



Pech Optical Corp. Newsletter

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PECH WEBINARS

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

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| CHOOSE YOUR PLACE: | CHOOSE YOUR TIME: |
|---|---|
| Office  | Morning  |
| Home  | Noon  |
| Wireless Location  | Night  |

Over 6 million people use Webinar companies each month to communicate and collaborate on-line. This avenue integrates education into workflow and busy schedules. That makes workers more effective, productive, and profitable without time and expense of traditional meetings and seminars. Pech Optical Education Department is using this educational venue to deliver training with the latest of optical technology and services. A high speed internet connection and a phone line means you can have education *anywhere, anytime, anyhow*. Look for upcoming Webinars on our website.

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Insert

New Lens Updates

IS THE FREE CARE YOU ARE PROVIDING STACKING UP?

Redos and warranties have a long and traditional history of ophthalmic dispensing. They proved to be useful tools in the past to address specific needs to:

- 1) Validate products.
- 2) Convince consumers to try more modern technology.
- 3) Help maximize costs when wearer's couldn't tolerate a new prescription.

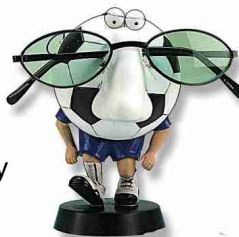
Unfortunately, redos and warranties have become a financial burden to dispensaries and laboratories. A course developed by the education department at Pech Optical Corp. reviews the subject and gives you alternative ways to give satisfaction to the consumer without giving "FREE CARE". Contact your sales representative to get more information.



CHAMPION SPORT EYEGLASS HOLDERS

Available in the following styles:

- Tennis
- Baseball
- Golf
- Football
- Soccer
- Hockey
- Basketball



Call us @ 800-831-2352 to order today!

Did You Know?

Fewer people say they feel in control of their lives.

2004 = 47%

2005 = 37%

Source: Yankelovich Monitor

INTRODUCING...

Pech Optical Corp. is pleased to distribute the new Kaenon Polarized SR-91® Rx lenses. The SR-91 Rx lenses have advanced polarized lens technology to an unprecedented level. SR-91 is a patented, new polarized lens material that combines superior optical quality of the finest glass lenses with the ultra-light weight and strong impact resistance of the best polycarbonate lenses. This material filters out harmful UV and blue light. Designed and engineered for a wide range of uses, power corrections and frames. The product performance of the manufacturing process wards against delamination, cracking, or splitting. It is currently available in single vision and will be introduced in a free-form progressive lens design this spring. High base curves of 8.25 are available for select wrap frames as well as flatter base curves for higher powers. Kaenon polarized purpose-built tints and varying light transmission levels (LTLs™). For more information, contact your Pech salesperson or customer service representative.



HANDLING A HOTHEAD

Who hasn't come face-to-face with a churlish customer, a non-complying patient, or a belligerent consumer? For those who have completely "lost it", it is difficult to negotiate. For everyone else, here are some tips for cooling them down:

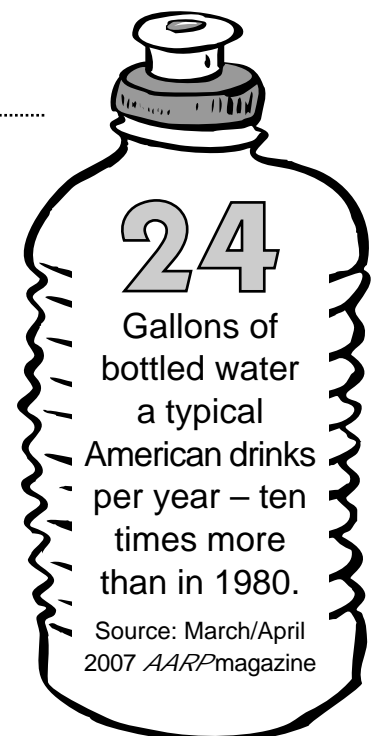
- a **TAKE A TIME-OUT**...This gives everyone some valuable time to think things over, begin to calm down and rationally assess the situation.
- a **PAY ATTENTION TO YOUR BODY**...Break the inner tension. Take a series of deep breaths if the complainant has triggered the "fight or flight" instinct in you.
- a **REPEAT AFTER HIM**...Paraphrase what the person says. This lets the other person know you were listening.
- a **BE WILLING TO NEGOTIATE**...Learning to deal with difficult people involves learning how to manage your side of a two-way transaction. If you won't budge, the other person probably won't, either.



(Source: Dealing with Difficult People Revised Edition by Roberta Cava)

LENS/FRAME ALERT

Several frame manufacturers continue to design rimless frames using a metal cord rather than the standard nylon (fish line) type cord. When this metal cord comes in contact with certain lens materials, splitting and chipped lenses emerge. Plastic (CR-39) and Mid-Index 1.56 type resin materials consistently create a problem. Pech Optical Corp. has ceased to use these two lens materials in metal cord frames including Plastic and Mid-Index lenses in Transitions, Sunsenors, Instashades, or Polarized. Our lense types of choice are Trivex, Trilogy, Phoenix, Aris, Hi-Index 1.60, 1.67, 1.70 or Polycarbonate. No warranty applies to chipped lenses. Metal Cord Rx's ordered with Plastic or Mid-Index lenses will be put on hold. A Pech customer service representative will call you for approval of an alternative material.



NEW TECHNOLOGY

Prescription lenses are a marvel of design, material, computerization, and standard perimeters. What other product is sold by the hundreds of millions yet is custom made to each individual wearer? For many years, prescription lenses have been made from mass-produced that already have the reading addition and design molded on the front surface and extra thickness on the back. The personalized Rx is performed on the back surface by an optical laboratory. Conventional technology limitations mean only sphere power and astigmatism is customized on the back surface.

All major suppliers are working diligently to become leaders in what could transform the lens industry and the product that ends on the consumer's face. The industry is all abuzz with terms such as "direct surfacing", "free form", "W.A.V.E. technology" and/or "back side design". This new phenomenon has slowed due to technology hurdles. One key issue was recently resolved – how to move needed data between the laboratory's software and the machines that design and surface the lens. The avenue of delivery in foreign markets is different than here in the U.S. Lens manufacturing and lens processing is performed at the same location in other parts of the world. This resulted in closed control of data management. The communication of lens design data to the surfacing machines was a company trade secret and was different for each self-contained business. On the other hand, U.S. full service labs use machines, lens designs, and lab management software from multiple suppliers. All data and lens processing is done by lab management software that coordinates order flow and controls the many machines and processes to complete an prescription Rx. Open communication is needed to allow labs to combine various machines and lens designs with the current lab software.



THE NEW INDUSTRY STANDARD

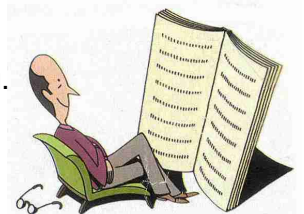
Vision Council of America has developed an industry standard that defines the data and the communication process needed for labs to integrate direct surfacing with the current work flow. Software developers, lens designers, and machine suppliers compromised to create a Communication Data Standard to be approved in 2007.

Direct surfacing and/or free form design uses very "sophisticated" machines to personalize lenses which may include the progressive reading addition on the rear surface of the lens. These high-tech machines are obviously more expensive than currently used standard generators. The advantages are compelling and all major manufacturers are working feverishly to become a leader in a transformation of the industry.

One advantage of new technology, software and machinery is a lens design to satisfy each individual's prescription optimized beyond what has been possible in the past. This means superior optical quality and increased adaptation and satisfaction to new technology for the consumer. It also can bring higher profits to the laboratory and the dispensary with super-premium customized lenses. Another key advantage is simplification and reduction of lens inventory. There is no longer a need to mass manufacture a range of lens designs molded with ten or more different add powers. All designs and add powers can be custom made from a minimal lens blank inventory. Under the new standard, the result for Pech Optical will be faster integration of leading technology. That equates to better quality and shorter delivery time.

JUST YOUR TYPE

Call those presbyopias ecstatic: the days of tiny print in paperback books may be ending. Publishers Simon & Schuster, Penguin Group, and Harlequin Enterprises have begun releasing taller paperback books that allow for bigger type and more space between lines – a move aimed almost entirely at older readers.



The new paperbacks, part of the pocket-size books, are almost an inch taller (though you can still squeeze one into your pocket). Only a limited number of books are being released in the vision friendly format – but the publishers hope that by easing eyestrain they'll boost drooping sales. Market research shows that buyers over 50, who are the core market of pocket-size books, want the bigger type and are willing to pay for it, which is good since – surprise! – the taller books are \$2 to \$3 higher in price.

UNUSUAL REQUESTS

Just when you think the consumer/patient/customer's demand or request is unusual...Here are some of strange requests fielded by InterContinental concierges:

- 1) Enroll a 16 year old in a private high school within 10 days
- 2) Find 1,000 red roses and a violinist for a romantic surprise
- 3) Ship 300 km of barbed wire to a South American farm
- 4) Compile a list of swingers' clubs that accept walk-ins
- 5) Send a hairdresser's chair to a room for an hour
- 6) Tell a man he is going to be a father
- 7) Find 100 empty jelly jars for a work of modern art
- 8) Find the Sept. 17, 1957 issue of *The New York Times*



And you thought you had the strangest story!!!

Source: InterContinental Hotels & Resorts Global Concierge Advisory Board



FOR SALE: Drop Ball Tester for FDA glass lens testing. **\$250** or reasonable offer.

WANTED TO BUY: Ultrasonic cleaner. Will consider trade of a drop ball tester.

Please call Dr. Toso @ 605-987-2841 to sell or trade.

BUSINESS OPPORTUNITY: Optical for Sale established 1978. Owner retiring. Turn-key operation. Refracting lanes on premise. Fast growing capital city in SE Nebraska. Great opportunity with growing potential. Serious inquires only.

CALL 402-440-6751 or FAX 402-420-5841

MAKE AN OFFER: Manual light box to magnify a contact lens to check for chips, scratches, and overall quality of a contact lens. Urocon brand by Precision Optics & Instruments (15 x 1 DIV = 0.1mm) *Call Leroy @ 712-255-0346*

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