



# Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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# WHAT'S NEW

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FULL MOON ALERT:

January 12<sup>th</sup>



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tribrid™

clear > light > thin > strong

### NEW! Transitions 7 Tribrid Lens Material

Cherry Optical, Inc is excited to share the news that Tribrid lens material is now available in Transitions 7 Gray. Tribrid Transitions is available in a wide variety of designs including single vision, aspheric single vision and freeform designs from Shamir, Seiko, Hoya, Signet Armorlite, Essilor, IOT, and Crossbows. Call Customer Service or check out DVI's RxWizard for more information.

Tribrid material by PPG is a revolutionary lens technology that is redefining performance expectations for thin and light lenses by optimizing the total visual experience for every patient at every moment while also enhancing appearance and comfort, making it the perfect choice as your recommendation for patients with stronger prescriptions. Unlike other high index lens materials,

and superior to polycarbonate, Tribrid material merges the characteristics of Trivex lens material with the benefits of a high index to create a lens that is impact resistant, blocks 100% of ultraviolet rays, provides extraordinary clarity and is ultralight and exceptionally thin.

- Tribrid material by PPG has a higher index of refraction (1.60) than polycarbonate (1.58)
- Tribrid material by PPG has a higher ABBE value (41) than polycarbonate (29)
- Tribrid material by PPG is the latest advancement in lens technology (2016) compared to polycarbonate (1960s-1970s)
- Tribrid material by PPG is dispensing exclusively to leading Independent eye care professionals whereas polycarbonate is by-far the material of choice for every big-box, corporate and online retailer.



PPG has provided Independent eye care professionals that want to deliver the highest optical quality to their patients the materials needed; Trivex for low-powered Rx's and Tribrid for mid-range Rx's. There is no reason to compete in the price crazy polycarbonate retail market. Contact your Cherry Optical, Inc Sales Representative or call Customer Service to learn how you can ditch polycarbonate once and for all.

### OLD: VCRs & Polycarbonate Lenses

Strange for a WNM to highlight something old, right? At the end of every year,

we always see lists of top-this and top-that, celebrities and famous folks that have passed and trends that came-and-went. One such list mentioned that the end of the road has finally come for the VCR with news that the last VCR manufacturer, Japanese company Funai Electric, ceased production in July 2016.



This got us thinking, is the clock ticking on polycarbonate lenses, also first introduced in the 80s? Like the death of the VCR, polycarbonate's features-and-benefits have been eroded. Looking for the lightest weight lens material? Don't pick polycarbonate; Trivex is lightest. How about a material that will not crack, split and can handle chemicals with ease?  Again, Trivex trumps poly. How about an impact-resistant material that is also thin? Here, a new material, Tribrid wins. Tribrid is impact-resistant and has a higher index of refraction than poly. The best for last; how about optical quality, you know? The thing lenses are used for! Both Trivex and Tribrid are far superior to polycarbonate.

So, just as many of you have removed your VCR to make room for a Blu-Ray player, DVR or Smart TV, maybe it's time we move polycarbonate out of the way to make room for superior lens materials like PPG's Trivex and Tribrid lens materials. A certain reaper may have their eyes on polycarbonate in 2017...

## 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 well as the way they see. Additionally, Shamir Duo is available in more materials than 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).

**VARILUX** S series  
LIMITLESS VISION™

## NEW! Varilux S Series in Trivex

As a leader in Trivex lens and Varilux lens production, Cherry Optical, Inc was one of the first laboratories to begin production of Varilux S Series lenses in a new Smart Blue Filter Trivex lens material in December. S Series designs are now available in SBF Trivex clear and Transitions 7 Gray with on-site production. This addition to the S Series availability has been long awaited, and we encourage you to try this combination for yourself.

## NEW! Cherry Optical, Inc Invests in Tinting Precision



Over the past 12 months, we have received numerous requests for information regarding medical applications of tints. Questions have been asked about tinted lenses used for macular degeneration, color blindness,

autism, brain trauma, migraines and more. Check out [www.colorlenses.com](http://www.colorlenses.com) for a great starting point on options available through Cherry Optical, Inc's partnership with BPI. There are studies and theories abound related to this topic. Knowing that we could never become the experts of all that information, we made the decision to become experts at producing perfect tints when a medical application is required. In September, we purchased a spectrometer which allows us to measure, produce, and verify tints to within +/- 10nm. Additionally, we can save measured samples as "standards" for future production without samples. Again, be sure to check out [www.colorlenses.com](http://www.colorlenses.com) to learn more.



## FREE! BluTech Trial Program

**BLUTECH** LENSES  
Blue Light Protection. Perfected.

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.

Order your personal pair of Ultra Poly Indoor BluTech Lenses from Cherry Optical, Inc, wear it for 2 weeks, and then provide feedback to receive full credit for your purchase.

Cherry Optical, Inc is proud to partner with BluTech LLC to bring you the triple protection of Blue Light Plus™. No other lens filters more of the blue light known to be associated with digital eye strain, macular cellular damage, and sleep/wake cycle disruption.

