



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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WHAT'S NEW

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FULL MOON ALERT: December 3rd



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WNU 2018 – Save the Date!

WNU 2018 will be held at Lambeau Field on Saturday, March 10th. Be sure to save the date! Want to stay up on all things WNU? Be sure to bookmark www.whatsnewu.com. Registration materials, discounted hotel information and all things WNU will be there. NEW for 2018; all registration will be done through the whatsnewu.com website! Look for course information to be finalized and registration open by the end of December!

Believe it or Not, Postcards Still Work

Websites are a necessity. Google Business is a must. Facebook makes sense. Instagram, Twitter, Yelp and others will cast a nice web. But, believe it or not, good ol' fashion direct mail still works. Research conducted by Eye Associates of Kansas City, over a three-month period, found patients who received a direct-mail piece delivered over a 30%



increase in total response compared to those who received only digital communication and those who received a direct mail piece generated 20% more revenue than those who did not. Communicating with current patients through multiple media will absolutely deliver better results. But what about prospective patients? Attracting prospective patients through digital-media is extremely difficult. Attracting new patients with direct mail, when done correctly, will work and is not as expensive as you might think. Cherry Optical, Inc can get you in contact with professionals to help you custom target patients in your community and design premium quality print pieces. Interested? Contact your Sales Representative or send a message to adamcherry@cherryopticalinc.com to learn more.

Put This On – Virtual Reality in Your Optical

Shamir asks, "What better way to present the assets of high-tech lenses than with the latest in high-tech devices?" Cherry Optical, Inc and Shamir introduce the first visual reality video to showcase the benefits of Shamir Attitude III Fashion & Sport lenses. The video takes the patient through a variety of daily outdoor activities highlighting the advantages of each lens. The experience runs 2 ½ minutes. Shamir's Visual Reality App is available on Google Play and iTunes. Currently, from what I could research, there are not any great options for a standalone VR player, so you'd need to



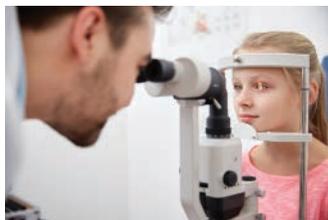
have a VR headset and use a phone to make this work. However, there appear to be some companies, including Google, that are going to release standalone VR in early 2018. We'll be keeping a close eye on these products as VR could be an outstanding tool to demonstrate lens features, benefits, and performance. Currently, have a VR headset? We'd appreciate you checking out this video and letting us know how it works. Share your review with alex@cherryopticalinc.com.

A Message About Mirror Coatings

Be it bright red or a subtle silver-flash; custom mirror coatings really do provide an awesome look to sunwear. At Cherry Optical, Inc we have a number of sources for your mirror coatings, including 3 x partner specialty coating laboratories, to make available nearly every color combination imaginable. Keep in mind, these custom coated orders can add extra time. The more obscure the color (such as gradients and double-gradients), the more lead time will be needed. We are working closely with our mirror coating providers to deliver the best possible service levels. If time is of importance on a mirror job, we strongly encourage you to consult with Customer Service. We have availability of semi-finished lenses that already have mirror coating on them in a handful of colors and materials. These "premirrored" lenses can be made in to a very wide variety of freeform single vision and freeform progressive lens designs. Best of all, they will speed up delivery greatly. Contact your Sales Rep or heidi@cherryopticalinc.com for availability.

At Least 75% of US Parents Need to be Smacked

A new survey by VSP Vision Care and You.gov found that 50.1% of parents in the US overlook a back-to-school eye exam for their school-age children. I'd estimate that 50% of the remaining 49.9% lied! There is no way 49.9% of school-aged children are getting yearly eye exams. But, I digress... Of the 1,000 parents queried, 80% "believe" back-to-school eye exams are important for their children, and the remaining 20% are on drugs. Sorry, I added that 2nd part. The connection between vision and learning is imperative. With more-and-more schools going to digital textbooks, the need to ensure proper vision has been compounded. What are you doing to bring awareness to parents about the need for routine eye exams for their children? Share your stories with brian@cherryopticalinc.com



TRENDING: "As Thin As Possible"

Ask anyone in Customer Service, and they'll tell you they see countless orders each week requesting us to make lenses "as thin as possible." Abbey, one of our newest Customer Service Representatives, opined, "Why are they asking for this; don't we always make lenses as thin as possible?" Right on, Abbey! Every lens we make is made as thin as possible based on the material, frame/bevel requirements, decentration and information provided.



We all know, the higher the index of refraction, the less material is needed to achieve the prescribed lens power. Commonly used indexes: Plastic 1.49, Trivex 1.53, Polycarbonate 1.59, Tribrid 1.60, High Index Plastics 1.60, 1.67, 1.70 and Ultra-Thin 1.74. In many cases, Trivex and Polycarbonate can be made to a thinner center thickness (CT) for minus-powered Rx's; adding to their thinness and light-weight advantages over a standard plastic material. For low power lenses, index of refraction doesn't make much of a difference. We discourage the unnecessary use of high index of refraction materials. Tribrid, High Index 1.60-1.70 and Ultra-Thin 1.74 really shine for moderate to high powered Rx's. Many times, getting a high-powered patient in an Ultra-Thin 1.74 will produce a result the wearer never thought possible. However, the material alone will not ensure amazing results.

The frame type and size plays a huge role in lens thickness

and weight for moderate and high-powered lenses. Grooved rimless, drilled rimless and especially metal groove rimless require minimum edge thicknesses to correctly edge and mount lenses. Going below recommended minimums dramatically increases the chances of a lens chipping or, in some cases, makes assembly of the eyewear impossible. We are constantly evaluating minimum edge thicknesses for all material and frame combinations to ensure the most functional, thinnest lenses are being produced. But there is another, many-times overlooked culprit that adds unexpected thickness; it's decentration.

Nothing will make a lens look worse than a whole bunch of decentration. For this conversation, decentration can be calculated by adding the frame eye size + DBL, subtracting binocular PD and dividing by 2. $(A+DBL-PD)/2$. The higher this number, the more decentration is fighting your efforts to deliver thin lenses to your patient. Not interested in remembering a math formula? More into pictures? To see decentration, merely look at your patient wearing their frame. Are their pupils in the center of the lenses? No? If not, how big of a difference? In most cases, a proper frame fit leads to a small amount of decentration. Be mindful of decentration with the current style trend of larger eyewear.

Doing your own edging? Help us, help you. When Cherry Optical, Inc is edging and mounting lenses for our customers, we have the exact shape and size of the lens going into the frame you send us. But those of you that do your own edging, we need all the information available to ensure we produce the thinnest possible lenses. Make a habit of providing the frame name and measuring the A, B, ED, and DBL on all orders. Measuring the A and DBL will make a difference versus simply going off the Eye Size & Bridge Size provided by the frame manufacturer. Also, be mindful of the bevel type. Metal Groove is different than Grooved Rimless. Be sure to call and talk to Customer Service to get clarification. We are here to help and want to produce the thinnest possible lenses.

This article wouldn't make it into What's New Monthly if there wasn't something new to share about manufacturing thin lenses; enter digital thinning (or digital lenticular lenses). For those of you that have been around for a while, don't let the word lenticular scare you away. Cherry Optical, Inc can customize the amount of digital thinning that is applied to an order to go beyond the conventional rules of lens production; making thinner and lighter lenses than ever before. Digital thinning is available for all IOT freeform single vision and IOT Alpha freeform progressive designs. Do you have a high Rx? Want to see the difference for yourself? Work with our Customer Service team before placing your next personal lens order to see for yourself how new digital thinning technology works.

Please visit our blog (www.cherryopticalinc.com/blog) and Facebook page regularly for more tips & tricks.