



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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WHAT'S NEW

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FULL MOON ALERT:

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The Infamous 1/8th [Don't Call it a 1/12th] Diopter



Parts Taken From Louis J. Catania, OD, FAAO – Primary Care Optometry News, August 2016

"Today's vision care patients seem to be demanding higher resolution vision correction, and new vision care measuring for correcting technologies have reached levels of precision capable of achieving such accuracy."

"In 1975, The Refraction Letter, a monthly Bausch & Lomb periodical, published a lively debate about the clinic legitimacy of 0.25D v 0.50D as endpoint criteria for a refraction and vision correction. Forty years later, with advancing refractive

technologies – the most progress occurring in the past ten years – new questions are now arising as to the legitimacy of 0.125D (1/8) vs. 0.25D as the endpoint criteria for contemporary refraction and vision correction."

We'll step in here and let you know that if you see the need for a 0.125D increment Rx for a patient, be it sphere, cylinder or prism, Cherry Optical, Inc has no issue in producing them accurately. As a 100% digital surfacing laboratory, 0.125D incremental curvatures are as routine to produce as 0.25D curvatures. We calibrate and verify our SCHNEIDER digital surfacing equipment within 0.01D throughout our production day. We'll produce 0.125D Rx's at no additional charge; only if you promise not to call them 1/12ths (0.083); which we could do as well.

Tribrid Lens Material – A Stronger Lens for a Strong Prescription

If optical performance is always important; then Tribrid needs to become part of your lens material offerings for mid-range Rx's. ABBE value of 41, Refractive Index 1.60, Specific Gravity 1.23 g/cm³, 100% UV Protection and up to 5X stronger than other high index materials – Tribrid is a game changer for progressive Independent eye care professionals looking to offer premium lens options to their



patients. Separate your practice even further from the big-box stores and online merchants by suggesting Tribrid lens material. Contact your Cherry Optical, Inc Sales Representative or Customer Service for more information on Tribrid.

Eyezen+ - It's Not Eyezen without the +

Eyezen+ lenses are an enhanced, everyday pair of single vision lenses for wearers that are suffering from digital eye strain. Eyezen+ lenses contain a small amount of accommodative relief to alleviate eyestrain (+1 0.40D, +2 0.50D, +3 0.8D). Most importantly, Eyezen+ lenses utilize Essilor's Smart Blue Filter lens materials that automatically reduce harmful Blue Light from reaching your patients' eyes. Combining Eyezen+ with Crizal Preventia provides an even greater level of Blue Light protection. SBF materials

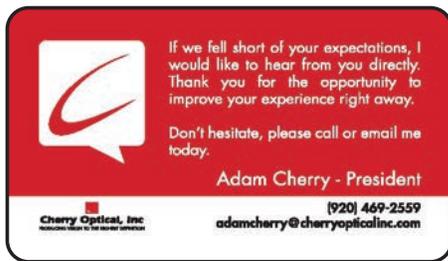


currently available in Eyezen+ include plastic, polycarbonate, 1.60 and 1.67 (Trivex and 1.67 coming soon). Eyezen+ can be offered with or without the Crizal treatment of your choosing. Buyer beware! We've seen some funny-stuff out there in the market. Look for the + to ensure you're getting Eyezen+. Contact your Cherry Optical, Inc Sales Representative for more information on Eyezen+.

1.74 Ultra-Thin High Index Lens Material – When It Absolutely, Positively, Must be Thin

Cherry Optical, Inc has the largest inventory of 1.74 Ultra-Thin High Index lens material options available. Single Vision, Freeform Single Vision and Freeform Progressive Lens options galore – in both clear and Transitions 7 Gray & Brown. 1.74 is absolutely the best choice for high-Rxs. Patients that want the thinnest lens possible, especially those that have not been exposed to true high-index lenses, will be thrilled with the results possible utilizing 1.74 material. Contact Customer Service with questions related to pricing and availability.

A Request for Your Endorsement



In September we provided nearly 200 complimentary lens orders to our supportive customers. Please don't get the wrong idea, this is entirely acceptable in our

opinion. In fact, Cherry Optical, Inc has to be one of the only optical laboratories that have encouraged their eye care professionals to order complimentary lenses as a part of their policies. How can we expect you to sell a lens without trying it yourself first?

As the final step of this policy, whenever a complimentary order is shipped, it is accompanied by a request to share your review of your eyewear or our services. We're asking that you please take a moment to complete that review. It is extra-appreciated when you take the time to share your review on Facebook, Google or LinkedIn. Your feedback is invaluable, and we're grateful for the opportunity to learn from your experiences.

WOA Fall Convention – Thank you!

Plain and simple, we love being part of the WOA's Conventions. It's a fantastic way to talk to our current and potential customers face-to-face in a relaxed environment. We're happy to sponsor both the WOA and WPA in as many ways as we can to support the education that this event provides local ECPs. For those of you who were able to stop by our booth last week, thank you for the enjoyable conversation. If you have any suggestions for the next event, including giveaways, please let us know! We'd love to hear from you.



The Epitome of Innovative

By John Sailer – Editorial Director of First Vision Media Group

We just returned from the Midwest, where we toured the facilities of the wholesale optical lab being honored as this year's OLP Lab Innovator of the Year. On so many levels, this company epitomizes what it means to be an innovator due to all the unique aspects of its operation.

After starting as a finish-only lab in 1999, just a short time ago in lab years, it installed 100% digital surfacing equipment in 2007, having never had the challenges of running a conventional surfacing lab.

Surprisingly, this lab does not now and has never done managed vision care work. In fact, it has no plans to do so in the future, choosing rather to focus solely on private pay work for the 600 jobs it produces each day.

In a small footprint, using only high-quality equipment from Schneider, MEI, Coburn, A&R and others, the company runs three shifts to get these jobs done.

It was among the first labs to offer PPG's new Tribrid thin and light lens material that combines excellent optical quality with impact resistance and UV protection.

The current manager began working for his parents when they started this family-owned lab while he was still in high school, and the majority of the company's employees are under 30 years old.

The company literally fills a football stadium [Lambeau Field] with over one thousand attendees and more than 100 vendors for its regularly scheduled educational sessions, which up until recently were held annually and now take place every other year.

By now you've probably guessed that this year's OLP Lab Innovator of the Year is Cherry Optical, Inc of Green Bay, WI. Look for an in-depth report on the company in the next edition of this magazine, but meanwhile, feel free to congratulate founders Joe and Lynn Cherry and their son Adam.