



# Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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# WHAT'S NEW

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## Nov/Dec 2016

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FULL MOON ALERT:

December 14<sup>th</sup> - You survived it!



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well as the way they see. Additionally, Shamir Duo is available in more materials that conventional lined bifocals.

Shamir Duo lenses are designed specifically as a bifocal conversion lens. They are not "another progressive." Shamir Duo lenses are fit like a conventional progressive; Mono-PDs and a fitting height taken at the center of the pupil.

Contact your Shamir or Cherry Optical, Inc Sales Representative for more information on Shamir Duo or call Customer Service at 920-469-2559 (also [customerservice@cherryopticalinc.com](mailto:customerservice@cherryopticalinc.com)).

### 2016 Lab Innovator of the Year

Cherry Optical, Inc is honored to have been named the 2016 Laboratory Innovators of the Year by Optical Laboratory Products (OLP) publication. The Innovator Award is issued annually to the optical laboratory that demonstrates a strong entrepreneurial spirit through investment and utilization of the very latest lens technologies. This acknowledgment by our peers is a great compliment to everyone here at Cherry Optical, Inc and all our customers that support us. When going through the interview process with OLP, I asked if it is possible to win back-to-back Innovator of the Year Awards because we have some big plans for 2017: addition of automated

surface blocker, automated laser engraver/etcher, automated surface lens taper and automating our 2nd Mei edging machine. They said they'd consider us again. Ha!



### FREE! BluTech Trial Program

While there are tons of Blue Light Technology products available in the optical industry, none of them are as unique as BluTech. BluTech Lenses filter high-energy blue and ultra-violet light using ocular lens pigment derived from the auto-oxidation of 3-Hydroxykynurenine (3-OHKyn). The ocular lens pigment is then combined with melanin and isolated in a durable material. When used in an optical lens, this infusion of pigment provides the same protection, contrast enhancement, and color perception to the eye as the natural yellow-brown coloration of the human crystalline lens.

And now, BluTech lenses are clearer than ever with their latest version; BluTech Ultra Poly Lenses in polycarbonate. Ultra Poly BluTech Lenses are available in a wide variety of freeform single vision, freeform computer lens and freeform progressive lens designs from Shamir, Seiko, Hoya, IOT, Signet Armorlite and Crossbows.



Shamir Duo™  
A New Visual Harmony

### NEW! Reduced Price on Shamir Duo

Cherry Optical, Inc has an exclusive offer on the Shamir Duo that makes this bifocal conversion lens the same exact price as a standard ST28. That's right! No longer is there any additional cost for a Shamir Duo versus a lined bifocal.

With Duo, Shamir has developed a new generation of bifocal lenses that provide a more aesthetically appealing solution; improving the way the wearer looks, as





### Possible Shipping Issues through Christmas

Because of the higher than expected on-line shopping this Christmas season, UPS and FedEx expect some delays in their overnight services for the next several days. UPS is forecasting Friday the 23rd to exceed their capacity and some shipments will not go. No one knows if that will specifically effect any Cherry Optical, Inc shipments to you. Bottom line, our shipping service providers are working very hard to keep the supply chain moving along.

### Refraction – or Medical Evaluation?

“My glasses just don’t seem to be working as well as they did a few months ago. Can I have the doctor check my prescription?”



How many staff members hear this question over the phone, and proceed to schedule an appointment for a patient with the patient believing they won’t be charged for the appointment?

As providers, it’s important to keep the patients satisfied with the care they receive while being conscientious about charging for “chair time.” Giving your services away is sure to create a patient base that comes to expect free appointments, endless supplies of contact lens trials, and remake upon remake to get those progressive lenses just right.

Sometimes a visual acuity concern is related to a minor prescription tweak and requires no more than a refraction check. However, if you find you are conducting a physical exam to determine whether cataracts or retinal issues are

affecting the patient’s vision, why would you still only bill a refraction when you’ve clearly done more? Help the patient understand that you are evaluating not just their prescription, but what health factors may be contributing to their visual acuity changes. This evaluation is no different than having a PCP examination for a health concern. Remember, when there is someone sitting in your exam chair, they cost money to the practice.

Having thoughtful scripting on any fee quotes to patients also helps to avoid confusion later on. Any quotes should always include the magical phrase: “Fee estimates are not guarantees. Final fees cannot be determined until the time services are rendered.”

Consistency is a key factor in both a profitable business and a satisfied patient base.

### NEW! Varilux S Series Now Available in Trexa/Trivex for production on-site at Cherry Optical, Inc!

#### ELIMINATE OFF-BALANCE FEELING.

Ordinary progressive lenses can cause an off-balance feeling like the world around you is moving. Varilux S Series lenses use revolutionary Nanoptix™ Technology to virtually eliminate the off-balance feeling, so you can feel more confident on the go.



#### GET CLEAR VISION.

Varilux S Series lenses with SynchronEyes™ Technology help your eyes actually work better together, so you get clearer vision from left to right and top to bottom.



#### REACT FASTER.

See faster moving from one point to another with Varilux S Series lenses featuring 4D Technology™. It's the only technology to use a personalized measurement for your leading dominant eye.



**Please Note: We will be closed Monday, December 26th, and Monday January 2nd in observance of the Christmas and New Year’s holidays.**

**Wishing you and yours a very safe and Happy Holiday season!**