

Eye 2 Eye

1st Quarter 2011

Seeing Things From Your Point of View



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Happy New Year!

A new year is upon us and we want to extend our sincere gratitude for your loyalty and support in 2010! Over the past year, Pech Optical has focused on in-house projects that will improve our efficiency as an eyewear supplier. One of these projects included the restructuring of our employee shift times. By adjusting schedules and eliminating downtime, we have been able to improve our turn time in getting finished products back to you.

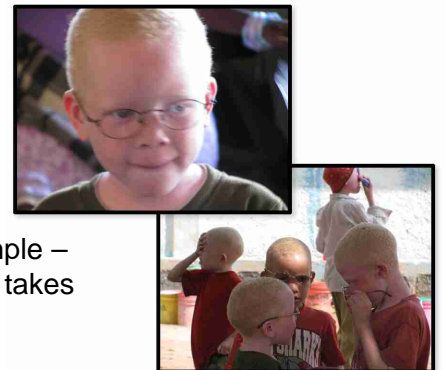
In 2011, Pech Optical will continue to expand our selection of lens choices, no glare and mirror coatings, and frame lines. By offering you and your patients a wide variety of eyewear options, we hope to provide the best vision solution possible. Also, in March 2011, Essilor will launch the start of their national television and radio advertising campaign featuring Crizal. The goal of this campaign is to increase patient awareness of no glare benefits and to engage patients in no glare discussions with their local eye care professional. Be prepared and order your Crizal literature from Pech today!



We wish you the best in 2011 and look forward to working with you!

Eyes for Africa

The holiday season has wrapped up and we find ourselves amidst a collection of gifts from family and friends; yet many of these gifts do not carry the same significance as those you about to hear of. According to the World Health Organization, more than 150 million people are struggling to get by with limited or no vision. The solution is simple – eyeglasses, but sometimes delivering this solution takes a little extra effort and a handful of caring hearts.



Dr. Lou Scallon of Wolfe Eye Clinic in Ames, Iowa was researching an African eye clinic when he learned about an amazing opportunity to help a group of Tanzanian school children. Mitindo Primary School began admitting blind students in the 1980's, but the school quickly became a harbor for children with albinism. According to Dr. Scallon, "a high percentage of people that are albinos need glasses to see properly, and they're also very sensitive to the sun."

Pech Optical learned about the needs of these children through Dr. Scallon and teamed up with Transitions® to provide lenses that would return the children's focus to learning. The eyewear was personally delivered by the project's originator, Paula Lofstrom, to nearly one hundred eager students. "It is the high point of my term out there to bring the glasses to the kids and watch them react," said Lofstrom.

Featured Frame Line

Jonathan
Cate®

MOODS

- Hand Cut Italian Mazzucchelli Zyl
- Womens, Mens, and Unisex Styles
- Trendy Fashion Forward Designs
- Exciting Colors and Patterns
- Quality Craftsmanship Using Only European Parts



View frame styles at www.jonathancate.com

EXCLUSIVE PROMOTION

Purchase 8 Jonathan Cate Moods frames from Pech Optical and receive a Jonathan Cate Earring Set or Pendant!



Featured Lens

emPower!™ by PixelOptics

The World's First Electronic Focusing Eyewear

COMING
SOON!

PixelOptics is inventing and commercializing the first dynamic electronic spectacle lens, emPower!™. If you wear bifocals or progressive lenses, this technology will revolutionize the way you see and use your eyeglasses.

emPower! will:

- Focus as fast as you can blink your eye
- Provide an invisible electronic near focus zone when desired
- Offer three modes of operation: automatic, manual on, manual off
- Provide wider fields of view compared to a progressive addition lens
- Allow for less distortion than a progressive addition lens
- Vision correction for all ranges of sight: far, near, and in between
- Allow you to turn near reading power off when desired
- Rechargeable hidden battery

emPower! looks and feels identical to today's fashion eyeglasses – will be available in numerous colors and styles. emPower! frames will be available in wire (metal), zyl (plastic), rimless and rimmed.

PixelOptics Names Four Labs to Distribute Electronic Eyewear

Pech optical has been announced as one of four leading optical laboratories to manufacture and distribute emPower! lenses. Our lab has been trained by PixelOptics' laboratory support teams and will be equipped to manage the anticipated high demand for the electronic eyewear.

PixelOptics' expects to launch emPower! in early 2011 in the Southeast, followed by a regional rollout across the country throughout the year, and international launches in late 2011 and into 2012.

How Does emPower! Work?

View a video demonstration at www.pixeloptics.com

Mark Your Calendars!

CONVENTIONS		
DATE	DESCRIPTION	CITY
February 4 - 5	Minnesota OD	Minneapolis, Minnesota
February 4 - 5	Certified Opticians Association of Texas (COAT)	Houston, Texas
February 5	Delaware OD "Winter Thaw"	Newark, Delaware
February 11 - 12	Heart of America	Kansas City, Missouri
February 18 - 19	Texas OD	Austin, Texas
March 18 - 20	Vision Expo East	New York, New York
April 1 - 3	Iowa OD - Annual Congress	Des Moines, Iowa
April 7 - 9	IDOC National Meeting	Mashantucket, Connecticut
April 15 - 17	Nebraska OD	Lincoln, Nebraska
April 28 - 29	South Dakota Optometric Society	Pierre, South Dakota
April 28 - 30	Kansas OD	Wichita, Kansas

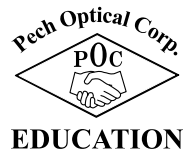
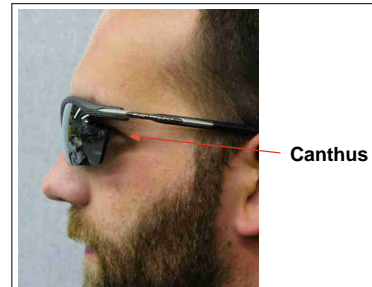
WEBINARS			
DATE	TIME	TOPIC	PRESENTER
Tuesday, February 1	8:30am, 12:00pm or 4:30pm CST	Mirror Coatings	Karen Stotz
Tuesday, March 1	8:30am, 12:00pm or 4:30pm CST	Indoor Progressives	Karen Stotz
Tuesday, April 5	8:30am, 12:00pm or 4:30pm CST	Troubleshooting Progressives	Karen Stotz

JOIN US TO LEARN! Register today by visiting www.pechoptical.com or email karen@pech.com. We offer webinars on the first Tuesday of every month!

Education Corner

Dispensing Tip: Measuring OC Height through Dark Sun Tint

A dark lens can inhibit the ability to see the pupil. Have the wearer look to the side and dot the lens with a "white out" marking pen using the canthus of the eye for OC height reference. Draw a line from the edge mark across the front of the lens.



Designer's Network 2011

Designer's Network is an annual incentive program or "kit of the month" program featuring Eyewear Designs Ltd. brands: Perry Ellis, Jill Stuart, Elizabeth Arden and New Balance Eyewear. It has been in existence for 12 years and has helped thousands of retailers be more successful by offering great branded optical frames and gifts for the retailer.

What are the advantages to Designer's Network?

The advantages to the program are many...great frames, great gifts, and phenomenal brands with worldwide recognition. Additionally, Eyewear Designs Ltd. publishes practice-building guides, including merchandising materials and suggestions to help you market your products more efficiently. They are committed to making your practice more efficient and profitable.

2011 REWARD GIFTS

- January**
\$50 Cheesecake Factory Gift Card
- March**
Cuisinart Frozen Yogurt Maker
- May**
Heart Pearl Necklace
- July**
Summer Party Pack
- September**
Starbucks Coffee Gift Set
- November**
Premium Bag Luggage Set

Don't miss out on this great opportunity... Contact your Pech Sales Representative to sign up today!

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SAFARI
MIRROR COATINGS

**NEW
COLORS!**

AVAILABLE IN-HOUSE

Safari mirrors come in a plethora of colors:

- ❖ Baboon BLUE
- ❖ Bear BLACK **NEW!**
- ❖ Cougar COPPER
- ❖ Giraffe GOLD
- ❖ Gorilla GREEN
- ❖ Lizard LEMON **NEW!**
- ❖ Puma PURPLE
- ❖ Rhino RED
- ❖ Scorpion SAPPHIRE **NEW!**
- ❖ Snake SILVER
- ❖ Vulture BLUE VIOLET

Pech Optical's Safari mirrors come standard with backside no-glare coating. When applied to the backside of lenses, no-glare coating reduces the reflections of sunlight into the wearer's eyes and improves overall comfort.

**Purchase a Safari mirror display for \$60
and receive (6) \$10 OFF coupons!**

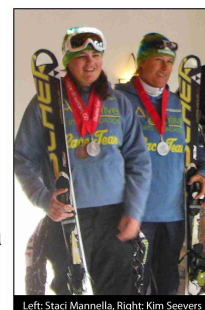
MIRROR MANIA

February 1 - April 30, 2011

Earn Pech Gift & Travel Dollars for every pair of lenses ordered with a Safari mirror coating throughout the promotion period!

Staci Mannella

Pech Optical recently teamed up with Adidas Eyewear to provide 14 year old, 2014 Paralympic hopeful Staci Mannella with an improved pair of skiing goggles. Staci was born with achromatopsia which has significantly limited her vision, but has not stopped her from setting her sights on a gold medal as an adaptive alpine skier. For more information and to follow Staci's progress, visit www.stacimannella.com.



Left: Staci Mannella, Right: Kim Seevers

Test Your Eye-Q

Do you know the answers to these questions? Email your answers and contact information to carrie@pech.com by **January 31st**. If all of your answers are correct, your name will be included in a drawing for a **\$25 Pizza Hut Gift Card!**



Answer questions with TRUE or FALSE

- 1: The giant squid has the largest eyes in nature.
- 2: The eye muscles are the most active muscles in the whole body.
- 3: Franklin Roosevelt invented bifocals.

Classifieds

Items wanted or for sale? Email information to carrie@pech.com to be printed in the 2nd Quarter newsletter being distributed in April 2011.