



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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WHAT'S NEW

Volume Six Issue 8

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Find us on Facebook

FULL MOON ALERT:

September 16th



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Happy Labor Day!

Please note, we will be closed in honor of Labor Day on Monday, September 5th, 2016. We hope you enjoy a safe and happy holiday weekend!

Electronic Ordering – Take full advantage of by-pass lane.

If you are looking for optimal service levels, then electronic ordering is a must. By utilizing electronic ordering, your orders bypass faxed and called or mailed in orders. We manually enter orders as

efficiently as possible, but nothing is faster than how effective an electronic order passes through Customer Service and directly into production. This direct path to production is extremely relevant in the late afternoon and early evening as it can ensure your orders are into production in time to capitalize on our 2nd and 3rd shift production times. On average, customers that utilize electronic ordering can see a reduction in service levels of nearly 1/2 a day. Cherry Optical, Inc accepts electronic orders via DVI's RxWizard and VisionWeb. Both systems integrate with a host of practice management software or can be utilized as a stand-alone entry system. Contact Jason (jason@cherryopticalinc.com or 920-469-2559) to get setup today.



visionweb™
Streamline. Simplify. Succeed.™

Join Cherry Optical Pickers – Win Prizes!



NFL Football begins September 8th! Here in Green Bay, there is no doubt who the

Super Bowl favorite is. We have a long way to go between now and then. If you enjoy football as much as we do, you



should join our ESPN Pigskin Pick'em for a chance to win weekly prizes and a grand prize.

To enter, you'll need to go to ESPN and find the Pigskin Pick'em Fantasy game (<http://games.espn.com/nfl-pigskin-pickem/2016/en/>). You'll need an

ESPN account. It is easy to sign-up and free. Then, you'll want to join the Cherry Optical Pickers group (Password: lenses). Each week you'll need to submit your picks. Weekly winners will be awarded a \$50 Gift Card and the person with the most correct picks at the end of the year will receive a \$250 Gift Card! It's that easy. Contact Brian directly (brian@cherryopticalinc.com) with any questions.



ScopeAid Season is Upon Us

With the beginning of September comes the start of hunting seasons across the country. Cherry Optical, Inc is your exclusive source for Clemit's ScopeAid. ScopeAid is designed for bifocal wearers. With ScopeAid, presbyopic shooters can see their reticle crystal clear while maintaining proper shooting posture. We have a host of resources to help you present and promote ScopeAid to sportsman and shooters in your market area. Contact your Cherry Optical, Inc Sales Representative or Adam (adamcherry@cherryopticalinc.com) to learn more.



POOR POSTURE WITHOUT SCOPEAID

Head Tilted Away from Scope
Elbow is Dropped to Accommodate Posture



GREAT POSTURE WITH SCOPEAID

Head is Directly Aligned to Scope
More Confident & More Accurate

Raptor Lens – Exclusive at Cherry Optical, Inc



The Raptor Lens offers the ultimate in comfort and performance for outdoors-people. Raptor technology lenses are a proprietary non-polarized, photochromic that darken and lighten

depending on exposure and intensity of sunlight. Raptor lenses deliver contrast enhancement in all light conditions; including cloudy or foggy conditions. They also absorb and block harmful UV and blue light. We have had a number of professional outdoor enthusiast rave about the performance of their Raptor lenses. Additionally, we have been working with law-enforcement officers who are looking for a sun lens that can deliver fast-adapting performance both in-and-out of the squad car. Early feedback has been very positive.

The Raptor Lens is available in a wide variety of materials and designs. For more information, or to get a trial pair for an outdoor enthusiast of your choosing, please contact Anna directly (anna@cherryopticalinc.com).

Think About Your Eyes – 4th Year National Campaign

The national Think About Your Eyes campaign has built upon its increased industry support and consumer interest to

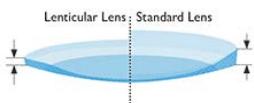
**thinkabout
youreyes.com**

reach a new milestone of 2.5 million visitors to the campaign website since its launch. The number of visitors to the site is expected to reach 3 million by years' end. The fourth year of TAYE's national campaign will incorporate a powerful mix of national cable TV, radio, and online advertising. The campaign is expected to generate more than 1.258 billion impressions in 2016!

As a reminder, Cherry Optical, Inc provides rebates for eye care professionals who participate in TAYE. We strongly encourage you to register for the \$500/year Premium Participation. We will provide statement credits to offset the entire cost of your 1st-year support! Contact Heidi (heidi@cherryopticalinc.com) for more details.

Digital Lenticularization – Making Cosmetically Pleasing Lenses

Recently, I (Adam) worked with an eye care professional to produce a pair of lenses for their child. The primary desire going into production was to balance the thickness



between the lenses (OD: +4.00 -0.75; OS: +1.25) while also reducing magnification. We ended up utilizing digital-lenticular technology to reduce the CT difference between the two eyes to just 0.5mm while also reducing the total weight of the lenses from 5.5g to 4.4g. This reduction in thickness and weight made for an outstanding looking pair of lenses that were more comfortable than ever before and noticeably reduces the amount of magnification.

While the word "lenticular" is sure to scare many Opticians away; the world of digital lenticularization is something we should all learn to become more comfortable using. Utilizing this newly available technology will allow us to create thinner and lighter lenses than ever before possible. We strongly encourage you to contact Customer Service the next time you are ready to place an order for a mid-to-high Rx so that we can run some demos to show you the potential of this new technology.

Us? Talking About Lenses? No way!

**W I S C O N S I N
O P T O M E T R I C
A S S O C I A T I O N**

Calling all Wisconsinites! Cherry Optical, Inc will be exhibiting in Middleton at the WOA fall

convention on September 22nd & 23rd. Visit our team to learn more about our proven, truly unique, and beneficial products and services. We will be featuring the NEW Tribrid lens material, our exclusive Raptor Transition lenses, and a few other individual surprises. You'll have to stop by to find out what else we've conjured up!

At the convention, we'd like to take the opportunity to say hello and share the many applications we developed during the field tests of our Raptor Lenses. We are very confident in our product and look forward to teaching you about its benefits. We've also got a few pointers on how to leverage your brand by utilizing Tribrid and we encourage you to get your questions ready!

As a proud sponsor of WOA, we support the event in as many facets as we can. Through advertising, exhibiting, gift bags, afterparty, and band sponsorship, we are getting as involved as possible to ensure you won't want to miss out on this event!

QCL
Quality Contact Lens, Inc

This year we're bringing along, even more, team members to ensure we're supporting those who support us. Our good friend Ken Leonhard of Quality Contact Lens will also be joining us to update attendees on the latest-and-greatest in the contact lens world. We all look forward to seeing you at our booth in a few short weeks.