



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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WHAT'S NEW

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FULL MOON ALERT: September 6th



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Join Cherry Optical Pickers – Win Prizes!

NFL Football begins September 7th! Here in Green Bay, there is no doubt who the Super Bowl favorite is. We have a long way to go between now and then. If you enjoy football as much as we do, you should join our ESPN Pigskin Pick'em for a chance to win weekly prizes and a grand prize.



To enter, you'll need to go to ESPN and find the Pigskin Pick'em Fantasy game (<http://games.espn.com/nfl-pigskin-pick-em/2016/en/>). You'll need an ESPN account. It is easy to sign-up and free. Then, you'll want to join the Cherry Optical Pickers group (Password:

lenses). Each week you'll need to submit your picks. Weekly winners will be awarded a \$50 Gift Card and the person with the most correct picks at the end of the year will receive a \$250 Gift Card! It's that easy. Contact Brian (brian@cherryopticalinc.com) with questions.

Frame Cases

Does anyone enjoy inventorying frame cases? It is sort of a necessary evil in every optical. When sending frames in, we are requesting that you only send cases when a frame absolutely must be protected during shipment. We encourage you to utilize the packaging materials we send to protect all your frames in transit. Additionally, snugly packing your boxes being sent in provide protection. Nearly all cases that we receive must be inventoried at the laboratory while the frame and order go through production as cases do not nestle properly in our stackable jobs trays. Then, when the order is completed, we must locate the case and marry them back together. Be sure to contact Customer Service with any questions on this request.

Frame Names on Orders

When ordering, edged or uncut, we really can benefit from having the frame names. Having the frame name gives us the opportunity to look for that exact frame shape in our database and assign it to your order for processing. When we can assign the shape to the order, it ensures your lenses are produced to optimal thicknesses. With variable

corridor freeform progressive lenses, having the most accurate shape information ensures the design software selects the best corridor length for optimal performance. If the frame name is not available, B (vertical) and ED (longest diagonal) measurements are a must. The ultimate is having frame name, B and ED measurements on every order.



NEW! Varilux X Series On-Site!

Cherry Optical, Inc will be fully enabled to produce the Varilux X Series designs on-site starting the first week of September! On-site production will allow us to provide outstanding service levels on this latest-generation design from Varilux. We encourage you to try X Series for yourself and share your reviews with us. There will be a ton of information coming at you regarding this design in the coming weeks and months.

A Look Inside Cherry Optical, Inc

It felt like we were producing the next Lord of the Rings trilogy, but we finally completed our first videos to give you a window into what goes on here at the laboratory. Be sure to check out cherryopticalinc.com and view the videos on the landing page and throughout the Technology page. We'll be looking to add content to showcase the great people, technology, and craftsmanship that makes Cherry Optical, Inc unique.

Renovations at the Laboratory

It sometimes feels like the renovations never end here. Our latest renovation, an expansion of our MEI edging laboratory, is



underway and will be completed the week of September 11th. We knocked down a wall to add an additional 8 feet to the existing MEI room. The space added was previously used for storage of office and laboratory supplies that has been relocated to other areas of the building. The additional space is allowing us to add automation to our MEI641 machine; making loading and unloading of both machines fully automated. Additionally, we'll have room to add a 3rd machine in 2018. Don't worry, automating our edgers won't reduce quality. By utilizing a new workstation to program the variations in bevel type and position for a job prior to edging, we will be able to increase throughput while maintaining the personal attention to each job that is necessary for proper fitment.



Speaking of Renovations – Surface Laboratory Expansion

Another expansion is taking place at Cherry Optical, Inc – we are adding a 3rd SCHNEIDER freeform, digital lens generator. The newest addition to our digital surfacing laboratory will be the SCHNEIDER HSC modulo XT. The XT is SCHNEIDER's flagship lens generator producing ultra-precision optics technology to the ophthalmic lens production while also delivering exceptional speed. We are expecting the XT to increase our jobs per hour throughput but nearly 60%. What does this mean for you? It means we'll be able to produce your lens orders faster than ever before. We'll be sure to share information on this exciting expansion on our Facebook and website pages.

WNU 2018 – Not too Early to Save the Date

September will be the start date for us putting the wheels in motion for What's New University planning. We encourage you to save the date now: Saturday, March 10th, 2018. Looking to help us make WNU 2018 a huge success? Be



sure to share your ideas for courses with us and let all of your lens, frame, software and supplies vendors know that you'd like to see them there, too! Wouldn't it be nice to see a shiny new Lombardi Trophy this March? Go Pack Go!

3D Printing of Optical Lenses

If there is something new, you should know we're in

Luxexcel®

the front learning about it. This rule holds true for the possibility of 3D printing optical lenses. Cherry Optical, Inc has been in close contact with Guido Groet of Belgium's Luxexcel for over two years. The technology is a machine that uses a printer head to deposit about a billion droplets of a proprietary UV-curable acrylic material to produce the shape and curvatures necessary for an optical lens. My (Adam) conversations with Luxexcel have revolved around using 3D printing technology to produce very complicated Rx lenses to exacting standards; think very high powers, high prism, the prism in near only, the prism in distance only and specialty bifocal styles. I'll be visiting with Guido at Vision Expo West to get an update and learn what the next steps might be for Cherry Optical, Inc to be at the forefront of 3D printing optical lenses.



Truly Unlimited Warranty Policy

Reading an article from Vision Care Product News led us to want to toot our own horn. The article asked, "what eye care professionals have to say about the lab relationship." There was a section dedicated to comments about most professionals looking for favorable warranty terms. At Cherry Optical, Inc we go well beyond favorable. We do whatever it is you need to take care of your patients. We feel it is not our position to impose restrictions on the decisions you can make to succeed. While the big-guys in our industry continue to acquire the market and make deals with vision plans to increase their profits at the expense of yours, Cherry Optical, Inc is steadily finding ways to support our customers' ability to take care of patients.

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