Lenses:

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

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

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

Vision Quest Thanks ECPs for Donating Frames

Robertson Optical extends its appreciation to ECPs who have donated their old or no-longer-needed frames to Robertson's Vision Quest program.

"I've seen and heard firsthand from children and adults who have benefited from the donations through Vision Quest, and they are very thankful," said Kimberly Griffin, business development manager of Robertson of Columbia, SC.

Currently, the ongoing program helps individuals in need of frames in South Carolina's low-country area by donating them to the Dream Center where eye exams are provided, but Robertson has plans to extend the donations to other geographical areas. Therefore, if ECPs in other areas are aware of eye care programs designed for individuals in need of donated frames, or to find out more information on how to donate and receive tax benefits, they should contact Kimberly at 803-240-6616. ■

Chair Time

(continued from the front)

How do they work? Light reflected from surfaces such as a flat road or smooth water generally is horizontally polarized. This means that, instead of light being scattered in all directions in more usual ways, reflected light generally travels in a more horizontally oriented direction. This creates a sometimes dangerous or annoying intensity of light that patients experience as glare. Polarized lenses contain a special filter that blocks intense reflected light, reducing glare. So, polarized sunglasses cut glare and haze so patients' eyes are more comfortable, thus seeing better.

Polarized lenses are available in SV, bifocal and progressive prescriptions for both and dress and wrap frames. Also, polarized photochromic lenses, which change from dark outside to light inside, may be right for the light-sensitive person who frequently is in and out of the sun on any given day.

Kimberly Griffin, business development representative of Robertson Optical of Columbia, SC, asked, "Doctors, if you're wearing polarized lenses, shouldn't you encourage your patients to do the same?" ■