



# Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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# WHAT'S NEW

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FULL MOON ALERT:  
NOVEMBER 25<sup>TH</sup>



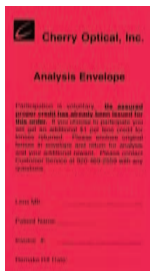
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### The Red Envelopes are Coming! The Red Envelopes are Coming!

In the coming months you may periodically receive a bright cherry red envelope and a request to return lenses. This envelope (pictured left) will have information on it already completed by Cherry Optical, Inc's Customer Service team. We'd ask that you enclose and return the requested lenses to us. For

doing so, you'll receive \$2 (\$1 per lens). This \$2 reward is in addition to the credit that will already be issued for the replacement lenses per our normal procedures. The reason we are asking for certain lenses back is that Cherry Optical, Inc has been asked to be part of a study to analyze real-world performance of optical lens coatings with a major lens manufacturer. The study will take a look at scratched, crazed and other failed perfor-



mance related lens treatment replacements. Please direct any questions related to this program to Heidi@cherryopticalinc.com or 920-469-2559.

### Hello? Is Anybody There?

We have received a number of requests to learn more about EnChroma lenses. EnChroma, Inc has somehow managed to get their name out to consumers in addition to the optical trade publications. EnChroma states they are able to manufacture specialized eyewear to enhance color vision in people who are color blind. Cherry Optical, Inc is as interested as many of you in this concept. However, we have been unable to reach anyone at EnChroma, Inc even though we have been calling them and sending emails for months. If you have been able to reach them at [www.enchroma.com](http://www.enchroma.com) or 510-497-0048, we would like to speak with you to learn more.



### NEW! Amazing Price on Blutech Lenses

Cherry Optical, Inc is now offering Indoor BluTech Lenses at an amazing 1 price for all – just \$45.98 – in a wide range of indoor-task styles. Special pricing is available for BluTech Indoor IOT Acomoda & Shamir Relax for non-presbyopic patients and Cherry Optical's eyeRelax HD, Shamir Autograph II Office, Shamir Computer, Shamir Workspace and Hoya Tact BKS designs for presbyopic patients. BluTech Indoor is the best solution for blocking of blue light. This new pricing

will allow our customers to develop aggressive pricing programs to jumpstart the sale of blue blocking lens technology. For more information about BluTech check out [www.blutechlenses.com](http://www.blutechlenses.com). For more information on this new pricing contact Customer Service at 920-469-2559.

### Back to the Future II - Gone Wrong

Every month I (Adam) read through a pile of optical trade magazines looking for new products, machines and ideas to share in our newsletters and to make sure we are up to date on the latest-and-greatest trends. My personal favorite publications are a couple out of Germany and England as they seem to have a bit more tech and a lot less marketing behind their content. Recently, I've begun to wonder if the editors of the US optical trade publications are stuck in Back to the Future II because they've all been dedicating page-upon-page to the glory of glass lenses. It appears these publications have grown bored with current and future lens materials or have become overly nostalgic. In one particular article there was a passing reference to the weight of glass lenses; as if comfort was really not that important to eyeglass wearer and that specific gravity is a myth. I feel a bit like Andy Rooney on 60 Minutes sharing this with you all, but I wish the US trade publications would at least try to disguise their news and technology bias a little bit. It is abundantly clear they are only sharing this "latest information" due to monies received for advertisements. I can hardly wait for next month's editions to arrive on my desk to learn about a new lens technology called PhotoGray.

## Another Reason to Eliminate Polycarbonate from Your Diet

Leave it to California to point out another reason to eliminate polycarbonate lens material; albeit a bit of a stretch. California courts are considering making changes to their Proposition 65 law. The law regulates and informs consumers about the presence of chemicals known by the state to cause health problems such as cancer and birth defects, and Bisphenol A (BpA) – a substance used to make the polycarbonate found in optical lenses and frames – has been added to that list. You can be assured the major polycarbonate companies in the optical industry are lobbying hard to prevent this change in the law. Considering polycarbonate has the lowest optical quality of all widely used lens materials and apparently uses chemicals that harmful to humans; maybe it's time we evolve and move on to superior materials such as Trivex or 1.60 plastic. Follow The Vision Council for the latest on this issue.



## COMING SOON: IOT Ultimate Freestyle



Stay tuned for information regarding the latest evolution in freeform progressive lens designs from IOT.

## What's Next – 2016 & Beyond

As freeform technology continues to expand in the US market, the next generation of lens designs and companies are sure to follow. IOT has made its mark with designs like their Alpha series and revolutionary Camber lenses. Crossbows Optical, out of Ireland, was purchased by Essilor before they could ever make it across the Atlantic on their own. There are sure to be other players from Asia, Europe and even homegrown that will arise in the coming years. Some players we think you'll hear about soon include Procrea Tech out of Italy and Swiss Optic out of Switzerland. The competition these companies will create will keep the innovations coming in our industry. It wasn't long ago that many thought Essilor, Hoya and Zeiss would control it all. While they will surely dominate the industry moving forward, these new players will keep them on their toes.

## Just Call it Graphite

Is Transitions Graphite-Green a great product with a bad name? Leave it to Joe Cherry to ask this question. There is something about the word green that may conjure up bad vibes when presenting lens color options to patients. Think this is crazy talk? Ask yourself why they call it G-15 and not Green-15. With this in mind, Cherry Optical, Inc is going to make an effort to leave out the word green when discussing "Graphite Transitions" because the product and the color are too good to let the G-word drag it down. Here is how we see this conversation going down: Transitions is available in Gray, Brown and Graphite. Graphite? What is that? Graphite is a great G-15 color. You know, the classic Ray-Ban and aviator colored lens. Graphite Transitions provides iconic style with must-see performance. We encourage you to promote Graphite Transitions – you'll be impressed with the results.



## Safety Eyewear: An Opportunity for ECP's - Excerpt from VM October, 19th 2015 featuring Adam Cherry

"Our goal is to make safety eyewear more profitable for our independent ECP network," said Adam Cherry, president of Cherry Optical, an independent wholesale lab located in Green Bay, Wis. Cherry's safety eyewear programs focus mainly on supporting small to mid-size companies, for example, the automotive or cabinet making shops with five to 500 employees located in its regional service area. Leads for new safety customers come from ECP contacts as well as direct.

"There's a big demand from industry for safety eyewear programs, but building the provider network hasn't always been easy because in the past, ECPs were not adequately compensated for dispensing contract safety eyewear," said Cherry. To build value into the program, Cherry collaborates with its SRx customers and ECP contacts to put together a total safety eyewear package that Cherry Optical oversees, dubbed Safety Optix. This includes contract pricing and billing support, supplying the frames and lens materials required and any authorizations needed so that the company and its employees know the costs involved.

"Working together, we agree on a limit, say \$60 a pair, that the company will pay and anything above that is paid for by the employee," explained Cherry. "If the employee upgrades to a more fashionable frame, wants lightweight titanium, puts AR coating on the lens, or wants a branded progressive lens, then the ECP provider's profit can grow by \$75 to \$125 a pair." To promote its ECP network, Cherry provides its safety customers with the names of eyecare providers located in their employees' zip code areas. "We also conduct safety assessments, walk through a company's facility and evaluate areas of concern for eye safety, and then highlight the types of frames and materials recommended for the environment," Cherry said. The lab also works with the major safety frame companies to get sample frame kits for its ECP network. - Interested in learning more? Contact Adam at 920-469-2559 or [adamcherry@cherryopticalinc.com](mailto:adamcherry@cherryopticalinc.com).

More Industrial Strength Eyewear can be found here: <http://bt.e-ditionsbyfry.com/publication/?i=276508&p=50>

