

# Eye 2 Eye

Seeing Things From Your Point of View

3rd Quarter 2010



## Let's Talk Polarized

In recent years, the benefits of polarized sunwear have been realized by a variety of outdoor sports enthusiasts as well as by drivers and general use wearers. As a result, the popularity and availability of polarized lenses has increased dramatically.

Unlike tinted lenses, polarized lenses eliminate glare and filter out harmful UV rays. They also reduce eyestrain with less squinting and improve visual acuity with enhanced contrast. These benefits make polarized sunwear the perfect solution for all of your patients' outdoor eyewear needs.

So, how do you talk to your patients about polarized sunwear? Start by asking them to bring their current sunwear with them to their appointment. This will show you how they currently "protect" their eyes and provide an easy opening to the topic. Next, find out what type of activities they participate in while outdoors. Based on their individual needs, you can then discuss how polarized lenses will adequately protect their eyes from harmful UV rays

and glare. If possible, let your patients experience the benefits of polarized lenses first hand by displaying polarized sunwear in your dispensary. And it never hurts to offer an additional discount for purchasing polarized lenses.

And don't forget the no glare coating! Polarized lenses have been found to be most effective when paired with a no glare coating, such as our **new in-house** Crizal Sun™ with Scotchgard™ Protector. The unique technology of Crizal Sun™ was designed specifically for polarized sunwear and incorporates all of Crizal's best features for a durable, cleanable sun lens.



**PECH OPTICAL CORP.**  
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### INSIDE THIS ISSUE

- a **Featured Frame Line**  
Page 2
- a **Featured Lens**  
Page 2
- a **Upcoming Events**  
Page 3
- a **Tools & Tips of the Trade**  
Page 3
- a **New Product Release**  
Page 4
- a **Classifieds**  
Page 4
- a **Test Your Eye-Q**  
Page 4

Gift & Travel Program



**Promotion Dates:**  
July 1 - October 31, 2010

\*Lenses ordered with a tint will be sent to an outside manufacturer and do not qualify for rewards.

To celebrate the announcement of our **IN-HOUSE** processing of Crizal Sun™ with Scotchgard™ Protector, Pech Optical is offering you the chance to earn **BIG** rewards!

Visit our website for more details!  
[www.pechoptical.com](http://www.pechoptical.com)

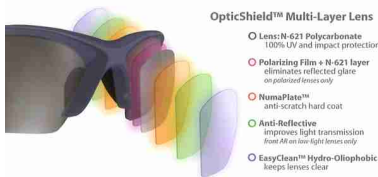
## Featured Frame Line

**numa**  
sport optics



**Numa Sport Optics** was founded by Special Forces soldier and triathlete JB, who saw that all of his gear was rugged and tough except for his sunglasses. Numa was created to fill that need and to set a new standard for rugged and dependable high quality sunglasses.

Numa's end users include the most demanding outdoorsmen - Olympic athletes and Special Forces soldiers - who require not only the toughest and the lightest frames, but also lenses that will give them an edge. Numa enhances visual acuity with its proprietary N-621 Polycarbonate™



**OpticShield™ Multi-Layer Lens**

- Lens: N-621 Polycarbonate  
100% UV and impact protection
- Polarizing Film + N-621 layer  
eliminates reflected glare  
on polarized lenses only
- NumaPlate™  
anti-scratch hard coat
- Anti-Reflective  
improves light transmission  
from all on low light lenses only
- EasyClean™ Hydro-Oleophobic  
keeps lenses clear

OpticShield™ lenses and JetShield® Trivex® lenses, which feature front and back anti-glare, anti-smudge hydro-/oleophobic, and NumaPlate™ anti-scratch.

Numa frames come with carrying case, cleaning cloth pouch, and 3 interchangeable lenses: polarized, high-contrast and clear – a lens for every condition. The whole kit retails for \$119.99 and is backed by a Manufacturer's Lifetime Warranty.

From Numa's Sport Series to its Ballistic Series, these are perfect for your patients who love to be outdoors: cyclists, motorcycle riders, hunters, fishermen, law enforcement, and parents with little kids.

**Contact your Pech Sales Rep for more information.**

## Featured Lens

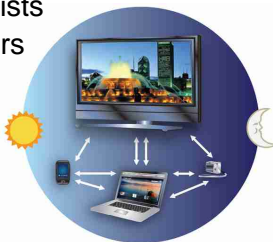
**NEW**  
**VARILUX**  
Comfort.®

*Because modern life is so visually demanding*



Varilux Comfort has always been the gold standard of progressive lenses, satisfying both wearers and eye care professionals for years.

But recently, Essilor R&D scientists discovered new wearer behaviors based on the increased use of modern devices (computers, cell phones, mp3 players) for reading and working. The result - a new design.



New Varilux Comfort uses the latest technology to meet these new visual demands while maintaining Varilux Comfort's high standards of patient satisfaction and ease of fitting.

The New Varilux Comfort lens style is great for both previous Varilux Comfort wearers as well as new PAL

wearers. It has all the benefits of Varilux Comfort, now with:

- Quicker Access to Reading Area
- 25% Wider Distance and Near Vision Fields
- Improved Performance for Today's Activities & Digital Devices

**New Varilux Comfort** (17mm)  
**New Varilux Comfort Short™** (14mm)  
**New Varilux Comfort Enhanced™** (14mm)

**Now Available!**

1.50 Index Plastic (Clear & Transitions®)  
Airwear® Polycarbonate (Clear & Transitions®)

**Introductory Offer - New Varilux Comfort  
priced the same as original!**

**Available September 7, 2010**  
Thin & Lite® 1.60 (Clear & Transitions®)  
Thin & Lite® 1.67 (Clear & Transitions®)

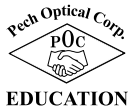
# Mark Your Calendars!

CONVENTIONS		
DATE	DESCRIPTION	CITY
September 16-19	Illinois Optometric Association	Springfield, Illinois
September 16-19	ABO-NCLE Education Conference	Cincinnati, Ohio
October 2	Kansas Optometric Association	Wichita, Kansas
October 7-9	Vision Expo West	Las Vegas, Nevada
October 14-15	Iowa Optometric Association - Hawkeye*	Cedar Rapids, Iowa
October 15-17	Nebraska Optometric Association*	Kearney, Nebraska
October 22-23	Midwest Optical Conference	Prior Lake, Minnesota

\*DON'T FORGET to stop by our Hospitality Room!

WEBINARS			
DATE	TIME	TOPIC	PRESENTER
Tuesday, August 3	8:30am, 12:00pm or 4:30pm CST	Focus On Kids	Karen Stotz
Tuesday, September 7	8:30am, 12:00pm or 4:30pm CST	In Times Like These	Karen Stotz
Tuesday, October 5	8:30am, 12:00pm or 4:30pm CST	Fitting the Generations	Karen Stotz

**JOIN US TO LEARN!** Register today by visiting [www.pechoptical.com](http://www.pechoptical.com) or email [karen@pech.com](mailto:karen@pech.com). We offer webinars on the first Tuesday of every month!



## Tools & Tips of the Trade

from the Pech Education Dept.

Provide your consumers with the most professional finished look when dispensing premium eyewear. This “must-have” screw finishing tool smooths the sharp point of a cut-off or broken-off screw. This tool is made of hardened carbide steel permanently mounted in a carbon steel nickel plated handle. A few twists of the cupped cap (with file-type surface inside) rounds off the sharp tip.

Maximum screw diameter 1.6 mm.

**Call and ask for the Frame Department at 800-831-2352 to order today!**



**Screw Finishing Tool**  
Hilco 20/318/0000

**Screw Finishing Tool**  
Western #2087  
(no longer blue handle)

## Available Online!

The newest versions of Pech Optical’s price lists are now available online! By posting our price lists online, we are able to provide you with the most current updates. To access a virtual copy, visit [www.pechoptical.com](http://www.pechoptical.com) and follow the “Price List” link. If you need log-in information, you can send an email to [carrie@pech.com](mailto:carrie@pech.com) or contact Marketing via our online chat.

We know you have many choices and the Pech Optical team appreciates the confidence you have placed in us to serve you and your patients. Together, we will continue to provide greater vision for the future.



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PRSR STD  
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Visit us at our website  
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Page 4

## New Product Release

Pech Optical is proud to announce our new line of in-house no glare coatings!

**Super Tuff AR**  
**Sentinal+**  
**Natural AR**

**Tuff AR**  
**Pech Blue/Gold**  
**Sentinal**

### ALL COATINGS INCLUDE:

- **Pad Control System™** - provides the adhesion required to block the lens for edging, grooving, drilling and retouching.
- **Super Hydrophobic Top Coat** - increases the cleanability of a lens by repeling water, fingerprints, oil and dirt. It also provides scratch resistance, which extends the life of the lenses.

Contact Customer Service for a complete list of in-house no glare coating options along with pricing and availability.

Give the Best. Get Rewarded.

## PECH NO GLARE PROGRAM

Sign up for this program and save on each and every Rx! Order ALL lenses with no glare coating and receive **\$7.50 OFF** per pair.

Contact your Pech Sales Representative at 800-831-2352 for more information.

## Classifieds

FOR SALE

**9 Tank BPI Tinting Unit.** In very good condition and includes many accessories.

**\$200**

Contact Del @ (815) 232-2020

## Test Your Eye-Q

Do you know the answers to these questions? Email your answers and contact information to [carrie@pech.com](mailto:carrie@pech.com) by **August 2nd**. If all of your answers are correct, your name will be included in a drawing for a **\$30 Subway Gift Card!**



**Q1: What year were the first photochromic lenses introduced?**

- A. 1986      B. 1976      C. 1966

**Q2: How far can an elephant see?**

- A. 10 yds      B. 100 yds      C. 1,000 yds

**Q3: Your eyes can distinguish how many shades of gray?**

- A. 5      B. 50      C. 500

## LENS & FRAME PROMOTIONS

Visit the "promotions" link at [www.pechoptical.com](http://www.pechoptical.com) for a complete list of current promotions!