

**PECH OPTICAL CORP.**

*Eyecare Professional*



## Education Materials

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# Pech Optical Video List for Education

“Consumer” designates a video edited for general public information.  
“ECP” designates a video designed for Eyecare Professional Education.  
Call Judy @ Ext. 505  
Maximum loan period for videos is 2 weeks

To check out a video from Pech library, order by this number

<b>ECP</b> —“Frame Fitting for Comfort” Video (VIGOR) VT-1506 57:00 min.	9	<input type="checkbox"/>
<b>ECP</b> —“Simple & Basic Frame Repair” Video (VIGOR) VT-1505 32:00 min.	10	<input type="checkbox"/>
<b>ECP</b> —“Methods & Means of Zyl Frame Adjustment” Video (VIGOR) VT-1507 20:00 min.	11	<input type="checkbox"/>
<b>ECP</b> —“Methods & Means of Metal Frame Adjustment” Video (VIGOR) VT-1508 20:00 min.	12	<input type="checkbox"/>
<b>ECP</b> —“Soldering Made Easy Propane or Butane” Video (VIGOR) 20:00 min.	13	<input type="checkbox"/>
<b>Consumer</b> —“See the Difference with Polarized Lenses” Video (KBco) 4:00 min.	15	<input type="checkbox"/>
<b>ECP</b> —“Flex Pads & Torsion Bridges” Video (NOUVEAU EYEWEAR) 4:48 min.	16	<input type="checkbox"/>
<b>Consumer</b> —“Eyewitness Story of Eagle 475 Polarized Lenses” Video (PROTECTIVE SIGHT) 30:00 min. 10 x loop	17	<input type="checkbox"/>
<b>Consumer</b> —“Progressive & Spectralite” Video (SOLA)	18	<input type="checkbox"/>
<b>Consumer</b> —“Progressive, Spectralite, & Polycarbonate” Video (SOLA)	19	<input type="checkbox"/>
<b>Consumer</b> —“Lifetime Vision” Video (SOLA)	20	<input type="checkbox"/>
<b>Consumer</b> —“Natural Progressives” Video (SOLA)	21	<input type="checkbox"/>
<b>ECP</b> —“VIP Gold—The Impossible Just Became Possible” Video (SOLA) 5:49 min.	24	<input type="checkbox"/>
<b>ECP</b> —“Aspheric & Hi-Index Made Simple” Video (SOLA) 10:00 min.	25	<input type="checkbox"/>
<b>ECP</b> —“Smart Seg - How to Dispense the Most Advanced Flat Top” Video (SOLA) 5:45 MIN.	26	<input type="checkbox"/>
<b>Consumer</b> —“Protective Eyewear—A Vision of Safety” Video (TITMUS) 9:00 min. 6 x loop	28	<input type="checkbox"/>
<b>ECP</b> —“Options for Presbyopes” (ESSILOR) 7:00 min.	29	<input type="checkbox"/>
<b>ECP</b> —“Humphrey Automated Lensometry” (HUMPHREY) 7:00 min.	31	<input type="checkbox"/>
<b>ECP</b> —“Rodenstock Multigressive 2 Evaluation” (RODENSTOCK) 16:37 min.	32	<input type="checkbox"/>
<b>ECP</b> —“Main Floor Spectralite” (SOLA) 5:00 min.	33	<input type="checkbox"/>
<b>ECP</b> —“Progressive in Polycarbonate” Video (VISION EASE) 13:00 min.	35	<input type="checkbox"/>
<b>ECP</b> —“How to Insert Lenses & About Frames” Video (HILCO) 9:00 MIN.	37	<input type="checkbox"/>
<b>Consumer</b> —“Optima HyperIndex 1.66 Aspheric” Video (OPTIMA) 6:45 min.	39	<input type="checkbox"/>
<b>ECP</b> —“A Brighter Perspective on Ocular Photo Protection Video (KBco) 4:00 min.	42	<input type="checkbox"/>
<b>Consumer</b> —“Varilux Comfort Testimonial” Video (ESSILOR)	43	<input type="checkbox"/>
<b>ECP</b> —“Battling the Myths of Bifocal Conversion to Progressive” Video (ESSILOR) 15:00 min.	44	<input type="checkbox"/>
<b>ECP</b> —“Serengeti Eyewear: The Science of Selling” (BOLLE) 17 min.	45	<input type="checkbox"/>
<b>ECP</b> —“Progressive Life Lenses” Video (RODENSTOCK) 3:30. min. loop	46	<input type="checkbox"/>
<b>ECP</b> —“Make Vision Protection Second Nature” Video (TITMUS) 7:41 min.	47	<input type="checkbox"/>
<b>ECP</b> —“Protect Your Patient and Your Practice” Video (TITMUS) 6:56 min.	48	<input type="checkbox"/>

# Pech Optical Video List for Education

<b>Consumer</b> —"Your Eyes are at Risk" Video (TITMUS)	49	<input type="checkbox"/>
<b>Consumer</b> —"See It Their Way" Video (CORNING)	50	<input type="checkbox"/>
<b>ECP</b> —"Photochromatic Lenses: Eyeglass to Sunglass Convenience" Video (CORNING)	51	<input type="checkbox"/>
<b>Consumer</b> —"Vision 3000 Lenses" Video 10 Loop x 3 min. (KODAK)	52	<input type="checkbox"/>
<b>ECP</b> —"Dispensing Anti-Reflective Coatings" Video with test (OLA)	53	<input type="checkbox"/>
<b>ECP</b> —"Fitting Progressive Addition Lenses" #101 with test (OLA) 15:00 min.	54	<input type="checkbox"/>
<b>ECP</b> —"Opening the Door of Perception: Percepta Progressive Lens—Design by Prescription" Video (SOLA)	56	<input type="checkbox"/>
<b>Commercial</b> —Presbyopia & Varilux Comfort Lenses (ESSILOR) 60 sec.	60	<input type="checkbox"/>
<b>ECP</b> —"Polycarbonate Lens Council Information" Video (PLC) 7 min.	64	<input type="checkbox"/>
<b>Consumer</b> —"Something for Everyone" Video (AR Council) 2 min.	66	<input type="checkbox"/>
<b>ECP</b> —"Making Sense of Managed Care" Video (OLA) 4 min, 23 sec.	67	<input type="checkbox"/>
<b>Consumer</b> —Kodak Lens TV Commercial (SIGNET ARMORLITE) 60 sec.	69	<input type="checkbox"/>
<b>ECP</b> —"Be Prepared to Sell" (TOASTMASTERS) 23:30 min.	70	<input type="checkbox"/>
<b>ECP</b> —"Be Prepared to Lead" (TOASTMASTERS) 24 min.	71	<input type="checkbox"/>
<b>ECP</b> —"Be Prepared for Meetings" (TOASTMASTERS) 24 min.	72	<input type="checkbox"/>
<b>ECP</b> —"Be Prepared to Speak" (TOASTMASTERS) 27 min.	73	<input type="checkbox"/>
<b>ECP</b> —"Emotional Control" Video from "How to Manage Conflict, Anger, and Emotion" Series (FRED PRYOR)	100	<input type="checkbox"/>
<b>ECP</b> —"Handling Conflict" Video from "How to Manage Conflict, Anger, and Emotion" Series (FRED PRYOR)	101	<input type="checkbox"/>
<b>ECP</b> —"Developing Successful Relationships" Video from "How to Manage Conflict, Anger, and Emotion" Series (FRED PRYOR)	102	<input type="checkbox"/>
<b>ECP</b> —"The Psychology of Self-Esteem, Volume 1" Video (CAREER TRACK)	103	<input type="checkbox"/>
<b>ECP</b> —"The Psychology of Self-Esteem, Volume 2" Video (CAREER TRACK)	104	<input type="checkbox"/>
<b>ECP</b> —"The Psychology of Self-Esteem, Volume 3" Video (CAREER TRACK)	105	<input type="checkbox"/>
<b>ECP</b> —"The Essence of Customer Service" Video from the "Exceptional Customer Service" Series (FRED PRYOR)	106	<input type="checkbox"/>
<b>ECP</b> —"Building Customer Goodwill and Trust" Video from the "Exceptional Customer Service" Series (FRED PRYOR)	107	<input type="checkbox"/>
<b>ECP</b> —"Turning Around Angry Customers" Video from the "Exceptional Customer Service" Series (FRED PRYOR)	108	<input type="checkbox"/>
<b>ECP</b> —"How to Insert Lenses and Frame Adjusting" Video from the "Eyewear Fitting and Repair" Series (HILCO)	109	<input type="checkbox"/>
<b>ECP</b> —"Optical Hand Tools and Basic Frame Adjustment" Video from the "Eyewear Fitting and Repair" Series (HILCO)	110	<input type="checkbox"/>

# Pech Optical Video List for Education

<b>CECP</b> —"Screw Removal and Replacement" Video from the "Eyewear Fitting and Fitting and Repair" Series (HILCO)	111	<input type="checkbox"/>
<b>ECP</b> —"Soldering Equipment and Techniques" Video from the "Eyewear Fitting and Fitting and Repair" Series (HILCO)	112	<input type="checkbox"/>
<b>ECP</b> —"The Secrets of Selling Up" How to go from average Dispenser to Superstar Retailer. (ABO Accredited)	113	<input type="checkbox"/>
<b>Consumer</b> —"What's Hot"—Nupolar Sunwear (YOUNGER OPTICS) 10 continuous loop—5 min.	114	<input type="checkbox"/>
<b>ECP</b> —"Giving your Patients the Best—Recommending from the Chair" 20 min. (VICA)	115	<input type="checkbox"/>
<b>ECP</b> —"Giving your Patients the Best—Communicating in the Dispensary" 30:15 min. (VICA)	116	<input type="checkbox"/>
<b>ECP</b> —"Nikon Performance Package"—(ESSILOR) 5:31 min.	117	<input type="checkbox"/>
<b>Consumer</b> —"Visual Freedom Now — Presbyopic 6 — The Fight for Sight" (ESSILOR) 1 hour continuous play	118	<input type="checkbox"/>
<b>Consumer</b> —"PRIO® Computer Eyewear"—(PRIO) 30 min loop	119	<input type="checkbox"/>
<b>ECP</b> —"PRIO® Instrument Testing Training" Video (PRIO) 5 min.	120	<input type="checkbox"/>
<b>ECP</b> —"PRIO® Computer Vision Care: Marketing to Employers" (PRIO) Compact Disc	121	<input type="checkbox"/>
<b>ECP</b> —"Tracking the Smart Move" (TRANSITIONS) Video approx 120 min.	122	<input type="checkbox"/>
<b>ECP</b> —"Dispensing Polycarbonate Lenses" Video (OLA & Poly Council) 22 min.	123	<input type="checkbox"/>
<b>Consumer</b> —"Vision for Today" Video (ESSILOR) 17 min.—5 loop	124	<input type="checkbox"/>
<b>ECP</b> —"Totally Rimless Eyewear" Video (MCGEE GROUP) 10 min.	125	<input type="checkbox"/>
<b>ECP</b> —"AF Mini Progressive & AF" Training Tape (PENTAX) 7 min.	126	<input type="checkbox"/>
<b>ECP</b> —"Staff Training: The Key to Successful Computer Vision Care" Video (PRIO) 34 min.	127	<input type="checkbox"/>
<b>Consumer</b> —"Transitions Information" Video (TRANSITIONS)	128	<input type="checkbox"/>
<b>ECP</b> —"AR Today" Video (AR COUNCIL) 8 min.	129	<input type="checkbox"/>
<b>ECP</b> —"Drivewear Lenses" DVD (YOUNGER OPTICS) 3 min.	130	<input type="checkbox"/>
<b>Consumer</b> —"Drivewear Lenses" DVD (YOUNGER) 60 sec. continuous loop	131	<input type="checkbox"/>

# Pech Optical Eyecare Professional Education Videos

**9— “Frame Fitting for Comfort” Video (VIGOR) VT-1506 57:00 min.**

Explore the challenges of today’s frame adjusting with this instructional video covering basic procedures adjusting both metal and zyl frames.

**10—“Simple & Basic Frame Repair” Video (VIGOR) VT-1505 32:00 min.**

Dispensing procedures covered include:

- Replacing screws
- Using stake set
- Peening screws
- Nasal pad buildup
- Temple tip replacement
- Bevel nylon replacement
- Punching out broken screws
- Using screw extractors
- Hidden hinge repair
- Measuring screws
- Shortening temples
- Painting and touch up
- Re-tapping barrel threads
- Drilling out screws
- Rivet replacement
- Self tapping procedures
- Nylon cord replacement
- Plating metal frames

**11—“Methods & Means of Zyl Frame Adjustment” Video (VIGOR) VT-1507 20:00 min.**

This tape demonstrates the common zyl frame adjustment procedures. These include pantoscopic tilt, temple adjusting, bridge stretching and reducing, and temple end formation.

**12—“Methods & Means of Metal Frame Adjustment” Video (VIGOR) VT-1508 20:00 min.**

This tape demonstrates the common metal frame adjustment procedures using a variety of frame shapes. These include eyewire formation, pad adjustment with a variety of pad styles, temple and pantoscopic tilt adjustments, and temple tip curves.

**13—“Soldering Made Easy with Propane or Butane” Video (VIGOR) 20:00 min.**

Using either the propane or butane soldering units, soldering is shown to be easy and effective. Tools used are reviewed.

**16—“Flex Pads & Torsion Bridges” Video (NOUVEAU EYEWEAR) 4:48 min.**

The features and benefits of Nouveau’s frame line are explained. It is a frame line built to last the everyday wear and tear of living. This video gives you sales tips to position this premium designed eyewear. Flex pads, screw retention, and torsion bridge assembly is discussed.

**24—“VIP Gold—The Impossible Just Became Possible” Video (SOLA) 5:49 min.**

VIP Gold, from Sola, is the answer to the presbyopic patient. The aspheric design allows for a wide reading area and maximum intermediate width and depth, with clear periphery. Vision will not be compromised. VIP Gold is designed in Spectralite material for the thinnest, lightest, and thinnest lens possible. You can be confident in fitting new presbyopic consumers, successful bifocal wearers, and those consumers who could not wear previous progressive addition lenses after reviewing this video.129

**25—“Aspherics & Hi-Index Made Simple” Video (SOLA) 10:00 min.**

There is confusion regarding the choice of aspherics versus high index to make the thinnest, lightest lens and best optics. This video explains aspherics to create thinner, flatter, and optically sound lenses. Do we compromise optics when selecting high index products? What is abbe value? After reviewing these issues, how does aspheric polycarbonate or Spectralite fall into these categories? You will know the answers to these questions after viewing this video.

# Pech Optical Eyecare Professional Education Videos

- 26—“Smart Seg—How to Dispense the Most Advanced Flat Top” Video (SOLA) 5:45 min.**  
This video explains the need for good intermediate multirange vision. Learn the features and benefits of Smart Seg and when to recommend this advanced alternative for those currently wearing flat-top bifocals. Step-by-step explanations show how to successfully fit Smart Seg. The final part of the video gives tips on dispensing this mid-range vision lens.
- 29—“Options for Presbyopes” Video (ESSILOR) 7:00 min.**  
Presenting and fitting Varilux progressives is the theme of this video. The process from the examination to the finished eyeglasses is reviewed step by step. The use of the Multifocal Demonstrator Set (MDS) and Digital Reflection Pupillometer (DCRP) is shown. How to measure and dispense a progressive addition lens is discussed.
- 31—“Humphrey Automated Lensometry” Video (HUMPHREY/ZEISS)**  
**Steps are covered in operating the latest in Lensometry Technology: 1) Overview, 2) Set-Up, 3) Measuring, 4) Bifocals/Trifocals, 5) High Powered Lenses, 6) PALS, 7) Prism Correction, 8) Lens Layout, 9) Troubleshooting, and 10) Configuration.**
- 32—“Rodenstock Multigressive 2 Evaluation” Video (RODENSTOCK) 16:37 min.**  
Rodenstock Magazine presents their latest progressive lens design. The video targets: 1) Target Markets, 2) Technology, 3) Products, and 4) News. A consumer also discussed standard lined bifocals versus a progressive addition lens. The photochromic plastic Colormatic is demonstrated.
- 33—“Main Floor—Spectralite” Video (SOLA) 5:00 min.**  
This video addresses lifestyle dispensing with today’s lens options. Spectralite material and design are explained. Selecting the latest in frame fashion design and lens design is covered.
- 35—“Progress in Polycarbonates” Video (VISION EASE) 13:00 min.**  
This video presents the advanced technology of manufacturing polycarbonate. Purer raw materials, mold improvements, tighter tolerances, and quality assurance inspection has improved the performance of polycarbonate. Professional dispensing sets the stage for success. Consumer orientation will help them enjoy the optical benefits as well as the cosmetics, safety, and UV protection that polycarbonate offers. There is opportunity in dispensing polycarbonate.
- 37—“How to Insert Lenses & All About Frames” Video (HILCO) 9:00 min.**  
Covers: 1) How to use a hot air warmer, 2) How to handle different materials, 3) How to make frame adjustments for a better fit, 4) How to insert and remove lenses, and 5) How to reapply temple tips and cable tubing.
- 42—“A Brighter Perspective on Ocular Photo Protection” Video (KBco) 4:00 min.**  
Sunlight from mountain tops to deep blue seas can be hazardous to the eyes. Standard sunglasses alone will not protect eyes. Eagle 475 lenses deal with low-light gray or foggy days as well as bright sunny ones. Damaging UVA, UVB, UVC and blue light spectrum rays are filtered out completely by Eagle 475 lenses. Comfort and protection helps consumers have a safer view of the world.



# Pech Optical Eyecare Professional Education Videos

- 44—“Battling the Myths of Bifocal Conversion to Progressives”** Video (**VARILUX**) 15:00 min.  
This video involves consumers who: 1) Have never worn any type of correction for presbyopia, 2) Have worn lined bifocals or trifocals, 3) Have tried progressives in the past and have been, unsuccessful in adapting to them. These consumers are interviewed regarding their experiences. Interview findings are discussed and time is spent reviewing what Varilux Corporation does to support the independent eyecare professional.
- 45—“Serengeti Eyewear: The Science of Selling”** Video (**BOLLE**) 17:00 min.  
Selling the technology and realizing profits is the main focus of this video. The following topics are covered: 1) How Serengeti tints work, 2) Ultraviolet Light, 3) Precision Optics, 4) Photochromic technology, 5) Glare and Eye fatigue, 6) Spectral Control. The different tint colors are presented: 1) Drivers 2) Kinetix 3) H<sub>2</sub>Optix 4) Polarized. Emphasis is also placed on closing the sale by presenting features and benefits.
- 46—“Progressive life Lenses”** Video (**RODENSTOCK**) 3:30 min. loop  
This cutting-edge report discusses presbyopia and what corrects it. It compares progressives to reading glasses, lined bifocals, or lined trifocals. Eyecare professionals are interviewed to determine the success of fitting Progressive life.
- 47—“Make Vision Protection Second Nature”** Video (**TITMUS**) 7:41 min.  
Education is the key to promoting safety eyewear and eyecare. As a dispenser working for an eyecare professional or retail business, you have a responsibility to inform the patient of Duty-to-Warn guidelines. Discuss with your boss how you will present safety eyewear. A questionnaire is available to discuss safety eyewear; safety lenses, safety frames and lens treatments. Discussing safety eyewear strengthens consumer confidence in your business.
- 48—“Protect Your Patient and Your Practice”** Video (**TITMUS**) 6:56 min.  
Education is the key to promote safety eyewear and eyecare. Discussing safety eyewear will expand the doctor/patient relationship. Safety eyewear as a 2nd pair will offer a better bottom-line profit. Safety eyewear is a proactive tool toward preventative medicine and health. Focus on this opportunity for an excellent future.
- 51—“Photochromatic Lenses: Eyeglass to Sunglass Convenience”** Video (**CORNING**)  
**Section 1**—This program helps you to understand the features and benefits of photochromatics to position them to the consumer. It highlights: Photogray Extra • Photobrown Extra • Photogray II • Photosun II • Thin & Dark Photo Gray • Thin & Dark Photobrown  
The video explains: 1) Transmittance, 2) Design, 3) Percentage of Protection.  
**Section 2**—Recommending and dispensing Thin & Dark, and performance factors of the lens: 1) Illumination, 2) Temperature, 3) Tempering, 4) Thickness, 5) AR Coating, 6) Break-in period.  
**Section 3**—Review of photochromatic properties and ways to position them.

# Pech Optical Eyecare Professional Education Videos

## 53—“Dispensing Anti-Reflective Coating” Video with test (OLA)

Anti-reflective coating orders on spectacle lenses are steadily increasing. The coating process is shown step-by-step. **Step 1**—Cleaning, **Step 2**—Preparing, **Step 3**—Degassing, **Step 4**—Coating, **Step 5**—Inspecting. The video discusses how AR coating works. Wearers enjoy the benefits of ghost-image elimination, cosmetic affect of eye contact, reduce edge thickness perception, and improved night viewing. Consideration of lens tinting and UV coating must be considered when applying AR coating. Wearer orientation for lens care and cleaning is covered. Reviewing benefits of AR coating will make a satisfied consumer and an opportunity for you

## 54—“Fitting Progressive Addition Lenses” Video #101 with test (OLA) 15:00 min.

Fitting progressives today is an essential skill due to increased consumer awareness. Wearer satisfaction can only be reached with greater skill in measuring, fitting and educating consumers about progressive lenses. Basic procedures covered:

- Precise PD's
- Insuring correct cutout
- Verifying positioning
- Troubleshooting
- Frame selection
- Avoiding negative verbage
- Patient education
- Seg heights
- Guarantees
- Patient experience
- Facial wrap
- Verification of Rx
- Follow-up

## 56—“Opening the Door of Perception: Percepta Progressive Lens—Design by Prescription”

Video (SOLA) 4:22 min.

A whole new way of designing a progressive. The design is calculated for each individual level of hyperopia, myopia, and emmetropia. Consumers, doctors, opticians, designers, product managers, and other professionals explain their experiences with the Percepta lens.

## 64—“Polycarbonate Lens Council Information” Video (PLC) 7:00 min.

General information regarding the space-age polycarbonate material is covered. This is the fastest growing lens material in the optical industry. Features and benefits such as: 1) Thinness, 2) Lightness, 3) Safety, 4) UV protection, 5) Aesthetics, and 6) Scratch-resistance are discussed. A four minute clip is shown of *Good Morning America* from 2/6/97, with Joan Lunden and a consumer editor featuring polycarbonate lens material.

## 67—“Making Sense of Managed Care” Video (OLA) 4:23 min.

The OLA (Optical Laboratories Association) has released a handbook to help eyecare professionals deal successfully (and profitably) with managed care. This video premieres the OLA program, with handbook, that is offered by an OLA member laboratory.

## 70—“Be Prepared to Sell” Video (TOASTMASTERS) 23:30 min.

The principles of how to sell a product, a proposal, or an idea to a group is covered in 5 steps: 1) Establish Rapport, 2) Get Attention, 3) Establish a Need, 4) Create Satisfaction, 5) Motivate Action.

## 71—“Be Prepared to Lead” Video (TOASTMASTERS) 24:00 min.

Adapting to leadership styles while assessing strengths and persona of a leader are presented.

## 72—“Be Prepared for Meetings” Video (TOASTMASTERS) 24:00 min.

Steps such as 1) Prepare, 2) Start Fast, 3) Stay on Track, and 4) Close Decisively are presented.



# Pech Optical Eyecare Professional Education Videos

**73—“Be Prepared to Speak” Video (TOATSMASTERS) 27:00 min.**

Step-by-step method to speak effectively in any given situation is covered.

## **100 through 102**

**“How to Manage Conflict, Anger, and Emotion” Videotape Series**

**100—**In this video, **“Emotional Control”**, you learn about different types of anger, what causes it, and how to deal with it.

**101—**In this video, **“Handling Conflict”**, you will learn the roots of conflict, its positive uses, and ways to reduce it.

**102—**In this video, **“Developing Successful Relationships”**, you will learn the qualities that build a strong relationship and the negative actions that destroy them.

## **103 through 105**

**“The Psychology of Self Esteem” Videotape Series**

**103—**In this first volume, you will understand the various messages that make up your inner critic. You’ll discover where those messages come from and how they limit you everyday. Then, as you progress through the series and you will learn to transform your critic into a supportive, guiding voice.

**104—**The most effective methods to raise your self esteem are presented in this video. Your self-esteem determines your outlook on life, how other people see you and relate to you, and what your potential is.

**105—**This video will give you self-supportive thoughts in your everyday activities. You’ll learn to be more aware of the good within you, your potential to succeed and your ability to attain your highest goals. When you finish, you will have a workable plan for steadily increasing your self esteem from this moment forward.

## **106 through 108**

**“Exceptional Customer Service” Videotape Series**

**106—**In the **“The Essence of Customer Service”** video, you will learn the fundamentals of building service to meet customer expectations—and exceed them. Strategies for using customer service to manage your customers perceptions of your business and make a lasting positive impression are also covered.

**107—**In this video, **“Building Customer Goodwill and Trust”** you will learn how to positively enhance all your customer communication (both in person and on the phone). You will also learn how to match your style of communication to your customers creating instant rapport and trust. Using a combination of these methods, you will be able to build bridges, not walls between yourself and your customers.

**108—**In this video **“Turning Around Angry Customers”**, you will learn how to remain calm in the face of an angry customer, diffuse the situation and regain the customer’s trust by applying creative solutions and effective action to the problem.

# Pech Optical Eyecare Professional Education Videos

## 109 through 112

### **“Eyewear Fitting and Repair” Videotape Series (HILCO)**

- 109—“How to Insert Lenses and Frame Adjusting”** For the novice or seasoned dispenser, this video demonstrates lens insertion, basic frame adjustments, and temple tip adjustment. A review of current frame materials is also detailed.
- 110—“Optical Hand Tools and Basic Adjustment”** This “How-To” video gives an overview of hand tools, 4-point frame alignment, and frame adjusting including pantoscopic angles, pad arm, bridge reduction and eyewire shaping techniques.
- 111—“Screw Removal and Replacement”** Screw removal techniques using heat, slotting files, extractors, and drilling techniques is covered as well as how to find and use standard replacement and self-tapping screws.
- 112—“Soldering Equipment and Techniques”** Soldering equipment and supplies is overviewed, along with techniques and demonstration of pad arms. Bridges are also discussed.
- 113—“The Secret of Selling Up”** goes behind the scenes to give the secret strategies that have made eight very successful eyecare professionals—optometrists, opticians, and consultants just that-Successful.
- 115—“Giving your Patients the Best” Volume I**  
**“Recommending from the Chair”** This video and accompanying workbook use role-playing and scenarios to discuss doctor interaction with patients and building an effective practice team. The concept will help increase patient satisfaction and work effectively with the dispensing team and the doctor.
- 116—“Giving your Patients the Best” Volume II**  
**“Communicating in the Dispensary”** This video and accompanying workbook use role-playing and scenarios to discuss optician and dispenser interaction with patients and building an effective office team. Whether working in a optical practice with a doctor on-site, or in an independent opticianry shop, the concepts presented will help increase customer satisfaction and work more effectively with doctors and staff.
- 117—“Nikon Performance Package”** — This video presents complete information and parameters of the Essilor Nikon package. The “Nikon” name has an 88% recognition. All the features a consumer wants are “built-in” — (1) built-in thinness, and (2) built-in toughness, and (3) built-in transparency. What the package means for the ECP, (1) simplified ordering, (2) expanded profitability, and (3) advanced lens technology.
- 120—“Prio Instrument Testing Training”** – Video (**PRIO**) 5:00 min.  
This video demonstrates the use of the Prio testing device as an FDA Class 1 approved instrument to diagnose Computer Vision Syndrome. A step-by-step approach is presented by an optometrist using the device.

# Pech Optical Eyecare Professional Education Videos

## 121—“Prio Computer Vision Care: Marketing to Employers” Compact Disc (PRIO)

This compact disc is designed to cover the following: 1) The Case for PRIO Computer Eyeglasses, 2) Marketing to Employers, 3) Facts Sheet for Practice to Market, 4) CV Examination Summary, 5) Computer Specific Vision Care, 6) PRIO Employer Program, 7) 4 Sample Letters to Market Computer Eyewear, 8) CVC Questionnaire, 9) Script Notes for Presentation to Employers, 10) Productivity Report, 11) Reduction of Symptoms and Ergonomic Intervention, 12) Note Pages for Presentation, and 13) Comparison of Diagnostic Tests.

## 122—“Making the Smart Move” Video (Transitions) 120:00 min.

This video will help you understand the features and benefits of Next Generation Transitions lenses and how to effectively dispense them. The six-part video is 15-20 minute segments:

1) features and benefits of the product, 2) new positioning of the product, 3) the evolution of photochromic technology comparing imbibition and in-mass manufacturing process, 4) tools of lifestyle dispensing, 5) tips in educating the consumers, and 6) packing the benefits of premium products.

## 123—“Dispensing Polycarbonate Lenses” Tutorial #103 Video (COLA & Polycarbonate Council) 22:00 min.

Two optical organizations have worked together to provide a video of polycarbonate history, manufacturing, back-side coatings, and general information of this space-age material. This lens should become an all-purpose lens of choice when delivering eyewear to the consumer. Comfort, safety, pricing, and availability are also addressed.

## 125—“Totally Rimless Eyewear” Video (McGee Group) 10:00 min.

This video presents three piece mounting rimless eyewear meeting the consumers optical needs along with a fashion-forward approach. The steps are covered to drill, mount, and finish complete rimless eyewear with sleeve insertion. Different shapes are presented along with the benefits of: 1) lightweight, 2) high tech design, 3) strength of material, and 4) hypoallergenic.

## 126—“AF Mini & AF Progressive” Video (Pentax) 7:00 min.

This video covers the Retina Forward Design<sup>®</sup> developed for the AF mini and AF progressive lens from Pentax. The designs address: 1) superior optical performance, 2) slimmer profile, 3) improved wearing comfort, 4) wider intermediate and wear zone, and 5) lens material options. The scratch resistant coating and anti-reflective coating is also presented.

## 127—“Staff Training: The Key to Successful Computer Vision Care” Video (PRIO) 34:00 min.

This video is an excellent educational tool for both doctors and staff members. It covers why computer vision care should be a large part of your business, the pre-exam screening, details of a Prio exam, and fitting and dispensing the best lens for the consumer.

## 129—“AR Today” Video (AR COUNCIL) 8:00 min.

This video introduces you to the focus of the AR Council. It presents AR coating procedure steps and 5 benefits of the wearer: 1) Improves night driving, 2) Reduces eye fatigue, 3) Improves appearance and cosmesis of lenses, 4) Reduces distracting reflections, 5) Reduces sun glare.

## 130—“Drivewear Lenses” DVD (YOUNGER) 3:00 min.

This DVD gives important information about complimentary marketing materials available.

# Pech Optical Consumer Education Videos

## 15—“See the Difference with Polarized Lenses” Video (KBco) 4:00 min.

Here comes the sun. Choosing the right polarized sunglasses is the healthy and safe way to protect the precious gift of sight. Options are confusing. Polarization is the best answer. It's the lens that covers all the bases of comfort, UV protection, and safety. The difference is clear...KBco Polarized lenses.

## 17—“Eyewitness Story of Eagle 475 Polarized Lenses” Video (Protective Sight)

30:00 min. 10 X loop

NASA technology was incorporated into Eagle 475 sun lenses. Eagle 475 lenses are polarized and provide 100% UV protection. Testimonials are given by a post-cataract patient, a surgeon, and a trapshooter.

## 18—“Progressive & Spectralite” Video (Sola)

Two premium products are highlighted to give the consumer the latest in technology, safety, comfort, and function.

## 19—“Consumer Endorsments of Sola Progressive, Spectralite, & Polycarbonate” Video (Sola) PALS 5:00 min., Polycarbonate 1:40 min., Spectralite 2:10 min.

**Part 1...Progressives**—Is the consumer condemned to bifocals when they reach 40? A musician discusses how progressives improved his job. A grandmother shows how cooking in the kitchen is easier—and she doesn't have to look like a grandmother with unsightly bifocal lines. An engineer says he need glasses that allow him to go from distance to near continuously—and need to be able to read blueprints at arm's length. Bifocals gave him image-jump. Progressives are demonstrated.

**Part 2...Spectralite**—An interior design director endorses Spectralite lenses. She compares standards of quality, style, cosmetics, comfort, and investment of Spectralite to the same standards her customers require in her business.

**Part 3...Polycarbonate**—A TV anchorman and reporter covers the story of polycarbonate in his lifestyle and occupation.

## 20—“Lifetime Vision” Video (Sola)

A cutting-edge report discusses presbyopia. What will correct this aging process. Progressives (VIP & XL) are reviewed. The Smart Seg is reviewed as a third option for presbyopia.

## 21—“Natural Progressives” Video (Sola)

This video explains the experience of the onset of presbyopia. Progressive addition lenses are the answer to presbyopia giving clear vision at all distances. Lined bifocal segment lenses or half-eye reading glasses are no longer the answer when arm's length intermediate vision is lost.

Progressive addition lenses are the technological breakthrough giving the most natural vision possible with corrective lenses.

## 28—“Protective Eyewear—A Vision of Safety” Video (Titmus) 9:00 min. 6 X loop

Safety eyewear protection in the workplace is vital, but protective eyewear at home is often neglected. Safety shields, goggles, and fashion eyewear is reviewed. The OSHA and ANSI standards are covered. Impact resistant testing and the guidelines are discussed.

# Pech Optical Consumer Education Videos

**39—“Optima HyperIndex 1.66 Aspheric” Video (Optima) 6:45 min.**

Business...Fashion...Sports...Lifestyle. What would glasses be without lenses? How does index of refraction affect lenses? Optima is the leader in the optical industry for high index lenses. HyperIndex 1.66 features; 1) Computer designed aspheric, 2) 42% thinner 3) 45% lighter. Here is the answer to thick prescription lenses.

**43—“Varilux Comfort Testimonial” Video (VARILUX) 3:00 min. 10 X loop**

Presbyopia is an age-related condition affecting the ability to focus at near. The onset of this condition is usually after age 40 . Progressive addition lenses are the technological answer for presbyopia. This video explains the features and benefits of Varilux Comfort Addition Lenses: 1) Natural vision, 2) Uninterrupted field from distance to near, 3) Cosmetically pleasing, and 4) Less head and eye movement.

**49—“Your Eyes are at Risk” Video (TITMUS) 5:54 min.**

One million vision impairments have been caused by injuries doing 1) Household repairs, 2) Lawn and garden work, 3) Car maintenance, 4) Hobbies, and 5) Household tasks. 45% of all injuries happen at home. 90% could have been prevented with protective eyewear. New safety eyewear is comfortable and stylish. Impact testing and ANSI standards are explained. Special safety lenses are as important as frame protection. Focus on a healthy future with safety eyewear.

**50—“See it Their Way” Video (CORNING) 12:00 min.**

Sensitivity to light affects lives. 15 million people suffer from the affects of glare. Medical conditions such as glaucoma, corneal dystrophy, cataracts, macular degeneration and diabetes can cause limitations in normal living. Blue light filter lenses may be the answer for both indoors and outdoors. Corning Glare Control Lenses (CPF) improve contrast while filtering out glare. These photochromic adjustable tinted lenses adapt to lifestyles. A tag line of address and phone number for Corning information is given.

**52—“Vision 3000 Lenses”— (KODAK) 3:00 min. 10 X loop**

Choosing lenses is just as important as choosing frames when selecting eyewear. The Vision 3000 Lens Series offers: 1) Flatter lenses, 2) Thinner lenses, 3) Lighter lenses, 4) Bifocals with no-lines, 5) Scratch resistant coating, 6) UV protection

**60—“Presbyopia and Varilux Comfort Lenses” Commercial (ESSLOR) 60 sec.**

Tag line of individual office can be inserted.

**66—“Something for Everyone” Video (AR COUNCIL) 2:00 min.**

Made by AR Council, this video presents the lifestyle benefits of anti-reflective coatings to the consumer. Cost \$28.00.

**69—“Kodak Lens” Commercial (SIGNET ARMORLITE) 60 sec.**

The Signet Armorlite progressive addition lenses is presented to the consumer.



# Pech Optical Consumer Education Videos

- 114—“What’s Hot”**—Nupolar Sun Lenses per loop (**YOUNGER**) 5:00 min. 10 X loop  
This continuous loop tape explains glare and how polarized lenses work to reduce that glare. The protection of polarized lenses to the outer and inner eye is also explained. GREAT SALES TOOLS for dispensing.
- 118—“Visual Freedom Now—Presbyopic 6—The Fight for Sight”** (4) TV commercials (**ESSILOR**)  
1 hour continuous play of the 4 commercials. This continuous play gives different approaches to “attacking” presbyopia. It has a 60’s–70’s theme. Great for reception area playing.
- 119—“Prio Computer Eyewear”** —(**PRIO**) 30:00 min. loop  
This video presents 3 TV stations coverage in different geographical areas of the U.S. addressing health watch segments covering Computer Vision Syndrome (CVS). Each segment works a different approach to this new challenge of treating CVS. Doctors of Optometry are interviewed. CVS will affect virtually everyone on a daily basis who uses a computer at least 2 hours per day. Each segment is approximately 2-5 minutes in length.
- 124—“Vision Today”** —(**ESSILOR**) 17:00 min. 5 X loop  
This video is intended for consumers to view in the reception area. It features educational messages on progressives, anti-reflective coating, and polycarbonate via a talk show style format. Essilor spokesperson Diane Irons leads the discussion.
- 128—“Waiting Room Patient Information”** —(**TRANSITIONS**)  
Play this informational video for the consumers while they wait. It educates them on eye health and the benefits of Transitions lenses.
- 131—“Drivewear Lenses”** DVD—(**YOUNGER**) 60 sec. continuous loop  
Explains the benefits of Drivewear technology and how these lenses react in real-life situations.



# Pech Optical Book List for Education

This is a list of the educational books that are available for loan for a 2 week period. Call Judy at Ext. 505 to request your selection.

- ECP— 2<sup>nd</sup> Edition EYEGLASSERY** By Jack M. Weber, OD **B#1**   
Sponsored by Marchon & Marcolin  
This book presents information for staff training covering  
1) principles of frames & lenses. 2) the eye & vision, 3) procedures for dispensing.  
4) hands-on adjusting, 5) anatomical & cosmetics of frame selection, and  
6) glossary of terms
- ECP— Dictionary of Ophthalmic Optics** By Keeney, Hagman & Fratello **B#2**   
Today's complex eyecare and eyewear system involves many disciplines, including ophthalmology, optometry, opticianry, photobiology, and polymer chemistry. With an increasing number of specialties involved, the need for standardization of understanding becomes essential.
- ECP— 101 Dispensing Tips** By Jack M. Weber, OD **B#3**   
Sponsored by Marchon & Marcolin  
This quick, compact reference is packed with information to save you time, money, and effort in serving your patients/customers/consumers.
- ECP— The Sale-25 Selling Skills** By Don Hutson **B#4**   
This book was written to give everyone with communications and persuasive challenges new and strategic techniques that work in today's intensely demanding marketplace. Don Hutson will give you skills to visualize, identify, gain, close, empower, and utilize.
- ECP— Envision Yourself** By Vision Council of America **B#5**   
This manual provides essential information for the eyecare profession. It examines patient relations, image and style considerations, and methods for marketing your business. It is an organized approach to fashion, image, and lifestyle dispensing. This easy-to-learn program simplifies the process of indentifying a patient's best eyewear options.