



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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WHAT'S NEW

Volume Six Issue 6

May/June 2016

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FULL MOON ALERT:

June 20th



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NEW! Customer Service Remodel at Cherry Optical, Inc

Months of planning are now coming to fruition. We're



completely remodeling our Customer Service operations. Remodeling will provide added work stations, more

space, and an updated, modern appearance. The past few days during the remodel have



been interesting as we found ourselves working in coat closets, sharing offices and just doing what we needed to keep everything rolling. With a lot of patience and the help of our communications contractor, we've been able to make the process extremely smooth. We encourage you to schedule a tour to check out our new digs and see us in action.

Made in _____

Does knowing where your eyeglasses are made make a difference to you? Have you ever asked if your orders are outsourced and does it matter to you? I (Adam) sometimes feel that the whole "Made-In" philosophy ends up being a bit of a feel-good thing to say instead of an actual way of life or business practice. At Cherry Optical, Inc we've worked

extremely hard and invested considerably to reduce the number of orders we have to outsource to other laboratories, be that in the US or overseas. We did this to control our destiny and maintain our quality standards while providing optimal service levels. My belief is that we need to be continually improving and evolving to separate our quality and service far beyond what can be delivered through non-domestic production. Simply waving the US flag is not enough. Many of our competitors outsource a high % of their orders to Mexico and other non-US destinations, and I don't think anyone really cares. I've never had a prospective client show a desire to ensure their lens orders are not outsourced. Does it matter to you? Either way, I'd be interested to hear from you. Drop me a line at adamcherry@cherryopticalinc.com to share your thoughts.

NEW! A&R MBV at Cherry Optical, Inc

In May, we installed a new auto-mated lens inspection and finish blocking machine from A&R –



the MBV. The MBV will allow us to inspect lens powers quickly and accurately finish block lenses using the industry standard Focovision and PPOS systems. With a throughput of over 100 jobs per hour, the MBV will allow us to stay in front of lens inspection without sacrificing quality standards. This machine is something to behold.

Eyeglasses Sink. Sunglasses, too.

With the summer season upon us, many patients will be making their way out in and on the water.

As a public service announcement, we'd like to remind you that eyeglasses and sunglasses sink.



Croakies

One of the best ways to defend against sinking eyewear is with Croakies; available through Cherry Optical, Inc via Hilco. Contact Customer Service for pricing and available information.

The M Word and the B L Words

In addition to non-stop, Blue Light information in optical trade magazines, the obsession with the millennial market is nearly as nauseating. That being said, there is no doubt that these three words go hand-in-hand (Millennials & Blue Light).



- 67% of people in their 30s spend 5 or more hours each day on digital devices.
- 92% of millennials use a secondary screen while watching TV (75% of the time it's a smartphone).
- Millennials and older viewers watch 300% more TV online and often binge-watch TV shows on their digital devices.

In addition to Blue Light exposure, 73% of adults under 30 have the highest rate of digital eye strain symptoms.

Holy Blue Light Batman!



When reviewing many of the trade publications over the past few months, it is plain to see Blue Light is the only thing worth talking about in regards to lens technology. At Cherry Optical, Inc we have the widest availability of Blue Filter Technology™ lenses possible. BFT™ is a term we'll use to discuss all of the different options available because there are a ton of them. Let's highlight a couple:

- Essilor's Smart Blue Filter (SBF) Lenses: Smart Blue Filter is colorless and built into the actual lens material; similar to how UV protection is built into a lens material. SBF is exclusive to and comes standard on all Varilux and Eyezen+ lenses whenever an SBF lens blank is available at no additional cost. Currently, SBF blanks are available in plastic, polycarbonate, 1.60 and 1.67 with more materials to come.

- Cherry Optical's Blue Filter Technology Lenses: Blue Filter Technology lenses are also colorless and built into the actual lens material. BFT™ lenses are available in a wide variety of designs including SV, freeform SV and full-back-side freeform progressive lenses from Shamir, Seiko, IOT, Hoya and Kodak. BFT™ lenses are available in plastic, polycarbonate, 1.60, 1.67 and 1.74 at an additional cost of \$15 over regular lenses.

BFT™

- Crizal Previncia – Available with on-site production: There are a handful of Blue Light reflecting AR coatings available. We promote Crizal Previncia because we can produce

it on-site, eliminating outsourcing, thereby ensuring best service and quality levels. Crizal Previncia is gaining momentum. Combining Previncia with Smart Blue Filter or Blue Filter Technology™ lenses increases overall blue light protection.

You are encouraged to work with your Cherry Optical, Inc Sales Representative or call Customer Service to learn more about the great Blue Light protection products available.

NEW! Eyezen+ - It's not Eyezen+ without the +

Eyezen+, the newest anti-fatigue style lenses available from Essilor, address the issues associated with digital eye strain while also providing protection from harmful Blue Light with integrated Smart Blue Filter lenses.

Keep in mind; these are an everyday pair of lenses, not an occupational style lens. There are three Eyezen+ styles:



- Eyezen+ 1 (0.40D – recommended for patients 18-34)
- Eyezen+ 2 (0.60D – recommendation for patients 35-44)
- Eyezen+ 3 (0.85D – recommended for patients 45-50 when PALS are not an option).

To fit, simply provide an OC height and the rest is taken care of. Eyezen+ are currently available in plastic, polycarbonate, 1.60 and 1.67 in Transitions and polarized with or without the full range of Crizal treatments. Eyezen+ and Previncia are a top combination for addresses digital eye strain for pre-presbyopic patients.



The Sun Called – It's Intense!

With all the attention that Blue Light from digital devices is getting, we'd like to remind everyone that the sun is a rather intense in source of light. A recent Transitions advertorial stated that the sun radiates up to 500 times more blue light than an iPhone. The moral of the story is that quality Sunwear is still the best way to protect your patient's vision and the best 2nd pair option. If a 2nd pair isn't an option, a Transitions product will provide added protection over clear lenses. Transitions lenses are available in more color and material combinations than ever before. Combined with AR, Transitions 7 lenses are nearly as clear as clear lenses indoors while providing that extra protection outdoors.

