



CHERRY OPTICAL LAB

See the difference.

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FOR IMMEDIATE RELEASE**

CHERRY OPTICAL LAB RAMPS UP THEIR NO-FINE-PRINT WARRANTY POLICY

Green Bay, WI - Cherry Optical Lab has expanded its industry-leading, Truly Unlimited No-Fine-Print Warranty Policy to **include orders canceled prior to completion, effective immediately.**

"We've been through enough the past 12-months; let's not argue about something so silly. This thought went through my head this morning when I reflected on the notion that our 50% cancellation policy does nothing more than upset our customers. Nobody places an order with a wholesale optical laboratory to intentionally cancel it before completion, and I have no clue why we didn't make this change earlier," said Adam Cherry, President. "100% credit will be issued on any orders canceled before completion. Anything less than full credit would be uncivilized."

Cherry understands the challenges of independent eye care professionals. Plain and simple, if you feel a replacement is needed, COL trusts your professional judgment and will replace lenses at no charge; no questions asked, no matter who initially made the lenses. Adam stated, "At Cherry Optical Lab, we believe in the future of independent eye care, and we are here to support those that support us in all the ways we can."

About Cherry Optical Lab

Founded by Joe and Lynn Cherry in 1999, COL will continue to serve you independently under the ownership of its co-founders and current president, Adam Cherry. A leader in innovation, technology, high-quality finished products, tight standards, and skilled artisans, Cherry urges you to try their lab for yourself to "See the Difference."

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