

Pech Optical Corp. Newsletter

Volume 22 Issue 1

March 2008

Pech Optical Corp.
2717 Murray Street
Sioux City, IA 51111
800-831-2352
800-227-3081 FAX



"Independent...Just Like You."

Kathryn Gross-Edelman
Editor

Carrie Meyers
Graphic Design

INSIDE THIS ISSUE

Package/
Bundling Pricing

Pliers Points

Upcoming Events

Installation of
New Technology

Independent...
Just Like You!

Now Available

Frames & Bevels

Pech 2008
Price Lists

What About Me?

Straight from
the Headlines

Think for
Number Four

Newsletter Quiz

PECH OPTICAL INTRODUCES... SAFARI MIRROR COATINGS

Whether the wearer requires eyeglasses, contact lenses, or no corrective eyewear at all, the eyes need protection against harmful ultraviolet rays and sun glare. Lens treatments offer an almost limitless opportunity to customize and improve vision.



MIRROR COATINGS

A mirror coating isn't just a reflection of an individual's style; it deflects a significant amount of sunlight away from the eyes while reducing glare and improving visual acuity. Because mirrors have inherent properties, it acts like a two-way mirror, yet the wearer sees through the lens normally. Light transmission is reduced because of the high percentage of light being reflected. Mirrors reflect more infrared and ultraviolet than they do visible light.

Reasons for Dispensing Mirror Coatings:

- a Controls the amount of light reaching the eye.
- a Provides blue light filtration.
- a Eases outdoor light problems.
- a Eliminates 100% of harmful ultraviolet light
 - 90% of blue light
 - 80% of infrared light
- a Provides "squint free" viewing in all weather conditions.



Mirror coaters apply thin layers of selected organic materials – quartz, titanium, and silicone oxides – in a vacuum chamber to the surface of the lens. The thickness of the coating is typically half the wavelength of light the coater wishes to reflect. This thickness creates constructive interference, thus producing the mirror effect.

Things to consider when choosing mirror colors and base tints:

- a Coordinate mirror base colors to wearer's skin tone.
- a Choose a mirror base color suited to the wearer's activities.
- a Select base tint/mirror colors that enhance objects of particular interest to wearer.
- a Add back side AR (anti reflective) coating for more comfort.
- a Use a mirror with little or no tint for an indoor retro look.

Purchase a Safari display and receive vouchers to use with your first orders!

Contact Judy (marketing) at 800-831-2352, x505.



SAFARI COLORS:

-  Baboon **BLUE**
-  Giraffe **GOLD**
-  Gorilla **GREEN**
-  Rhino **RED**
-  Snake **SILVER**
-  Vulture **B. VIOLET**
-  **1st Quarter Release:**
Cougar **COPPER**
-  **2nd Quarter Release:**
Lizard **LEMON**

Watch for more colors to come!

PACKAGE/BUNDLING PRICING

Every dollar of revenue counts in this time of economic competition and threat of a recession. Why not provide the dispensary staff with the means to achieve selling professionally with a package price format? It will make the dispenser's life easier, the consumers decision more streamline, and bottom line for the business a healthier one. Package/Bundling pricing:

- a Presents a poignant message.
- a Avoids the cha-ching of add-ons.
- a Makes effective time of the staff and the consumer's time.
- a Assists in niche selling.
- a Seeks definitive action by the consumer.
- a Increases profitability.



And...I know some of you are questioning how it will work with insurance and 3rd party programs.

Contact your education or sales representative for questions and additional information:

Kathryn Gross-Edelman (Education), x512

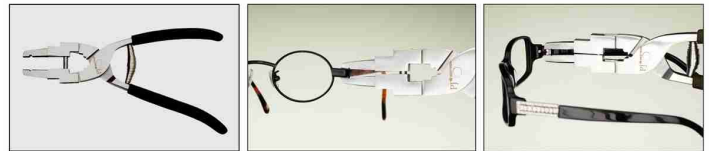
Pam Gibson (Education), x571

PLIERS POINTS

New from Western Optical! Supply Parallel jaw pliers for unparalleled function. Entirely new configuration for the 21st century eyewear designs.

Plier #5145 features long, comfortable foam

covered grips and narrow 8mm wide jaws that fit comfortably in tight areas. Totally reengineered to apply pantoscopic tilt to frames with wide endpieces and temples. Plier cost \$39.99 plus shipping. It is the answer for the latest styles of frames. **Contact the Frame Department at 800-831-2352 to place your order today!**



UPCOMING PECH WEBINARS

DATE	TIME	TOPIC	PRESENTER
Mar 25, 2008	5:00-6:00 pm CST	Presenting Premium Products	Pam Gibson
Mar 25, 2008	7:00-8:00 pm CST	Free Care The Real Cost	Pam Gibson
Mar 26, 2008	5:30-6:30 pm CST	Presenting Premium Products	Pam Gibson
Mar 26, 2008	7:30-8:30 pm CST	Free Care The Real Cost	Pam Gibson

JOIN US TO LEARN! Register today by visiting <https://pechopticalwebex.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
Mar 28-30, 2008	Iowa Optometric Association with Paras	Des Moines, Iowa
Mar 29-30, 2008	Opticians of Iowa	Des Moines, Iowa
Apr 4-5, 2008	Nebraska Optometrists	Omaha, Nebraska
Apr 12, 2008	Opticians of South Dakota	Chamberlain, S. Dakota
Apr 17-19, 2008	South Dakota Optometric Society with Paras	Chamberlain, S. Dakota

CONGRATULATIONS to Dr. Susan Davis from Marengo, IA! She was the lucky winner of a GPS System that Pech gave away at the Heart of America convention in February.

INSTALLATION OF NEW TECHNOLOGY

ES-3 Robotic Self Contained Edger (by Satisloh)

Voted Best Finishing Equipment at the Optical Laboratory Association convention in 2007, the ES-3 speedy edger uses a laser measuring system to precisely detect the lens edge profile without making contact on the lens. Not only does this feature eliminate the risk of inflicting damage to the lens during the probing stage, it also means there are fewer moving parts at work inside the machine. The ES-3 improves production uptime and reduces cost, as there are no traditional probes that require periodic replacement and calibration. Pech Optical utilizes 2 of these machines.



G-4 Surface Protection System (by Satisloh)

Voted Best in Lens Treatment Equipment at the Optical Laboratory Association convention in 2007, the G4 Coater alleviates time-consuming manual cleaning before surface coating the lens. This spin coating system includes automatic high pressure steam cleaning at the pace of 90 jobs an hour. Operator-friendly considerations, such as dual lacquer system and separate load and unload stations, make the G-4 an excellent choice for efficiency and easy of use. This is the second unit installed at Pech Optical Corp.



5T Surround Ultimate Tracer (by National Optronics)

Installed March 1st, the 5T's unique rotating frame table automatically adjusts to accommodate any frame curvature. The intelligent software automatically calculates necessary rotation for precise trace data. It eliminates errors when automatically detecting frame movement during tracing and alerts the operator to differences in shape geometries. Pressure is reduced on lightweight, flexible and sharp angular frames with the auto adjusting stylus pressure settings. Integrated, intelligent software provides directional assistance and the operator is able to access on-screen operations, maintenance and parts manuals with the touch of a button.



INDEPENDENT...JUST LIKE YOU!

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 disciplines drive Pech strategies:

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

WHAT ABOUT ME? (Kathryn Gross-Edelman, Editor)

In the service game, a little attentiveness goes a long way?

I'm 52, I've traveled and been around...but I am a service fanatic. Where has customer service gone? In the restaurant business, the airlines, the hotels, and...yes, even at the doctor's office. The other night eating at a restaurant, I had sub-standard food. The manager, who was on hand, came to the table. The first words out of her mouth were....about money. She'd remove the cost of the dinner from my bill. The issue wasn't the money. Truth is, \$13.95 is not going to break the bank. But...something was missing.



The good news arrived when the waitress came. She spoke of being a seeker of good, honest home cooking and excellent customer service herself. This triggered a 5 minute conversation. Her recommendations were worth 10 times the \$13.95. She offered attentiveness. What a powerful source of customer service. I suspect you have similar stories to tell, especially in these best, in these worst of times. Overwhelmed by new technologies, new competitors, new 3rd party issues, new everything, we hold the gift of human attention, human kindness to be a luxury.

Because we are in the customer service/patient care business, we need to do more than just nod our heads and agree that everyday is a challenge to survive in this fast paced society. The Forum Corp. conducted some major research of 14 major manufacturing and service companies and found...

- a 15% switched their business because they found a "better technical product" somewhere else.
- a 15% changed because they found a "cheaper product" elsewhere.

But...

- a 20% hightailed it because of the "lack of contact and individual attention" from the prior supplier

And...

- a 49% left because contact from the old supplier's personnel was "poor in quality".

The consumers were looking for the human side of doing business with the previous product or service. The owner of the restaurant was lucky to have a worker who took an interest...who genuinely cared. This type of service has to be more than just good luck.

Southwest Airlines, Nordstrom's, and DisneyWorld are a few that understand the human side of doing business. It's easy to give a \$13.95 cent credit on the dinner tab. Look for spirit and caring in employees. That way, your consumers/patients...the thought of *"What about Me?"* will never cross their minds.

STRAIGHT FROM THE HEADLINES

POLYCARBONATE DVD PROTECTS FIREFIGHTER FROM BEING SHOT

Walterboro, S.C. (AP) - A South Carolina man is thankful for a DVD that ended up taking a bullet for him. Colleton County Fire and Rescue Director Barry McCoy says he was leaving a Waffle House restaurant in Walterboro when two men ran in fighting over a gun. Police say a bullet hit one of the struggling men, shattered a window and then hit McRoy.



The bullet hit a DVD McRoy was carrying in his pocket. He suffered a bruise but didn't realize he had been shot. As he told the police officer what happened he noticed a bullet hole in his jacket, the shattered DVD case and a piece of the bullet.

"I was saved by the DVD," McRoy says. "How lucky can you get?" One man was arrested on assault and battery and gun charges.

The DVD was nicked. It was a gift from an employee who had recorded a TV show about fire extinguishers.

Reprinted from the Sioux City Journal 2/21/08

NOW AVAILABLE THROUGH PECH OPTICAL CORP.

MOST ACCURATE SURFACING TECHNOLOGY

- a Surfacing accuracy to 1/100th of a diopter
- a Previous surfacing accuracy was 1/6th of a diopter

PRODUCES CUSTOMIZED PROGRESSIVE LENSES

- a Tailored to patients Rx, PD, frame and seg height
- a Entire design on the backside, closer to the eye for better peripheral performance



DIRECT SURFACE LENSES

- a AO Easy HD (Sola)
- a Autograph/Autograph Short* (Shamir)
- a Autograph with Attitude* (Shamir)
- a Autograph Single Vision* (Shamir)
- a Autograph Single Vision with Attitude* (Shamir)
- a Autograph Office* (Shamir)
- a Compact Ultra HD (Sola)
- a Definity (Essilor)
- a iD Lifestyle (Hoya)
- a Kodak Unique (Signet Armolite)
- a Proceed Internal (Seiko)
- a SolaOne HD (Sola)
- a Succeed* (Seiko)
- a Succeed WS (Seiko)
- a Varilux Comfort 360 (Essilor)
- a Varilux Ellipse 360 (Essilor)
- a Varilux Ipseo (Essilor)
- a Varilux Physio 360 (Essilor)

**These lenses are done in-house. All other lenses are sent to an outside manufacturer.*

FRAMES & BEVELS

The Pech Optical team has been working diligently to educate ourselves on every aspect of specialty bevels. These types of bevels play an important role in producing eyewear that not only provides the wearer with the best possible vision, but the eyewear looks and feels great too!

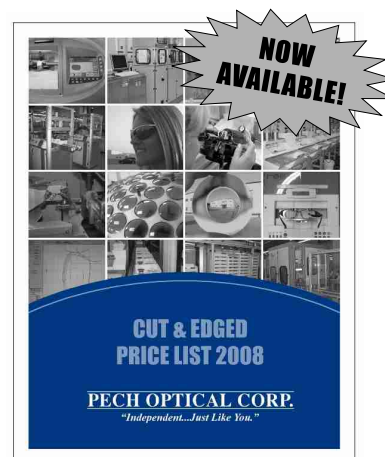


The need for specialty bevels is the result of the effects of base curves on certain Rx lenses and frames. Understanding and learning to work with these frames when inserting lenses is paramount to dispensing premium eyewear. Pech Optical offers a "Frames vs. Bevels" webinar which provides a better understanding of specialty bevels and how they can benefit your patients. Visit <https://pechopticalwebex.com> for a list of upcoming webinars.

PECH 2008 PRICE LISTS

With all the improvements being made in the optical industry, it was time for our price list to evolve as well. The new books include minimum fitting heights, color availability and suggested retail to assist you while working with patients. We have added a new "insert section" to provide you with helpful information and forms that can be torn out for your convenience. We have also included information on the advanced technologies that we have invested in to provide our customers with top-of-the-line products.

All prices went into effect on February 1, 2008. If you have not yet received a copy of the new price lists, please contact us at 800-831-2352.



THINK FOR NUMBER FOUR

Jet fighters fly in fours, and each four-jet formation has a leader who holds life-and-death responsibility for the formation. Once in a great while, during a complicated aerial maneuver, an entire formation of four jets will crash. That's because the second, third, and fourth jets are "flying the leader's wing," and will follow the number-one jet anywhere – even into the ground. So the leaders must adopt a "think for number four" mindset: Before they make a move, they have to consider how it will affect the other jets in the formation. Managers would be wise to adopt the same mindset: Before making a decision, think of how it will affect everyone in your office – all of your "number fours".

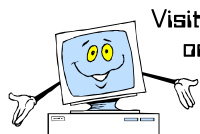


Adopted from Life & Work: A Manager's Search for Meaning, by James A. Autry

PECH OPTICAL CORP.

2717 Murray Street
Sioux City, IA 51111

800-831-2352
800-227-3081 FAX



Visit us at our website
or email us:

www.pechoptical.com
pech@pech.com

WANT TO EARN A QUICK BUCK?!

Here's how....All you have to do is answer the following three questions:

- 1) What saved a firefighter's life from a bullet?
- 2) What one thing does a mirror coating reduce?
- 3) What time-saving measure is realized with the G-4 System?



All answers can be found in this newsletter. Simply submit your answers via email to: kg4eyes@aol.com by Friday, March 28th. Please include your name, the name of your office, and the office location. Correct responses will be entered into a drawing for a **\$25 American Express Gift Cheque!**

CONGRATULATIONS to Ken Tatro from Parkway Optical in Des Moines, IA! He was our winner for the drawing from the September 2007 Newsletter.