



Pech Optical Corp. Newsletter

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Pech Optical Corp.
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"Independent...Just Like You."

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FAMILY OWNED & INDEPENDENT

Since its inception in 1989, Pech Optical Corp. has strived to develop, design, and implement the "right" strategies to remain a **family owned, independent** optical laboratory. There are crucial differences between being a vertically integrated lab and an independent lab partner. Strategy drives all business disciplines. These cornerstones of discipline drive Pech strategies:

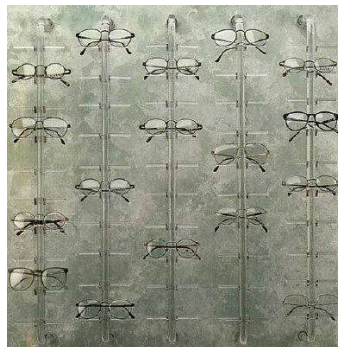
- ⇒ Understand the difference between focus, diversification, and independence.
- ⇒ Incorporate "core beliefs" to have what it takes to be independent.
- ⇒ Implement the latest in technology to become an innovator optical laboratory.
- ⇒ Identify "non-negotiable" elements of doing business.
- ⇒ Listen to customer voices and organization values.
- ⇒ Take an active role in keeping lines of communication open.
- ⇒ Hear warning signs of complacency.
- ⇒ Analyze powerful patterns in doing business.
- ⇒ Define growth and unique opportunities.
- ⇒ Use history to understand success.
- ⇒ Learn to handle changes to establish and retain credibility.



Successful companies just don't happen. High-performing businesses with skilled leaders and employees create a high-energy environment that fosters teamwork. Building an organization with these disciplines will only end in the outcome of the highest level of success. Our success is built on your success.

DEAL OR NO DEAL....


Whether you have your frame room established, want a new look, or are just starting from scratch, Pech Optical is partnering with Design Concepts for a special offer. For June and July 2008, "The Clip" frame displays are available with the Pech courtesy discount



of **20% plus and additional 10%**. All items will be ordered and shipped directly from Design Concepts. Call Leslie to place your order and request the billing through Pech Optical Corp. The time is now to update and/or expand your frame selection.

Call Design Concepts @ 800-356-5349.

THE GIFT OF FLIGHT



Think you have nothing to donate to a needed cause? Think again. Do you have frequent-flier miles you can't cash in? Why not donate them to a good cause?

THE DREAM FOUNDATION provides miles to terminally ill adults; Operation Hero Miles supplies tickets to injured military personnel and families. If you are not sure where to give your miles, check out www.miledonor.com.

Letter from the editor...

GOT A GIG? GET A LIFE.

BLAME IT ON THE ROMANS... they started this whole working for a living thing.

A mere 4,000 years ago, the Roman Empire enslaved a large working force to keep the chariots polished, farm, entertain, bartend, babysit, and even dispense medical assistance. But then they slowly figured out that starving peasants were a cheaper labor force than paying for the care and feeding of slaves. So they began motivating peasants with a stick and a carrot – literally – to toil long hours (the stick was used for beating and the carrot could be traded for goat milk). And toil they did, thus forming the first paid workforce.

Skip through generations of cheap labor and deplorable sweatshop working conditions to today's American Empire work environment. Many companies/employers provide excellent working spaces with climate control, on-site daycare, dry cleaning services, health insurance, paid vacation and opportunities of advancement. Some even offer incentives and other golden carrots thrown in for good performance. So what's wrong with the work picture? Do we pay too big of a price – personally – for the sake of a bigger house, faster car, or advanced education for our children?

Increased pressure to perform your personal best on the job increasingly collides with a life outside of the office. That life can be filled with some very pressuring stressors like elder care, childcare challenges with no back-up family members within a 300-mile radius, personal or family member health problems, financial roadblocks and even pet relief assistance. So what's wrong with the picture? Trying to balance work and life issues with some good old fashion playtime has become the 800 pound gorilla.



There have been multiple studies and hundreds of medical statements made heralding the healing effects of relaxation, recreation, and fitness and how they help boost workforce productivity. So lift the extracurricular bar higher for your boss, your co-workers, and you. Loan each other equipment, give each other tools of diversion, and be a cheerleader and encourage them to “get back to playing”.

With this said, it's never to late to make a plan, enter it in your daytimer, and commit to work, pleasure, and fun!!!! It's summer. ENJOY.

Kathryn Gross-Edelman

INVESTMENT IN NEW TECHNOLOGY AT PECH OPTICAL CORP.

VFT-Ultra Generator X 2

A second VFT Generator is being installed at Pech Optical for integrated fast-toric & free-form processing. This generator has an extremely high bandwidth system. The higher the bandwidth, the higher the cutting velocity in the single point turning process while keeping surface errors within tolerance. The results are much greater productivity and a more precise surface geometry than ever seen before. This generator has a capacity between 60 to 90 lenses per hour.



Satisloh's unique soft-tool polishing process achieves fast polishing times while conserving the generated surface geometry. A small number of disposable and “curvature optimized” polish tools cover the entire Rx range. This machine is a fully automated polishing module with a tool magazine that holds the disposable tools on a rotating holder. It provides continuous, unassisted operation and a lens washing station.



NEW PRODUCTS ON THE MARKET

LENS	MATERIAL	TYPE	REFRACTIVE INDEX	POWER RANGE	ADD POWER	SEG HEIGHT	BASE CURVE	BLANK SIZE
Aris NXT Sunwear (X-Cel)	Trivex	Single Vision	1.53	-10.00 to +5.00			0.50, 2.25, 4.25, 5.25, 6.25, 8.25	75/80mm
Aris NXT Photochromic (X-Cel)	Trivex	Single Vision	1.53	-10.00 to +5.00			0.50, 2.25, 4.25, 5.25, 6.25, 8.25	75/80mm
GT2 Plastic NuPolar Polarized (Zeiss)	Plastic	Progressive	1.50	-10.00 to +6.00	+1.00 to +3.00	17mm	2.00, 3.00, 4.00, 5.00, 6.10, 7.50	80/85mm

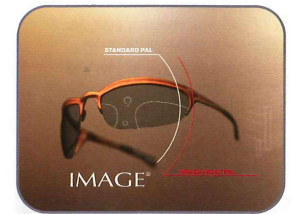
Shamir's New Autograph Office is State-of-the-Art

Designed for those requiring a wide intermediate and wide near zone, the Autograph Office™ is an individualized occupational lens specifically created for patients' visual needs in a small-environment setting. Patients' unique measurements, including refraction, vertex distance, and pupillary distance are entered into the company's Prescriptor® software along with average near viewing ranges to configure the point-by-point surface power for each patient. A customized lens is fabricated with the precise Dynamic Power needed for the wearer, which is computed per patient in 0.01D increments.



Image Wrap in a Decentered Design

For patients who want their polarized wrap sunglasses and their progressive lenses, too, now there is the IMAGE WRAP in polycarbonate NuPolar Gray from Younger Optics. As every laboratory technician knows, when the lens doesn't "cut out" it becomes a real headache for the laboratory and the doctor. Now there is a solution. The decentered 7mm allows for maximum cut-out opportunity with an effective blank size of 83mm. With one of the widest distance zones in the industry, the IMAGE progressive design is ideal for sunwear.



Full Launch of Coppertone Lenses

Initially launched in October 2007 in brown, Coppertone polarized lenses from Vision-Ease are now available in gray. In addition, Coppertone polarized lenses are now available in Illumina, single vision and D28 lens designs.



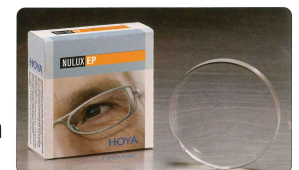
Kaenon Introduces SR-91 Rx in Free-Form PAL Design

Kaenon Polarized's proprietary SR-91® polarized lens material, which offers razor-sharp optical clarity, light weight, and high mass impact resistance, is now available in a free-form PAL design as well as in single vision. Kaenon has created what the company calls the only polarized free-form progressive lens available in 6.25D and 8.25D base curves. SR-91 is designed for a wide range of uses, power corrections, and frames including sports performance and fashion mounts, and comes with a lifetime warranty against delamination, cracking, and splitting.



Hoya Launches SV Free-Form

Made with the company's Free-Form™ Design Technology, the Nulux EP Bi Aspheric Single Vision lens offers clearer vision from edge to edge—especially in oblique directions. The company's Calculated Visual Acuity Power Correction Technology takes into account design customization across the entire surface of the lens through a point-by-point calculation to give the lens its enhanced level of performance. It is available in 1.67 EYNOA™ and 1.70 EYRY™ with HOYA's Super HiVision™ lens treatment.



ARE YOU RUNNING OUT OF GAS?

- 🚩 FREEFORM MANUFACTURED
- 🚩 DIRECT SURFACING
- 🚩 HIGH DEFINITION (HD) TECHNOLOGY
- 🚩 PERSONALIZED PROGRESSIVE
- 🚩 CNC SOFTWARE
- 🚩 DIGITALLY COMPUTED
- 🚩 BACK SIDE DESIGN
- 🚩 MAXIMUM BASE CURVE UTILIZATION
- 🚩 POINTS FILES


With the price of gas going up, up and up and more technology phrases throwing a wrench at you to add confusion, Pech Education Department has developed a sell-through sheet giving you the bullet points to position these premium products.

Email **Kathryn Gross-Edelman** at kg4eyes@aol.com to have this point-of-purchase info emailed to you. Please be sure to include your name, the business name, location and email address for this information. This will make it easy to wave the checkered flag when the consumer wants the **Ultimate Vision Choice**.

ULTIMATE VISION CHOICES



STANDARD GENERAL PURPOSE PROGRESSIVE NO LINES

- Premium general purpose lens benefiting from improved technology.
- Proven track record of success.
- Provides full range of focus from near, to intermediate, to far gradually, without separations or interruptions.
- Delivers the corrective power for sharper, natural vision.



SHORT CORRIDOR PROGRESSIVE NO LINES

- Full-scale distance vision with a 140° distance corridor.
- Easy eye movement to reach near vision quickly and easily.
- Best vision at near with progressive lens designed for smaller frames.



ADVANCED TECHNOLOGY HIGH DEFINITION FREEFORM PROGRESSIVE NO LINES

- Developed with patented optics to provide design resolution up to six times more accurate than standard progressive lenses.
- Applied digital surfacing aligns the wearer's prescription with the front side design to optimize the lens.
- Extended lens base curve selection provides flatter, cosmetically superior lenses.
- Wider field of view with less distortion.

PERSONALIZED & CUSTOMIZED PROGRESSIVE NO LINES

- Custom made to create a personalized design for each individual wearer.
- Back side state-of-the-art lens design closer to the wearer's eye enhancing field of view.
- New mold technology rendering a perfect master copy of selected lens design.
- Best optics generated by proprietary software simulating the human eye at every angle of vision and optical zone.

PECHOPTICAL.COM

We would like to invite you to view the NEW and IMPROVED Pech Optical website! Along with a new look we have added new features that will benefit *you*, the eyecare professional. Here are just some of the things that you will find:

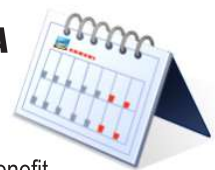
- ⇒ **Monthly Promotions**
- ⇒ **Lens & Frame Products**
- ⇒ **Webinar Calendar and Registration**
- ⇒ **Order Pech Supplies** (i.e. rx forms, mailing labels, etc.)
- ⇒ **LIVE Online Help from Customer Service**
- ⇒ **Dispensing Tips and Information**
- ⇒ **And much, much more!**



We value your opinion..... If you have comments or suggestions about what you would like to see on our website or just want to let us know what you think about the information that is already available, drop us an email and let us know! We welcome and appreciate your input!

Visit us often for all of your optical needs!

ADD AN EXTRA MONTH TO EACH YEAR



Think you could benefit from a 13th month each year? Here's how to get one. Simply wake up one hour earlier each day during the work week. That will give you five hours per week, or 250 hours per year. Divide those 250 hours by eight (assuming you have eight-hour days) and you get 31 days - a FREE month. (What you accomplish in that extra month is your responsibility.)

"If you're waiting to have a good idea before you have any ideas, you won't have many ideas."

From *Getting Things Done: The Art of Stress-Free Productivity*
by David Allen

GOOD THINGS COME IN GOOD PACKAGING

If you stripped the label off of a Coca-Cola and Pepsi liter bottle, would you be able to do the “taste test” and identify each cola? If you took two dish detergents and removed the labels, would you be able to pick your favorite by the color of the solution in the bottle? If you want to make your eyewear selection process easy for the consumer, here are some ways to make your products stand out in the wearer’s mind:



Choose products that have consumer brand recognition.

No one needs to read the card on a bouquet of roses to know the sender’s message. Good packaging and thoughtful ways of positioning products can convey much about the product before the wearer even says anything about their new eyewear.

Choose your dispensing words protocol carefully.

Review the eyewear features, but, more importantly, state the benefits. Explain product performance with consumer responsibility to keep the eyewear functioning.

Be a standout, inside and out.

The bouquet of roses sends a message, but it won’t do the job if all the flowers are dead within 24 hours. Standard products gets people to buy once, but only the results of the eyecare and eyewear will keep them coming back to your business.

Mark your territory.

Dispense eyewear as a complete package with personalized cases and lens care kits. It’s another “billboard” promoting your products and services. Use it to your best advantage.

Check out the competition.

Your business needs a distinct personality. Examine the competition, then develop a distinctive personality for your business.

Whether it’s an eye health check, a new contact lens fitting, or a complete eyewear package, everyone knows the present with the biggest bow must be special. Putting thought into your products and services will help carve a place in the optical marketplace.

ASK YOURSELF FOUR QUESTIONS

Every once in a while, get off the merry-go-round and ask yourself these questions:



WHAT ARE WE DOING?

WHAT SHOULD WE BE DOING?

WHAT SHOULD WE BE DOING NEXT?

WHAT SHOULD WE NOT BE DOING?

Source: Bill New, CEO Natus Medical Mpls, MN

UPCOMING PECH WEBINARS

DATE	TIME	TOPIC	PRESENTER
Jul 1, 2008	5:15-6:15 pm CST	Bundling, Presenting, Selling	Pam Gibson
Jul 2, 2008	7:15-8:15 am CST	Understanding Prism	Pam Gibson

JOIN US TO LEARN! Register today by visiting www.pechoptical.com or email pamb@pech.com. Our webinar calendar is being updated all the time, so be sure to check the website frequently for *more* upcoming webinars!

UPCOMING CONVENTIONS

DATE	DESCRIPTION	CITY
Jul 17-20, 2008	Northern Rockies Optometric	Jackson, Wyoming
Jul 18-20, 2008	Iowa Optometric Association	Okoboji, Iowa

NEW



(Each Section Measures: 11" x 8" x 2.5")



I-Cessories Stackable Repair Center

Part #ICSTKRPCR

- Section #1** - Silicone Nose Pads
- Section #2** - Plastic Temple Tips
- Section #3** - Rimless Repair Parts
- Section #4** - Smart'Lock Coated Screws
- Section #5** - FREE Tool Rack Topper

**Contact the Pech Frame
Department at 800-831-2352 for
pricing and additional information!**

Go Stackable & Get Organized!



*Never, ever,
think outside the box.*

PECH OPTICAL CORP.

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800-831-2352
800-227-3081 FAX



Visit us at our website
or email us:

www.pechoptical.com
pech@pech.com



NIDEK AR800 AUTO REFRACTOR

Used 7 years
New \$18,000; Used \$5,000 or make an offer

Call Dr. Rossi
309-691-4500 (work)
309-690-7926 (home)

CONGRATULATIONS!

Congrats to Jaime Vittatoc from Gaston Eye Associates! She was our winner of a \$25 American Express Gift Cheque for the drawing from the March 2008 Newsletter.