



# Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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# WHAT'S NEW

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## April-July 2017

Find us on Facebook

FULL MOON ALERT: July 9<sup>th</sup>

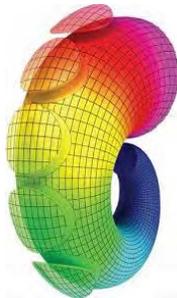


## Contents

- NEW! Next Generation of Camber Lens Designs
- Are You a 1900's Safety Provider?
- Shamir Insight, Inc – 100% Digital Freeform
- Eyezen+ Promotion Continues – May 1st through August 31st
- Really?! This is a thing...
- PPG's Tribrid Material Continues to Grow
- What is Your Anti-Reflective Percentage Really?
- I (Adam) Must be Getting Old
- NEW! Blutech Outdoor Gray

### NEW! Next Generation of Camber Lens Designs

IOT and Younger have released their 2nd generation of Camber lens designs. The intent of Camber is to deliver significant visual benefits to progressive lens wearers by combining the expertise of a lens maker (Younger Optics) and a digital lens designer (IOT). Cherry Optical, Inc is pleased to announce we are now producing these latest generation Camber designs on-site. All Camber designs are available in an extensive variety of materials including Transitions and Polarized options. We look forward to getting your feedback on the following designs:



#### NEW! Camber Steady

Progressive lenses have always had two distorted lateral zones that are visually ineffective and cause the unwanted swim. These lateral zones create a peripheral power error from both cylindrical and spherical error components. Steady is the most advanced Camber design. Developed by applying the latest innovation in IOT lens design methodology, Camber Steady utilizes a strict control of the spherical power. As a result, the spherical power errors at the periphery tend to be zero, significantly reducing the overall lateral distortion and swim. Camber Steady lens proves wearers better peripheral vision – wearers get the benefit of superior image stability, even in dynamic conditions – while also enjoying maximized visual fields for all distances.

#### NEW! Camber Mobile

Mobile devices have introduced new and different visual needs. Now we need to switch between near and distance vision more often than before, especially when using several electronic devices at the same time. Typically, small fonts displayed on our devices demand an unsurpassed quality of vision to read comfortably. Developed specifically for users of electronic devices, Camber Mobile incorporates IOT Smart Add technology. This technology provides wider near and intermediate visual fields with a smooth transition that allows wearers to change focus between different distances in a more agile and efficient way. Finally, a unique progression profile slope makes it easier to find the near and intermediate zones.

#### NEW! Camber Office

Camber Office is a premium occupational lens that brings visual comfort to the wearer in intermediate and near distance. The step between fields is more dynamic, offering

greater agility to change the focus to different distances, especially when working with digital displays, thanks to Smart Add Technology. Wearers can expect vast near and intermediate visual fields in a very soft design that eliminates swim and distortion. Camber Office is available in 4 versions that offer clear vision from near up to 20 feet. This design is exclusively for indoor environments.

### Are You a 1900's Safety Provider?

July 2017. Wow! Nearly 2018 already. Twenty-Eighteen. The reason we are trying to drive this point home is that so many of the safety eyewear programs in existence today were started in the 1970's, 80's and 90's. Tired of \$20-\$45 dispensing fees? Then we highly recommend you de-list yourselves from these bogus cassette-tape-era programs. With 30+ years of safety eyewear experience, our Joe Cherry is very aware of the challenges of getting major community employers on board with better programs (better for your business and the employees needing safety eyewear). Being a safety eyewear provider on one of these old plans is not going to give you the leverage you need to get employers in your community to make a change. Start with this: when was the last time you reviewed your "contract" safety eyewear programs? If your answer involves rehashing Y2K; you might want to make a phone call and get yourself delisted in hopes of a brighter future.



# Safety Optix

PRODUCING SAFETY EYEWEAR TO THE HIGHEST DEFINITION

## Shamir Insight, Inc – 100% Digital Freeform

In a forward-facing move, Shamir Insight, Inc has announced that effective July 1, 2017, they will be eliminating all molded progressive lens designs from their availability. Their decision means that all old designs such as Piccolo, Genesis, Creation, and Office will no longer be available. Cherry Optical, Inc applauds this move by Shamir and sees this trend expanding with other manufacturers soon. Of note, nearly 100% of all PALs produced on-site at Cherry Optical, Inc are freeform! We encourage all our customers to ditch the old-moldy PALs of the 1900's and embrace the now.

## Eyezen+ Promotion Continues – May 1<sup>st</sup> through August 31<sup>st</sup>

A reminder that all Eyezen+ orders processed between now and the end of August that include a Crizal treatment are discounted by \$15.00! The discounted price makes Eyezen+ equal in cost to a standard single vision lens. There is no time better than now to familiarize yourself with Eyezen+ enhanced single vision lens designs. Our promotional offer will also include the soon to be released Eyezen+ 0.

Contact Customer Service at 920-469-2559 or your Cherry Optical, Inc Sales Representative for more information on this promotion and Eyezen+ lenses.

## Really?! This is a thing...

Advertised as an eye fatigue aid, the Visualign SpecLifter is essentially a plastic shim for your eyeglasses. Yep, purchase this affordable way to alleviate computer vision syndrome and other forms of eye fatigue, and you'll be delivered a modified unifit bridge to place on your patients' nose. Their eyeglasses will then be lifted a few millimeters to improve their progressive lens designs performance while on the computer or other digital devices. Check it out for yourself at [visualignspeclifter.com](http://visualignspeclifter.com). Don't be expecting us to carry this product anytime soon. Enjoy!



## PPG's Tribrid Material Continues to Grow

Excellent optical quality. Very light weight. Exceptionally thin. With characteristics like this, it is no wonder PPG's Tribrid material continue to grow at Cherry Optical, Inc. Another significant advantage of Tribrid is that you will not see Tribrid promoted at nearly all your competitors; especially Essilor-Luxottica owned stores and websites! The reason being, Tribrid is simply better and therefore slightly more expensive than inferior materials such as polycarbonate. Offer your patients with mid-range Rx's a better solution. Offer them PPG's Tribrid.

## What is Your Anti-Reflective Percentage Really?

There is nothing that will instantly enhance the optical performance of any lens material or design better than high-quality anti-reflective coatings. Surprisingly, many Independent eye care professionals dispense less than 50% of their lenses with AR. At Cherry Optical,

Inc we have a wide variety of "Cherry Approved" coatings at price ranges to fit any patient or community's economic opportunity. We encourage you to get to 50%+ and we are here to help. Step one is to know your current AR coating dispensing percentage. To get this information contact your Sales Representative or call Customer Service. Once you know where you are at, we can work with you to improve. Reach out to us today to start dispensing better performing lenses.

## I (Adam) Must be Getting Old

At 36 years old and 15 years into my optical laboratory career I made a conscious effort to try Transitions lenses. After a recent eye exam that should have been completed two years prior, I thought I'd update nearly all my frames and give all these lenses I've been "hyping" a trial. I tried a handful of materials, some different coatings, and a few different designs – I wanted to see if I could honestly like Transitions. I made myself a pair of each color; graphite, brown, gray and a pair of XTRActive gray. Now, after a couple of months, I find myself leaning towards my Transitions pairs over my clear pairs. Within my Transitions lineup, I've found I like the brown color most. To be honest, I've taken a little heat from some of the cooler kids here at the lab, but that doesn't stop me from sporting my Transitions almost daily. The nearly instant change to activated color when stepping outdoors is great, and I don't find the fade-back when coming indoors to be annoying; maybe I'm just comfortable in my own skin. Ha! I understand they don't change in the car, but that hasn't been an issue to me at all. As an industry, we've been camping at around 15% photochromic since the beginning of photochromics. Many times, we as Opticians are the barrier to dispensing more products like Transitions. I've found myself even talking people out of trying them. For whatever reason, as a prior non-wearer, I felt I should share all the reasons not to have Transitions. Now, as a wearer, I see many VERY convenient benefits to having them. If you haven't tried a pair of Transitions lenses lately, I strongly encourage you to do so. I think it will change your perception, too.



(Voted 2017's Happiest Tourist)

## NEW! BluTech Outdoor Gray

The one sun lens product that is getting the best reviews this early summer season is BluTech Outdoor in both Gray and Brown. There appears to be something unique enough about the polarization process used in these lenses that wearers genuinely like.

The amount of positive feedback we've received on BluTech Outdoor greatly outnumbers the feedback we get on "regular" polarized lenses, and yet, we probably make 500 regular polarized to 1 BluTech polarized lens. The next time you are getting ready to order a pair of polarized lenses, consider BluTech outdoor and be prepared for something special.

Availability	
<b>Brown - Hi Impact 1.56 77mm</b>	
SV SF	+6.00 to -4.00, to 4.00 cyl.
FT28 SF	+6.00 to -4.00, to 4.00 cyl; 1.00 to 3.50 add
Finished Plano:	backside AR, 6-base
Finished Plano:	backside AR, 8-base
<b>Gray - Polycarbonate 75mm</b>	
SV SF	-11.50 TO +5.00, to 4.00 cyl.
Finished Plano:	6-base
Finished Plano:	8-base; 84mm