



# Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

[www.cherryopticalinc.com](http://www.cherryopticalinc.com)

1640 B FIRE LANE DR- GREEN BAY, WI 54311

P: (920)469-2559 or (800) 469-4211

F: (920)469-2658 or (800) 469-5171

# WHAT'S NEW

Volume Five Issue Eight

## AUGUST 2015

Find us on Facebook

FULL MOON ALERT:  
AUGUST 29<sup>TH</sup>



## Contents

- ☑ Cherry Optical, Inc Visits SCHNEIDER Optical Machines in Germany
- ☑ Renovation Update: Almost Complete- Ready for More!
- ☑ When Patients Don't Care to Hear [See] It
- ☑ We Remember TRIVEX Before it was Famous
- ☑ ScopeAid - Set Aim on Improved Rifle Optics
- ☑ Another Way to Explain AR to Patients
- ☑ Find Us Around the Web
- ☑ Sandals are for Comfort - Sunglasses are for Protection
- ☑ Blue Light Blocking - Block at the Source?



## ***Renovation Update: Almost Complete - Ready for More!***

If you are a long-time reader of 'What's New Monthly' you are well aware of our recent building expansion. The latest update is that the old digital surfacing laboratory space has been reconditioned and will soon be the home of lens inspection & Rx verification as well as the finish tracing and frame repair processes. This move will allow for a more natural flow of work from digital surfacing to inspection to finish and then finally assembly and inspection. Also completing renovation is our shipping and receiving area. Additional counters and a new work space island have been installed. More wall space is now available for shipping bins to be completed in the coming days. The final phase of renovation will take place in late summer through early fall as we redesign our Customer Service area to include multiple standing work stations.



### ***When Patient's don't Care to Hear [See] It***

There is absolutely no doubt that premium branded progressive lenses and treatments perform outstandingly well and represent your optical well. However, there are patients and scenarios where patients have made up their mind that they don't care about your recommendations -

all they care about is the price. In the world of SV and lined bifocals, this is rarely the issue. Where we hear about this concern the most is progressive lenses and AR. In these 2 areas

Cherry Optical, Inc has a wide variety of alternative products to possibly help you retain business and provide alternatives to patients looking to walk or transfer their prescription elsewhere. With our on-site manufacturing of designs from Varilux, Essilor, Signet Armorlite, Hoya, Carl Zeiss, Shamir, Seiko, Crossbows and IOT we can not only produce the brand name options from these manufacturers; we can also produce their non-branded or OEM products. These OEM products can provide the alternative price point you may need to keep a patient with you. We have extensive experience with many of these products and can help develop a pricing, policy and product strategy if you feel it is needed. Call Adam

at 920-469-2559 or reach out to your Sales

Representative to discuss these products and how to utilize them within your practice.

## **Cherry Optical, Inc Visits**

## **SCHNEIDER Optical**

## **Machines in Germany**



Digital Surfacing Manager, Jon DeGreef and I (Adam) went to Fronhausen, Germany in June for SCHNEIDER Optical Machines DigiCON 2015. SCHNEIDER is the world leader in digital and freeform lens manufacturing equipment. DigiCON hosted industry leaders from around the world to learn about the latest equipment and technology innovations from SCHNEIDER. The 3 day event was a great opportunity for Cherry Optical, Inc to network with other users and dream about new equipment possibilities. Of note were 2 non-surfacing technologies that you may see at Cherry Optical, Inc in the coming years: an automated surface lens de-blocker and automated lens cleaning. The highlight of the trip was Jon taking 3rd place in a go-kart racing competition. Jon's trophy will be proudly displayed in the lab.

## ***We Remember TRIVEX Before it was Famous***



Believe it or not we are entering the 14 year anniversary of Trivex lens material at Cherry Optical, Inc! Many of our long-time supportive customers can remember their first experiences with Trivex. At the time, this 'new material' was a perfect solution to issues faced with drilled rimless eyewear cracking and becoming loose. As the years have gone by, it has been great to see the dramatically expanded use, acceptance and availability of Trivex. Trivex is the #1 lens material used at Cherry Optical, Inc followed by plastic, then polycarbonate and finally high index materials. At 14 years, Trivex is still the newbie within the most commonly used lens materials: polycarbonate (30+ year old technology) and plastic (40+ year old technology).



## **ScopeAid - Set Aim on Improved Rifle Optics**



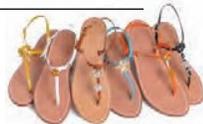
# SCOPEAID

As the exclusive manufacturer of Clemit ScopeAid ([www.clemit.com](http://www.clemit.com)), Cherry Optical, Inc is ready to roll out ScopeAid to our leading eye care professionals. ScopeAid is an easily attached optical enhancement for scopes for patients with presbyopia. ScopeAid optics are customized to a patient's prescription and scope size with the ability to also include color enhancement. Once attached, ScopeAid sharpens the reticle, target clarity and sight picture. The reviews are in – and this product works perfectly! You can be assured that this is the product that many of your shooting sports patients are looking for. Now is your opportunity to get on board with ScopeAid. Contact Customer Service at 800-469-4211 to be included in the first wave of Authorized Distributor Locations.

### **Another Way to Explain AR to Patients**

Today's professional grade AR's may be best explained as "AR treatment", due to the way they are produced. Using this term will also spate these new products from the older, original coatings (from the 80's and 90's) that crazed or were challenging to clean and care for. There is another advantage that when using the term AR treatment on these professional grade ARs – to not be confused with inferior AR coatings sold by the retail and commercial optical stores. Check out [www.cherryopticalinc.com](http://www.cherryopticalinc.com) to learn more about the Cherry Approved AR treatment process and our Crizal coating technology.

### **Sandals are for Comfort – Sunglasses are for Protection**



A Vision Council report "Protection of the Naked Eye: Sunglasses as a Health Necessity" found that 89% of women and 84% of men wear sunglasses primarily for comfort, not for UV protection. These results are nothing new to those of us in the eye care profession. The results do show a huge potential still for the education on the need for UV protection. Over the past few years we've seen products come out that may have caused "education glare" within our industry. Blue light, backside UV reflected energy and 50 shades of Transitions are all worthwhile products, but we need to be careful we don't forget the basics. Take a moment to think about your conversations with patients about the need for UV protection and discuss their outdoor eyewear needs.



### **Find Us Around the Web**

Have you ever checked out DailyOptician? Cherry Optical, Inc supports and contributes to <http://www.dailyoptician.com/optical-brands/>. DailyOptician is a blog with content from Independent professionals on a whole host of topics related to our industry. Check it out; you're sure to enjoy it.

Additionally, stay tuned on [www.cherryopticalinc.com](http://www.cherryopticalinc.com) for updated content. The last 2 weeks of June we had cinematographer John Reed from Awkward Coffee Films at the lab shooting content to help update our website. We also have a blog on our website, which will offer more posts content than the DailyOptician.

Lastly, be sure to Like us on Facebook at [www.facebook.com/thecherryopticalinc](http://www.facebook.com/thecherryopticalinc). We promise we will not fill up your newsfeed with pictures of our children and videos of cats. Instead, you can stay up to date with the latest goings-on at Cherry Optical, Inc and get a more candid look into who we are.

### **Blue Light Blocking – Block at the Source?**

Reticare is an interesting take in the world of blue blocking concept. Unlike all of the blue blocking products optical professionals are exposed to, Reticare is a thin film filter that is applied to your electrical devices that blocks the light at the source. The benefit in comparison to current optical products in the market is that patients would not have to deal with the yellow-ish color of Bluetech type products or the very distinct coloring of products like Previncia. Additionally, we've always questioned what non-corrective lens wearing patients are supposed to do to block blue light? We can all expect the device manufacturers to address this issue soon if it becomes something that consumers demand. In the meantime, check out [www.reticare.com](http://www.reticare.com) for more information on this solution.

