



### CONTENTS:

- Editor's Note
- Expansion on the Horizon
- AR Coating Expansions
- Big Picture Project
- Recycling Packaging Materials
- GEN8 Offer Extended
- GEN8 Material Expansion
- Lensometer & Pupilometer Calibration
- Tools, Nosepads and a whole lot of Other Stuff
- Have a unique frame? We want to know!
- Get Involved - Share Your Experience
- Let's Talk!
- New Office Mascot

### Editor's Note -

It has been far too long since our last What's New Monthly. Maybe there hasn't been that much new going on? Truthfully, the reason is solely due to being busy with a lot of new stuff around the laboratory and a bit of writer's block. I'm restarting the creative writing engine this month and plan to keep it rolling in 2020. - Adam

### Expansion on the Horizon

Where to start and where to end? There is not enough room in one newsletter to share everything that has happened and everything that is going to happen, so we'll make this a continuing saga. Over the past 12-months, significant investments have been made in employees, equipment, property, and technology.

Our employee roster has expanded nearly 40% in 2019. Cherry Optical Lab

(same place, new name) now employs over 120 people across six states! We've added new laboratory Opticians to all production areas for all shifts to allow us to produce outstanding results 24 hours per day Monday-Friday, 20 hours on Saturdays, and 16 hours on Sundays. Customer Service was expanded twice in the past 12 months and will have an additional four employees added over current levels soon. The most important part of Cherry, our people, are being trained, empowered, and given the tools to do their job to the best of their abilities. Through the addition of more happy people, we can maintain quality and service levels to our highest expectations.

### AR Coating Expansions

With growth came the need to expand throughput and capacity at our Crizal AR facility. The great people were needed, but so too was another AR chamber. We brought in a redundant system to the proven Leybold Boxer we are currently using. Let me tell you; this process was not easy. Vacuum chambers work great when installed, in place, bugs worked out, and running nonstop. Moving them, getting a new one, and working through the setup of the new chamber took a lot longer than we felt was necessary. Ultimately, with both units running, we've dramatically increased our capacity and throughput. This only is Phase 1 of this story – plenty more to share in the coming months.

### Big Picture Project

As I shared earlier, there is plenty to update you on at the lab. To summarize what we'll share in this edition, big things are coming. In Spring 2019, we finalized the purchase of our building and the parcel it is on – which includes two additional buildings. We've spent the past eight months working on a design to combine all three buildings into one campus. We are getting close to having a final-final plan and hope to break ground on this project this winter. In the coming issues, we'll share how the added space is going to be utilized.

### Recycling Packaging Materials

Please help reduced waste by reusing packing materials. For those of you receiving the plastic frame bags, utilize them to send frames back. Or, save them and send a collection of them back with frames. We will reuse the little plastic bags used for demo lenses. Similarly, for uncut customers, please send back the foam pouches. The only thing we'd ask is that you ship back bags and pouches when sending other stuff back to the lab. Please, don't send in a box full of just bags or pouches. Instead, wait until you have frames, tint samples, or other order related items to combine with those materials in the box.

## GEN8 Offer Extended

The Transitions Generation 8 BOGO offer has been extended through the end of March 2020.



Take advantage of this great promotion. Buy one pair of eyewear with Transitions GEN8 in Varilux X, Eyezen+, or SV with any Crizal coating, and you get the 2nd or lesser pair for free. If you didn't sign up the first time around, there is now a new enrollment period. This promo is an outstanding offer this time of the year with the FSA end of year rush and New Year insurance reload. Reach out to your Cherry Optical Lab Sales Representative or call Customer Service for details.

## GEN8 Material Expansion

The new Generation 8 is now available in Trivex lens material. The latest material expansion has us covered for all lens materials now in Gray & Brown. Cherry Optical Lab is automatically upgrading all orders to GEN8 whenever available. Not all lens manufacturers are 100% on board with GEN8 at this time, so there are random designs (primarily non-Essilor or full backside FF PALs) where Signature 7 is still being utilized. 1.74 GEN8 is coming soon, and then the Graphite Green and Colors will be upgraded to the new technology in 2020. If you haven't seen GEN8 in action, it truly is something to behold; the fade back is very efficient. ([Downloadable Essilor Resources can be found here.](#))

## Lensometer & Pupilometer Calibration

When was the last time you confirmed your lensometer was dialed-in correctly? How about your pupilometer? Did you even know your pupilometer can be calibrated? Contact your COL Sales Representative or the Customer Service team to schedule the use of a gauge master to calibrate your lensometer.

We can also provide instructions for validating your pupilometer. Reach out to us today!

## Tools, Nosepads and a whole lot of Other Stuff

Did you know that you can receive a 10% discount + reduced shipping costs on Hilco products through Cherry Optical Lab? Place your Hilco orders through us to realize these savings. We order from Hilco daily and can save you a lot with consolidated shipping. Hilco orders can be placed directly over the phone with Customer Service, or you can write up your order and fax it in. Yeah! I just recommended the use of a fax machine!

## Have a Unique Frame? We Want to Know!

When sending in frames made from exotic materials or handle with care instructions, utilize our Special Frame Tag Notepad. These tags have space for you to write us a note about the unique frame. These notes help ensure proper care and handling of your frame through production. For instance, frames made out of wood, horn, vinyl records, eggshells, or any other uncommon material, a little heads up is greatly appreciated. Need some of these tags? Contact your COL Sales Representative to get started today.

## Get Involved - Share Your Experience

Are you looking to add something related to your profession to Facebook newsfeed? Consider joining Opticians on Facebook or ODs on Facebook. These groups might help you pick up a tip or two through the week. Both groups are decently well monitored, so you don't have to worry about spam. While you're at it, follow Cherry Optical Lab on Facebook to get more insight into what's going on at the lab. The Twelve Days of Baker is in full swing. You don't want to miss that! Want to get on our

good list? Please leave us a review on Facebook and Google! Your feedback goes a long way in spreading the word and is much appreciated.

## Let's Talk!

I periodically log into our call center to take calls from customers. I chuckle at how many people are amazed that I still answer calls. I will never forget the days when all calls were handled by my dad, my sister, and me. The best way to find out how things are going is to talk to your customers, right? I genuinely enjoy hearing from you, even if it is to help solve a problem. Let it be known you can always ask to speak to me if you'd like. Or, if you prefer, send a message to [adamcherry@cherryopticalinc.com](mailto:adamcherry@cherryopticalinc.com), I will respond promptly.

## New Office Mascot

After a record-setting year, our new dog, which I'm sure you've seen a picture of at the office, is appropriately named Rain. Rain is a Border Collie that unquestionably loves to run and play. She does this super-cute dance with her toys to get your attention. She is currently 8-months old and is learning quickly. I wish I had 10% of the energy of this dog, and I'm doing my best to keep up. Thankfully, everyone at the lab enjoys her visits and helps to give Rain plenty of attention. (The picture below is from #nationaldogday - you can find more photos of her on [Facebook](#) & [Instagram](#).)

