



Pech Optical Corp. Newsletter

Volume 19 Issue 1

Summer 2006

Pech Optical Corp.
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800-227-3081 FAX



"Independent...Just Like You."

Kathryn Gross-Edelman, **Editor**
Carrie Meyers, **Graphic Design**

IT'S ALWAYS BEEN A TREAT TO WORK HERE....BUT NOW WE'VE TOPPED OURSELVES!

We've created an irresistible treat for you, our dedicated customers. Our newly expanded building (more than 52,200 sq. feet), robotic equipment, and additional AR capabilities remains a "sweet deal" to deliver quality and service.

Conveniently located just off I-29 South in Sioux City, Iowa, we celebrated our accomplishments with an Open House on July 8th, 2006. The facility tours, parking lot barbeque, "ice cream social", and door prizes and giveaways all day long were a "treat" for over 250 customers. Our customer service representatives, STAT team members, salespeople, and lab personnel "sweetened the deal" by being here. Thanks to all of you who were a part of it. For those who were unable to attend, get the "scoop" by visiting us at your convenience.



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New Lens Updates

In *PINK* magazine August edition, Jim Clemmer the author of "Growing the Distance: Timeless Principles for Personal, Career, and Family Success" interviewed leaders and compared 8 types of bosses with possible leadership response. Here's his findings:

TYPE OF BOSS	POSSIBLE LEADERSHIP REPNSE
Disorganized Indecisive	Regularly review key goals, priorities, and projects. Make your own decisions and move forward. Asking for forgiveness is often easier than getting permission.
Micromanager	Make sure both agree on your role and responsibilities. The single biggest source of your personal credibility with your boss is meeting your commitments.
Overly Sensitive	Sandwich difficult discussions with lots of positive feedback. Look for ways to build on his or her strengths.
Abusive	Don't enable bullying by being a victim. Stand your ground. Gently push back or find a new boss.
Moody	Wait for the right time for meetings, communications, and influencing decisions.
Poor Communicator	Don't wait to get what you need. Initiate the conversations and exchanges.
E-mail Flamer	Never respond in kind. Have a conversation to avoid misunderstandings and escalating emotions.

DID YOU KNOW....

- ⇒ 1% of the world's assets are legally held by women.
- ⇒ 2.1 billion women live on less than \$2 a day.



WHAT QUALITY DO CONSUMERS REALLY WANT?

Good quality and good consumer/patient relations are vital for success in business today – but, you knew that, right? Quality starts with the first contact between you and the consumer. Business executives were given 25 qualities developed by “The Real Learning Company” performance –improvement firm based in Scottsdale, Arizona. Here are the six they thought most important:

- ✓ **HONESTY AND INTEGRITY** People need to be able to trust the people they do business with... that means from the friendly phone voice they hear when they call to the proposal that is presented at the “deal” table. Never make unsupported claims about products and services. Be honest about any trade-offs that may occur using those products and services.
- ✓ **ACCOUNTABILITY** People want someone they can rely on throughout the entire process and relationship. Never abandon an account after the ‘sale’.
- ✓ **UNDERSTAND THE CUSTOMER’S BUSINESS** Always do your homework. Be educated about their needs and wants before you make recommendations and promises. Know what is wanted, how products are going to be used and what the goals are to satisfaction.
- ✓ **PROBLEM SOLVING** All relationships and purchases come with problems. Jump in and solve those problems. Number one - Be upfront. Number 2 - Share stories of similar instances and give ways of implementing changes to alleviate the concerns. Both of these steps will establish a level of professionalism and credibility.
- ✓ **PARTNERSHIP** It’s important not to throw around this word lightly. Prove you can add value to the customer’s business before suggesting a partnership. Having a stake in the partnership on both sides will increase the success of the outcome.
- ✓ **CONSUMER SATISFACTION** Although this may be obvious, it doesn’t mean the same thing to everyone. Being obsessed with the customers’ needs, not the rules and regulations of your business is what’s important. Yes, pleasantries and politeness are essential for good consumer relationships. However, the bottom line to all business success is meeting needs and goals being satisfied. The focus should always be on the consumer.

Now that we have established the “ground rules” of general business relationships, let’s hone in on the quality issue in relationship to eyewear. Any product quality is based on the product from start to finish. The real “proof of the pudding” is in the final inspection of product before it is dispensed to the wearer. Recently, new ANSI (American National Standards Institute) Z80.1-2005 have been adopted by the optical industry. These standards are available from the Optical Laboratories Association.

The lab inspection guidelines adopted at Pech Optical laboratory addresses appearance, alignment, and accuracy for quality eyewear. Our inspection tolerances printed are more stringent than ANSI Standards.

Call 800-831-2352, Ext. 512 and we would be happy to email a copy to you.

PECH OPTICAL CORP.

APPEARANCE – ALIGNMENT – ACCURACY

Finish Inspection Guidelines

<p>APPEARANCE</p> <ul style="list-style-type: none"> <input type="checkbox"/> Check general appearance of completed job <input type="checkbox"/> Verify that frame is correct style, color & size <i>(Always verify from customer copy or Remo hard copy)</i> <input type="checkbox"/> Lenses must be mounted securely and without gaps <input type="checkbox"/> Eyewires must close completely without undo stress on lenses <input type="checkbox"/> Verify that tints and coatings are as ordered <i>(return samples)</i> <input type="checkbox"/> Frame must not be scratched or damaged in any way <input type="checkbox"/> All screws are to be original or proper replacements <input type="checkbox"/> Clip-on sunglasses must be mounted on glasses to verify fit <i>(remove before shipping)</i> <input type="checkbox"/> Lens shapes <i>(especially ovals)</i> must be straight and uniform <input type="checkbox"/> Verify that all requested edge treatments are as ordered <input type="checkbox"/> All markings, price/identification tags, glue etc. must be cleaned off of frame and lenses <p>ALIGNMENT</p> <ul style="list-style-type: none"> <input type="checkbox"/> Temple should be straight back with temple tips curved in symmetrically <i>(if appropriate for frame)</i> <input type="checkbox"/> Front sizes up to 46mm should have 4 pt. touch, larger fronts should have a slight faceform <input type="checkbox"/> Rimless lenses should be on an equal plane and drilled at the correct angle <i>(proper faceform)</i> <input type="checkbox"/> Rimless lenses must be mounted securely <input type="checkbox"/> Nose pads should be properly aligned and in standard adjustment <input type="checkbox"/> Segments must be uniform and straight <input type="checkbox"/> Seg heights should be as ordered <i>(within 1mm of height ordered and 1/2mm of the other eye)</i> <input type="checkbox"/> Temples should be aligned with each other when closed 	<p>ACCURACY</p> <p>NOTE: These are Pech accuracy standards. They are more stringent than ANSI tolerances.</p> <p>* SV & MULTIFOCAL</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Refractive Power:</th> </tr> </thead> <tbody> <tr> <td>Plano to ±6.50</td> <td>±0.13</td> </tr> <tr> <td>Above ±6.50</td> <td>±2%</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Cylinder Power:</th> </tr> </thead> <tbody> <tr> <td>0.00 to 2.00 cyl</td> <td>0.13</td> </tr> <tr> <td>2.12 to 4.50 cyl</td> <td>0.15</td> </tr> <tr> <td>Over 4.50 cyl</td> <td>4%</td> </tr> </tbody> </table> <p>* AXIS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Cylinder Axis:</th> </tr> </thead> <tbody> <tr> <td>0.00 to 0.25 cyl</td> <td>±10°</td> </tr> <tr> <td>0.37 to 0.50 cyl</td> <td>±6°</td> </tr> <tr> <td>0.62 to 0.75 cyl</td> <td>±5°</td> </tr> <tr> <td>0.87 to 1.50 cyl</td> <td>±3°</td> </tr> <tr> <td>> 1.50 cyl</td> <td>±2°</td> </tr> </tbody> </table> <p>* ADD</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">For Multifocal & Progressive:</th> </tr> </thead> <tbody> <tr> <td>< 4.00</td> <td>±0.12</td> </tr> <tr> <td>> 4.25</td> <td>±0.18</td> </tr> </tbody> </table> <p>* PROGRESSIVE (New Standard)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Refractive Power:</th> </tr> </thead> <tbody> <tr> <td>Plano to ±8.00</td> <td>±0.16</td> </tr> <tr> <td>Above ±8.00</td> <td>±2%</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Cylinder Power:</th> </tr> </thead> <tbody> <tr> <td>0.00 to 2.00 cyl</td> <td>0.13</td> </tr> <tr> <td>2.12 to 4.50 cyl</td> <td>0.15</td> </tr> <tr> <td>Over 4.50 cyl</td> <td>4%</td> </tr> </tbody> </table> <p>* PRISM</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Horizontal Prism/PD:</th> </tr> </thead> <tbody> <tr> <td>0.00 to ±2.75</td> <td>.67△/pair</td> </tr> <tr> <td>>±2.75</td> <td>2.5mm/pair</td> </tr> </tbody> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Vertical Prism:</th> </tr> </thead> <tbody> <tr> <td>0.00 to ±3.37</td> <td>.337△</td> </tr> <tr> <td>>±3.37</td> <td>1.0mm</td> </tr> </tbody> </table> <p>Prism Reference Point - Progressive Lenses: Within 1mm of specified position Prism at reference point</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td>0.00 to ±3.37</td> <td>.337△</td> </tr> <tr> <td>>±3.37</td> <td>1.0mm</td> </tr> </tbody> </table> <p>✓ Segment/Fitting Cross height within ±1.0mm of height ordered and within ±0.5mm of the other eye. ✓ Multifocal segment horizontal location within ±2.5mm of near PD specified. ✓ Fitting cross (progressive) horizontal location within ±2.5mm of distance PD specified. ✓ Thickness within ±0.2mm of thickness specified (within FDA standards). ✓ Base curve within ±0.75D of curve specified. ✓ Lens only circumference ±0.2mm or less. ✓ UV treatment <5% @ 400nm transmission.</p>	Refractive Power:		Plano to ±6.50	±0.13	Above ±6.50	±2%	Cylinder Power:		0.00 to 2.00 cyl	0.13	2.12 to 4.50 cyl	0.15	Over 4.50 cyl	4%	Cylinder Axis:		0.00 to 0.25 cyl	±10°	0.37 to 0.50 cyl	±6°	0.62 to 0.75 cyl	±5°	0.87 to 1.50 cyl	±3°	> 1.50 cyl	±2°	For Multifocal & Progressive:		< 4.00	±0.12	> 4.25	±0.18	Refractive Power:		Plano to ±8.00	±0.16	Above ±8.00	±2%	Cylinder Power:		0.00 to 2.00 cyl	0.13	2.12 to 4.50 cyl	0.15	Over 4.50 cyl	4%	Horizontal Prism/PD:		0.00 to ±2.75	.67△/pair	>±2.75	2.5mm/pair	Vertical Prism:		0.00 to ±3.37	.337△	>±3.37	1.0mm	0.00 to ±3.37	.337△	>±3.37	1.0mm
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WHAT MEGA MERGERS MEAN

History shows service levels can suffer when suppliers get too big.

The last several years of consolidations among the mega optical retailers, the wholesale laboratories, and lens and frame vendors via acquisitions and/or mergers continues to change the landscape of the industry. It generates significant interest and speculation “where this is all going”. The consolidation trend provides some insight - and the potential pitfalls that may be encountered along the way.



Service Matters

The key issue with any consolidation is the quality of the new organization’s customer service. Expect small and midsize companies to make a concerted effort to attract business that might still prefer regional or local facilities to the megas.

Buying Power

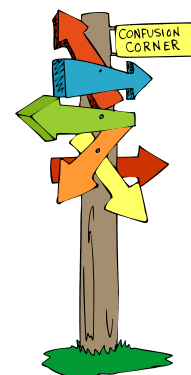
There is little doubt that the mega labs are in a position to negotiate for enhanced revenue relationships with suppliers that provide back end profits. Monies received by the eyecare professional business may be the sole or primary incentive in selecting a lab provider. However, most eyecare professionals tend to look at a number of factors, of which revenue is only one – and generally not the first – on the priority list. There are programs and policies that are negotiable based on market share and/or volume.

Going Forward

Pech Optical is well qualified to serve any size optical business and we will continue to compete with the megas for you, our valued accounts. Mega conglomerates have large financial resources to develop business. Developing business on the internet side of things appeals to many, regardless of size or location. However, we, at Pech Optical, feel the success of the survivors of the mergers and acquisitions will continue to be determined by our customer service and STATs team. As a family owned business with dedicated staff, WE WILL SURVIVE and maintain our core values. “Independent...Just Like You” remains our commitment.

DESTINATION, PLEASE

NAVIGATION TOOL	WHAT IT SAYS ABOUT YOU
GPS	You don't know where you are going, but you've got enough cash to make sure it doesn't really matter.
Computer Map	You finally figured out the PC. Now if you could only teach it to drive.
Gas Station Road Map	You're confident but not stupid.
Scribbled Note on slip of paper.	You're confident and stupid.
Spouse	You're confident you married somebody who isn't stupid.



MID-INDEX PRODUCTS DISCONTINUED

The increasing popularity of higher index lens materials has had an effect on the mid index products. Several lens factories have notified certain clear mid-index products will be discontinued while the same product line in Transitions will remain on the stock product list. We strive to keep you informed of these changes.



QUOTABLE QUOTE:

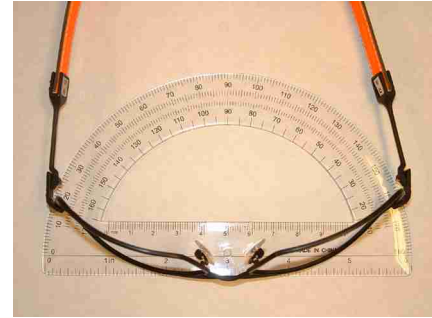
Success comes when three things are present:

1. You know what you do
2. You believe in what you do
3. You love what you do

Will Rogers

HOW TO DETERMINE WRAP FRAMES: PROTRACTOR METHOD

- 1 Lay the protractor flat on the table.
- 2 Place the frame on the straight edge with temples toward the curved edge.
- 3 Center the frame.
- 4 Read the number on the curve scale to determine measurement.
- 5 If the number is 10 or greater at the point where the lens ends, it will require a wrap design lens.



SAFETY PRICE LIST

Pech Optical completed a new SAFETY PRICE LIST implemented Sept 1, 2006.

If you did not receive a copy, please contact Judy @ 800-831-2352, Ext. 505.



NEW EQUIPMENT UPDATE

Implemented on June 30th, 2006, this unit washes trays automatically after each job use. With cleaner trays, there is less chance of lenses scratching during the manufacturing process. In the near future, a return tray conveyor belt will send the trays from the shipping area back to the tray-up entry area electronically.



FOR SALE

- ♦ **OFFICE FURNITURE:** desks, chairs, open file shelving. Majority of items are HON brand. Formica frame boards. Two mirrored AO projector systems-projector, mirrors, slides. All equipment photos can be emailed to you.

WE WILL DEAL!!!!

Call Dr. Cindy Johnson at 605-624-2020

- ♦ **KIRK MINI 30 CHEMICAL LENS HARDENER 2 HOUR PGX/PBX:**

\$400 or Best Offer. Call Steve at 308-635-1633

- ♦ **SANTINELLI EDGER 7070 PL:** Call 972-669-9229 or Email: care@stokalvision.com

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