



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

www.cherryopticalinc.com

1640 B FIRE LANE DR- GREEN BAY, WI 54311

P: (920)469-2559 or (800) 469-4211

F: (920)469-2658 or (800) 469-5171

WHAT'S NEW

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FULL MOON ALERT:

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Cherry Optical, Inc - Essilor & Luxottica Merger News

Merger News –
January 19, 2017 –

Earlier this week, news broke of a merger between Luxottica and Essilor. This news surely does pose some interesting questions and stir-up emotions within the optical industry. When the two by-far largest players in a single industry join forces, it can leave many wondering what the future holds for the entire industry.

As calls started to be received by Customer Service asking questions or making comments regarding this merger, it became clear we should probably have some form of statement to ensure our customers clearly understand Cherry Optical, Inc's position in the matter.

Cherry Optical, Inc remains a 100% Independent and family owned laboratory. We are not beholden to Essilor in any way outside of our obligations as a distributor of their products.

We share this simple message as our recent news about being named the Varilux

Distributor of the Year for the 2nd consecutive year may have caused some confusion; leading some to believe we may be owned by Essilor. So, to repeat, Cherry Optical, Inc is not owned by Essilor.

Regarding opinions about the merger; we surely have some: As a company that has competed directly with Essilor Laboratories since Day 1, while also having Essilor Lenses as a major supplier and technology partner; we know the weird relationships and emotions this merger now unquestionably creates for Independent private-practice and optical owners. How does it make sense to support a company that is openly competing with you? We've asked ourselves this question thousands of times. What we have found is that along with the outstanding technology sharing resources Essilor has made available to us, the Varilux and Crizal brands, have delivered the performance and tools we've needed to achieve our business goals. With all of this in consideration, it doesn't mean Cherry Optical, Inc behaves like a sheep to Essilor's every command. Keep in mind, we are also distributors for every major lens brand available and have on-site production capabilities for nearly all freeform designs. Our loyalty lies with our employees and our customers first and foremost.

So, what to do? We don't feel it would be a wise decision for anyone to instantly stop selling Varilux, Crizal or Essilor lenses purchased from Cherry Optical, Inc due to the merger news. These products still work nearly flawlessly, and we are an Independent business like you. If you want to make some type of instantaneous

change, perhaps consider what laboratories you support. There are many high-quality Independent (non-Essilor owned) Varilux, Crizal, and Essilor lens distributor laboratories that can process your VSP and Eye Med orders and Cherry Optical, Inc can take care of the rest of your needs. Is this self-serving? Very much so! In our capitalist society, the best way to facilitate change and make an impact is to vote with your dollars.

In conclusion, Cherry Optical, Inc is still Independent, not owned or controlled by Essilor, and the decisions you make, given the merger news of Essilor and Luxottica, are yours to make. We'll be here to support you in any way we can to help you make decisions that best align with your business goals and principles. These choices we all get to make are some of the best parts of being an Independent eye care professional; we control our own paths.

And with this statement, we are done with the topic. It's time to get back to Producing Vision to the Highest Definition.

-Adam Cherry
President of Cherry Optical, Inc.

What's New University Update

Over the last few weeks we've had inquiries regarding the return of WNU. Since Cherry Optical, Inc moved to an every other year format in 2014, we will not be holding the event this year. However, we're proud to announce the upcoming event date is **March 10th, 2018**. Consider this your first "Save the Date" request. See you there!

Varilux® Award of Excellence & X-Cel Outstanding Achievement Award



"The only award worth winning in the optical industry is the Varilux Distributor of the Year, and not only have we done it back to back, we're proud to say this is our fourth win in the last six years." - Adam Cherry

It's official, Cherry Optical, Inc has been named back to back Varilux Laboratory of the Year! We're excited to announce this is our fourth win – 2010, 2012, 2015 & 2016 as we're continuing to lead the industry in innovation. There may be larger optical labs, but the technology and capability at Cherry Optical, Inc ensure no one is better.

We've worked hard to stay at the front of a changing technological landscape. From being one of the first to produce and distribute superior Trivex lens material to now being 100% digital, 100% milling and the only laboratory to offer a Truly Unlimited Warranty Policy; we have clearly staked our claim as a market leader. This year, not only were we acknowledged with the Essilor IDD Varilux Award of Excellence, we brought home the X-Cel Outstanding Achievement Award for our 57% year-over-year increase in Trivex sales.

As proud as we are of these team accomplishments, we'd also like to take a moment to celebrate two individual successes accomplished by our Sales Representatives. We'd like to congratulate Bill Lee and Michelle Pepin on being the Top 2 EyeSell App Point Earners for 2016.

Finally, we want to say thank you. Thank you to those of you who believe in us – our capabilities, knowledge, and products – it's your confidence and support that provided us the opportunity to succeed in the first place.

Metal Grooved v Grooved Rimless E-Type & Frame Type

Electronic ordering at Cherry Optical, Inc continues to grow in popularity. With more practice management software programs integrating with electronic ordering programs, we expect this trend to continue until nearly 100% of orders are sent and received electronically.

One area we see a lot of customers get tripped-up on is E-type (edge type when utilizing RxWizard) and Frame Type (when utilizing VisionWeb) in regards to what is a Metal Groove versus a Grooved Rimless.

A "grooved rimless" is your standard rimless frame; metal or plastic on the top and fishing line along the bottom to hold the lens in place. They are the extreme majority of rimless frame styles on the market.

A "metal groove" is a bit more unique frame style. For this type of frame, the entire lens is grooved. By doing so, it allows the frame to fit in and secure the lens. Examples of metal groove include many Mykita and IC Berlin frame styles.

Compared side-by-side, the difference between a grooved rimless and a metal groove are rather evident:



Notice on this IC Berlin metal groove that the metal frame sets into the groove of the lens all the way around the frame. Most metal groove frames require a minimum edge thickness of 2.4 to 2.6 mm.



On this grooved rimless Persol frame, the bottom 1/2 of the lens is held in place by a clear fishing line. Most grooved rimless frames can be produced to a minimum edge of 2.0 to 2.2 mm.

So, now that we know the difference; what's the big deal? The big deal is that a metal groove lens needs to be manufactured thicker to accommodate the wider and deeper groove needed to accommodate the width of the frame. If, on a metal groove frame, the lens is made too thin, the chances of the lens chipping increase dramatically. This chipping effect will be exacerbated if Trivex, Tribid or 1.67 lens materials are not used. In many cases if an order is placed as grooved rimless and it turns out the frame is a metal groove frame; we'll need to restart the job to produce thicker lenses for + powered and low – powered lenses.

If an order is entered as metal groove and it actually is grooved rimless; the lenses will be noticeably thicker than they need to be for + powered and low – powered lenses. In these cases, we almost always restart the job to ensure lenses that are cosmetically correct. Like metal groove frames styles, Cherry Optical, Inc highly recommends the use of Trivex, Tribid, and 1.67 materials for grooved rimless frame styles as well. Doing so will dramatically reduce the possibility of chipped lenses. Avoid plastic lenses at all costs and contrary to popular belief, polycarbonate is not as crack-resistant (tensile strength) as Trivex, Tribid, and 1.67 material.

Taking an extra moment or two at order entry to ensure what rimless E-type and frame type you are entering will warrant the fastest turn times possible on your electronic orders.