

LabTalk

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LEADING THE WAY IN LENS EDUCATION

FIVE LAB EXECUTIVES SHARE BEST
PRACTICES FOR KEEPING ECPS INFORMED



A Publication of

Frames Data

FEATURES
THE LATEST IN LENSES
SPOTLIGHT ON... COLA
ATTRIBUTE AGREEMENT ANALYSIS

EDITOR'S LETTER



For this issue of LABTALK, we asked the \$10 million question: Should labs lead the way in lens education for ECPs?

In short, of course, the answer is... YES!

And though we won't promise you that knowing that, and bolstering your customer education offerings accordingly, will earn you a cool \$10 million, we can show you how being a lens educator can help your business grow, at least if the experience of several labs across the country is any indication. For a look at what some of your peers are doing to educate customer ECPs, please see "Leading the Way in Lens Education," our cover story this issue, on page 6.

One lab that has long been at the forefront of lens education is Laramy-K Optical. The Indianola, Iowa-based wholesaler has just released a new video series as part of its OpticianWorks

educational program called "How They're Made: Surfaced Lens and AR Coatings." The real magic of OpticianWorks is that it uses modern tools—namely, YouTube—to provide opticians with unique, and vital, knowledge. For more information on what Laramy-K is doing, check out our "Lab Notes" section, which begins on page 29.

Speaking of the latest in lenses, we hope our wrap-up of new products introduced at Vision Expo East, which begins on page 12, will help you as you think about new educational initiatives, and new products for your lab. And, finally, our process expert, Robert Minardi, discusses the latest quality control/assurance metric, Attribute Agreement Analysis, beginning on page 18.

Thanks for reading, and enjoy the issue,

—Brian P. Dunleavy

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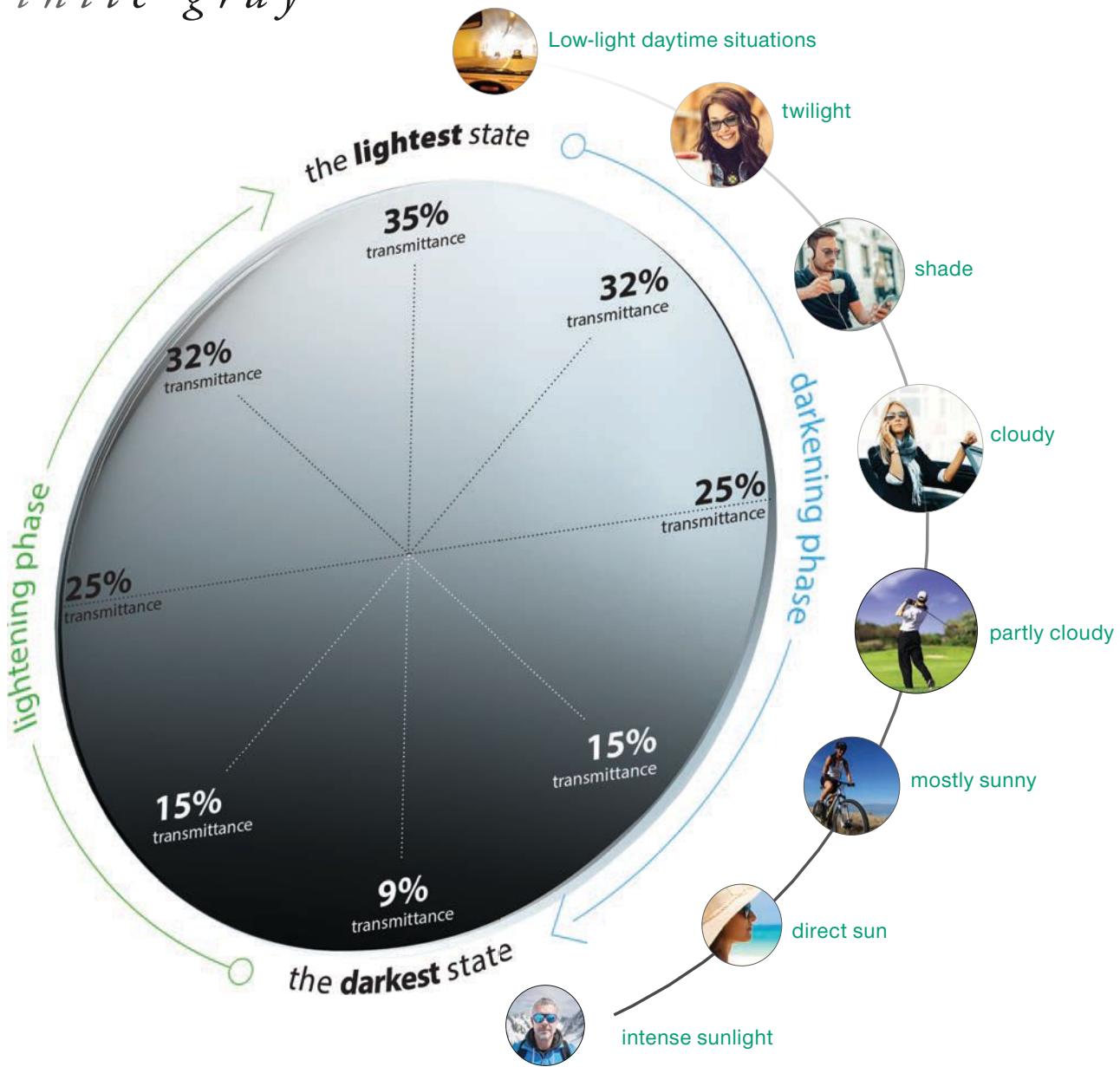
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- A GUIDE TO THE LATEST SURFACING SYSTEMS
- SPOTLIGHT ON... VEW PREVIEW

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LEADING THE WAY IN LENS EDUCATION

FIVE LAB EXECUTIVES SHARE BEST PRACTICES FOR KEEPING ECPS INFORMED

By JULIE BOS

Being a leader in any field requires staying out in front. That means remaining ahead of trends, keeping up-to-date on new offerings and being at the head of the class with customer education.

Yet when it comes to keeping up with the near-constant barrage of new lens technologies and products, it's easy to feel behind the eight ball. And it doesn't take long to become completely out-of-touch (and out-of-date).

It's true for anyone, but especially ECPs and opticians who are often so busy with daily responsibilities and patient visits, they may let education fall by the wayside. Education goes on the "to-do" list—but never quite gets done. We've all been there.

And this is where labs can fill an all-important role, by bringing education to their customers. We talked to five laboratory executives about how their labs keep their ECPs engaged and informed.

Stewart Cage, President, Eye Save Optical (ESO) Laboratories

Education Format: "Because we're an independent laboratory, we focus more on our in-house digital technology by providing literature, office visits and training, as well as phone support for special fits and assistance with product options. We rely on our sales force to provide easy-to-understand product information, as well as educational office visits, to explain lens technologies. While this has always been our process, it's become even more concentrated with the influx of so many new lens technologies. The ECP can get overwhelmed with all that's available so education of these products is key to their success with them. We also partner with our digital lens

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designer and lens brand manufacturers to offer classes in designated geographical areas, and we invite the local ECP's offices for a dinner and lens education with one to two CE credits available. This has worked well. We've also found that traditional lunch-and-learn events at the ECP office works well because those are not after-hours. Finally, we encourage ECPs to participate in their local optician conferences where CE courses are offered."

What's Working: "We've found that both after-hours trainings and (daytime) lunch-and-learn classes work well. The most important part is continuing to build a positive business relationship with customers."

Value for ECPs: "ECPs are hungry for lens knowledge and appreciate our effort in getting it to them. The personal delivery works best because educating them one-on-one gives them confidence about us and our lens technology. We are often reminded by our customers about our outstanding customer service and assistance in lens choices."

Demonstrating Leadership: "We've found that educating our ECPs on new lens technology is as critical to our success as theirs. We strive to always be available for them—both during and after office hours. Regardless of the hour, customers can reach out to us and get answers on lens technologies on the spot. We may not be the largest lab around, but we feel we're one of the best—and our commitment to ECP education demonstrates that."

Matt Iovaldi, President, Midland Optical

Education Format: "We offer lunch-and-learns, one-on-one training (by sales territory representatives), webinars, educational meetings and informative literature. We also lean on the Essilor Expert program, an all-encompassing practice builder that helps individual practices with education, training, marketing, performance and analytics. One of the primary responsibilities of our Sales Territory Representatives is to educate our customers and their staff on new lens technologies and other practice management techniques. All of our reps

have a high level of industry experience and a deep passion for helping and educating customers. They often coordinate and work with lens brand representatives to join the trainings. Additionally, we conduct lab tours during the year to further educate ECPs and their staff on how lenses are made. We've learned that doctors and opticians find it helpful to see the lab in person, and gain a better understanding on the production of making a great pair of glasses."

Live Classes Monthly: "Midland Optical also offers live classes at our lab facility. Our customer service manager has conducted a Dispensing 101 and Dispensing 102 class monthly in our lab for almost 20 years. She is responsible for hosting monthly dispensing classes (beginner and advanced), as well as ABO prep courses. All trainings are conducted at the lab, but we will also take the show on the road to meet the demand in a specific area. These classes are designed to provide entry-level training (101 class) and follow-up training six months later (102 class) for new opticians. Topics include terminology and anatomy of the eye, basic dispensing and lensometry skills, and product knowledge training. We recently promoted our CS manager to the full-time role of Training Manager, in order to expand our offerings to both customers and lab employees."

Vicky Medsker, Training Manager, adds: "Most new opticians that attend the classes have had at least one month of in-office experience, so they have heard a lot of terminology that needs to be clarified. In our Dispensing 101 class, I use an Rx order form as a guide to explain about each field in detail, including Rx, PD and lens materials, and we also practice fitting, dispensing and adjusting. In Dispensing 102, we cover topics like lens surface designs, PAL concept development, technology advancements, PAL troubleshooting, computer/task-specific designs, UV protection, AR coatings and an introduction to the lensometer. We have a quiz at the end of each class, and give each participant a certificate."

What's Working: "Our classes have been well received by the attendees. Our training is especially effective at training new opticians and helping them achieve ABO accreditation. We believe there will always be a need for education, and we'll continue

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to place an increased investment and apply more resources in this area."

Value for ECPs: "We've made education a high priority as long as I've owned the laboratory (1989). Our approach is based on fundamentals. We try to make things simple, so they can be easily understood and adapted in the ever-changing landscape of lens technologies, managed care plans and dispensing techniques."

Demonstrating Leadership: "We always want to do right by our ECPs and their practices, as well as the patients who ultimately wear the product we produce. I believe our customers appreciate our hands-on approach to everything we do."

Greg Ruden, President, Expert Optics

Education Format: "Since Expert Optics first opened in 1979, we have always believed in a grassroots effort of education and training. We have 10 field account representatives who continually conduct in-office seminars with our clients. Most of the time, these seminars are conducted over lunch or early in the morning, before the standard hours when patients are scheduled. Typically our reps work from a PowerPoint presentation, with handouts, and also use lens samples as part of the discussion. In addition, our customers consistently make trips to our laboratory to take tours of our facility, see new equipment and learn about equipment capabilities that can enable them to raise their level of patient satisfaction. These visits usually include a classroom training session. We also have a blog on our website, featuring articles written by Bob Hughbanks, our Manager of Training and Education.

Value for ECPs: "At Expert Optics, we make decisions based on the 'three C's' by asking: How will our decisions affect our Clients, their Customers and our Co-workers? This seems to create positive results. Our clients enjoy being exposed to the new technological advancements that our lens casting

partners bring to the market, and also being able to share these innovations with their patients."

Demonstrating Leadership: "I believe that our clients thoroughly enjoy being the first to bring visual solutions to their patients—solutions that they can't receive from simply any optical outlet. Being an independent laboratory affords us the opportunity to bring all great products to our accounts, regardless of brand. Not many laboratories in the country can accomplish that."

John Art, President, Interstate Optical

Education Format: "We use many avenues for communicating product and technology information, including our website, new product information sheets, email blasts and our on-hold messaging. However, our primary and most differentiating initiatives around customer education revolve around two areas—sales representatives and in-lab basic dispensing classes. Our sales reps regularly communicate details to our customers, both at the practice owner level and at the dispenser level. They often leverage one of our basic dispensing educators or a lens manufacturer representative, as well, if they're conducting a more in-depth office training. For the past 20 years, we have also offered our basic dispensing classes. These classes are held at both our Ohio and Indiana lab locations four times a year. Each class is limited to 15 to 20 people, and are held over three days—each day focusing on a different area. Day one covers 'Elementary Optics and Lens Design.' Day two covers 'Practical Dispensing and Frame Fitting.' And, day three covers 'Enhancing the Patient Experience.'"

What's Working: "When travel distance or other issues make our in-lab classes impractical for customers, we can leverage online resources, like Essilor ECP University. However, both we and our customers like the personal interaction that our in-lab classes provide. Customers also feel that we give them a less 'marketing-focused' opinion on new products and technology versus online education, and they also value the conversational

feedback and comments between class attendees, which isn't possible with online classes."

Demonstrating Leadership: "Education is a major focus for us and we do our best to create valuable solutions to help customers stay up-to-date on new products and technologies. We do our best to be considered by customers as true business partners. Our educational resources—both with our in-lab basic dispensing classes and our rep-driven in-office classes—are a key part of our mission to make our customers' daily lives easier."

Braxton Walley, National Director, Dispensary Services, Superior Optical

Education Format: "Technology and education for our ECPs go hand in hand. In an industry where technology is growing at such a fast pace, we educate our customers through our website, our partner brand representatives and in-office seminars. Our most effective tool is our lineup of product seminars, where we stay after the training and work one-on-one with the opticians and their patients."

Value to ECPs: "Giving our ECPs the informational tools is only the beginning. Actually showing them how to use those tools by working in their practice with their patients has proven to be a recipe for success. Our customers appreciate this method of training because they can see the process and the results that it generates toward their practice."

You too can bring the education to your customers—and make it easy (and fun) for them to learn about the latest technologies—by implementing some of these strategies in your lab. You (and your customers) will be glad you did. ■

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FEATURE



Looking at Lenses

2018 has already seen the launch of several new products; here's an overview

By **BRIAN P. DUNLEAVY**

Keeping up with the pace of spectacle lens innovation can be a daunting task.

Manufacturers constantly release new designs, update existing products or add new availability to existing lines. In fact, it's possible the information in this story will be out of date by the time you read it—although we certainly hope not!

With our cover story in this issue focusing on the lab's role in lens education, we decided to take a look at some of the new products you'll be talking about with your customers in the coming months.

Essilor Essential Blue

Essilor is going "all-in" on blue light protection. With the launch of Essential Blue, all of the company's spectacle lenses will be offered with a blue light protection option that filters three times as much harmful blue than a conventional clear lens.

Prior to Essential Blue, Essilor offered blue light protection on its Varilux digital, Eyezen single-vision and Crizal Prevencia lines. The new coating is designed to meet the needs of today's eyeglass wearers, and their growing use of digital devices (which emit blue light),

by filtering out harmful rays (415 to 455 nanometers) while allowing in rays that are beneficial to eye health (465 to 495 nanometers). The company cites survey data that indicates that 35 percent of consumers are aware of the dangers of blue light for the eyes.

For more information, visit www.essilorusa.com/eye-care-professionals/product-resources/essential-blue-series.

Kodak Unique DRO

Speaking of digital device use, Signet Armorlite has released Kodak Unique DRO (for “Dynamic Reading Optimization”) and Unique DRO HD progressive lenses, which are designed to provide support for “prolonged, comfortable use of the reading area” through an “optimized” reading zone, while providing wearers with vision for all distances.

Kodak Unique DRO features a full backside progressive lens design, Vision First/i-Sync technology, six corridor lengths and availability in more than 60 materials. DRO technology improves the overall optical performance of the lens while significantly reducing oblique astigmatic errors in the reading area, according to the company.

Compared to the Kodak Unique Lens, DRO increases the effective reading area by an average of 17 percent and decreases total oblique astigmatic errors in the reading zone by an average of 54 percent, Signet Armorlite reports. As a result, Kodak Unique DRO allows wearers’ eyes to comfortably focus in the reading area for longer periods of time.

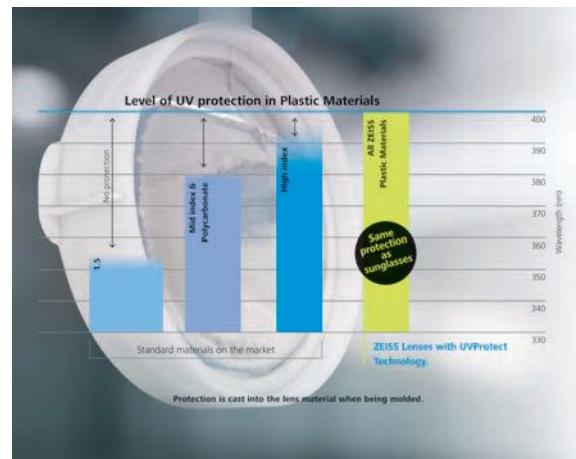
For more information, visit www.SignetArmorlite.com or www.kodaklens.com/pro.

Zeiss UVProtect

Protection is also at the center of Zeiss’ latest innovation—UVProtect Technology, which the company bills as the first-ever complete sunglass-level ultraviolet (UV) protection (400 nanometers) available for clear organic eyeglass lens materials. Zeiss will now be offering this level of UV protection on all its lens designs and materials.

The World Health Organization has established 400 nanometers (UV400) as the recommended standard for UV eye protection—the highest protection available in premium sunglasses. To date, 380 nanometers (UV380) has been accepted as the standard level of UV protection for clear lenses by the American National Standards Institute (ANSI) and the International Organization for Standardization (ISO), due to the fact that this was the highest level of protection that lens manufacturers could achieve in the most commonly sold lenses without compromising clarity, according to Zeiss.

The company cites data from The Vision Council, which highlights that the 380 nanometer UV protection found in most clear spectacles results in eyeglass-wearers being exposed to as much as 40 percent of the most harmful UV rays. This exposure is directly linked to photoaging, cancer, and cataracts.



Zeiss UVProtect

With UVProtect Technology, Zeiss is hoping to establish a “new effective standard” for UV protection in clear lenses across all lens materials. As part of this effort, the company has no plans to patent UVProtect, with the idea that other lens manufacturers will adopt the technology. For more information, visit www.zeiss.com/UVProtect.

Coppertone Trivex

Speaking of protection from the sun’s harmful UV rays, Vision-Ease has expanded Coppertone Polarized Lenses line with new offerings in PPG’s Trivex® material. The material’s extreme durability and chemical resistance combined with Coppertone’s advanced sun protection help create a lens that’s ideal for active eyeglass-wearers.



Vision Ease Coppertone

Coppertone was previously available in polycarbonate.

Like Coppertone polycarbonate lenses, Coppertone Trivex lenses block 100 percent of UVA and UVB rays, and filter blue light. The lenses also eliminate more than 97 percent of blinding glare, and are recommended by the Skin Cancer Foundation as an effective UV filter for the eyes and surrounding skin. Coppertone Trivex lenses are available in gray and brown semi-finished single-vision, and can be used with all sunglass and frame styles, from wrap to rimless and beyond. For more information, visit www.visionease.com.

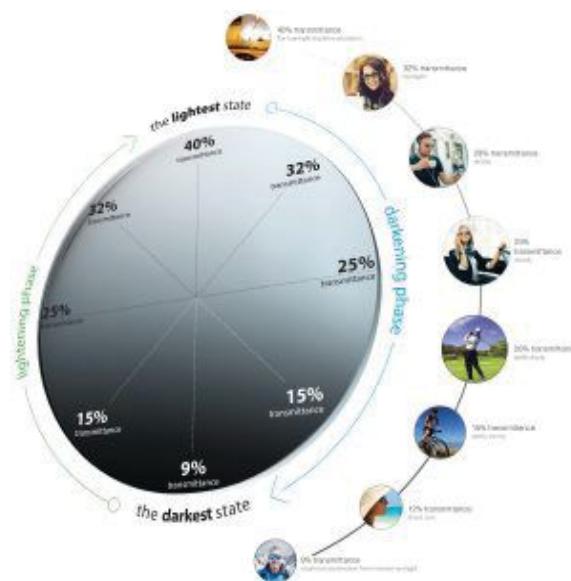
Younger NuPolar Infinite Grey

The sun is also the focus of Younger's latest launch, NuPolar Infinite Grey.

According to the company, the new lens is designed to combine its "award-winning" NuPolar polarization technology with state-of-the art photochromics, thereby adding "adaptability" to corrective sunlenses. NuPolar Infinite Grey offers the widest possible range of light transmittance while maintaining 99 percent polarization efficiency, the company reports.

NuPolar Infinite Grey was developed in response to complaints from prescription eyeglass wearers that their sunlenses were "either too light or too dark, typically at the wrong times," Younger said. As Rx wearers, they don't have the option of removing their sunglasses when lighting conditions change, making adaptability key. At their lightest state, NuPolar Infinite Grey lenses allow for 35 percent light transmittance, compared to only 9 percent at their darkest state.

For more information, visit www.youngeroptics.com/nupolar.aspx.



Younger NuPolar Infinite Grey

Sensity Dark and Shine

Hoya, meanwhile, are looking at light a little bit differently, with the launch of Sensity Dark, which they bill as "the next generation of light-reactive technology," and Sensity Shine.

The new lenses are designed to "break down the barriers and objections patients had with old photochromics," the company said.

According to Hoya, Sensity Dark will darken more outdoors, activate behind the windshield of the car and fade back to full clarity. The lenses are available in bronze-brown, silver-grey and emerald-green.

Sensity Shine lenses also activate behind the windshield of the car, while offering wearers a "fashion-forward look," with mirror coating. The lens colors for Shine—grey, brown and green—are designed to provide "ideal contrast and glare reduction without sacrificing precise vision." For more information, visit www.hoyavision.com/discover-products/for-eye-care-professionals/photochromic-lenses/. ■

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Fascination for Innovation



Attribute Agreement Analysis

A new quality control/assurance metric

By ROBERT MINARDI

There have been amazing advancements in freeform lens designs. They can provide optics and cosmetic appeal superior to their counterparts of just a few years back.

We want to provide these lenses to our customers at the highest quality possible. To do that, we must ensure our labs' inspection process is, first and foremost, accurate, and in line with industry standards. Also, we must certify that our labs are meeting these standards consistently and with negligible variance among inspectors.

To say this another way, our inspection methods should be Repeatable and Reproducible. These two terms can be defined as follows:

Repeatability – Can an individual inspector arrive at the same results, testing the same parts with the same equipment?

Ex: If we ask our inspector, Ben, to inspect 10 lenses, three times each, with the same lensometer, will he always pass or fail the same lenses? Will he be able to repeat the same results every time?

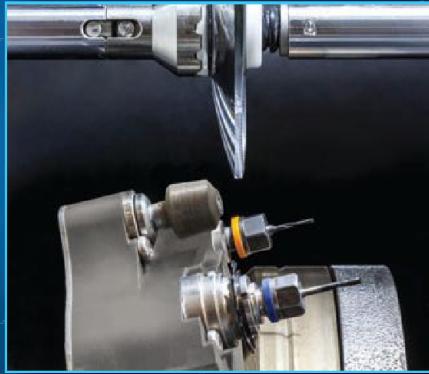
Reproducibility – Can multiple inspectors arrive at the same result as a baseline value, using the same lenses and same equipment?

Ex: If we ask Roxy, Dan and Bob to inspect 10 lenses, will they arrive at the same results as our most seasoned inspector Brian? Can our quality standards be reproduced across all inspectors?

How do we verify repeatability and reproducibility? I'm glad you asked. We'll do an Attribute Agreement Analysis (AAA). One thing we need to be clear about from the start: An AAA is used to verify the measurement system and not the lenses. The quality

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of the lens doesn't matter. What matters is that your inspectors all agree on what's good or bad, both with each other (and themselves) and established quality standards. Also, the AAA we're doing is only considering binary data—meaning: pass/fail or good/bad.

Setting up the analysis

First, create a matrix with the items to be tested on the vertical axis and the inspectors on the horizontal axis. For simplicity sake, we're just going to be using five lenses and two trials. When you do this for real, you should use at least 10 lenses and three trials. The more lenses used and trials performed, the more useful and accurate the analysis becomes.

Lens Item	Expert	Jeff 1	Jeff 2	Stephanie 1	Stephanie 2
A					
B					
C					
D					
E					

Notice the numbers following our inspectors' names. This stands for the first and second trial. Meaning, the same five lenses will be tested twice. The lenses are inspected twice to test for repeatability of the inspection results. Conversely, we have multiple inspectors (Jeff and Stephanie) being compared against our expert's results to test for reproducibility, the expert being a highly qualified inspector whose judgment you can count on.

Also, if these lenses are relatively new to your lab, you may or may not have bad lenses for the analysis. You shouldn't do this study with all good lenses, so you're going to have to fib a little.

I recommend creating another table that simply has

A	+2.00 -1.00x90
B	-2.00
C	+1.00 -0.50x135 +2.00 Add
D	-0.25 -0.75x45
E	+5.00

the lens aliases (A to E) and the Rxs listed like so:

There's a couple reasons for this. First, if you don't have bad lenses, you can adjust the numbers in the Rx and make them "bad." Remember, we're not worried about if the lenses are actually good or bad, but whether our inspection process is reliable. Second, it helps mask the identity of the lenses. If an inspector is using a work-ticket, they could plainly see they're inspecting Mark Stevenson's Rx again and they're more likely to agree with themselves across trials.

At this point, the expert will have evaluated the lenses and determined which are good and which are not.

Perform the analysis

Now that we have everything set up, have the inspectors verify the lenses, using the same lensometer as the expert, and put a P (for pass) or F (for fail) in the appropriate boxes for each trial. In

Lens Item	Expert	Jeff 1	Jeff 2	Stephanie 1	Stephanie 2
A	P	P	P	P	P
B	P	P	P	P	P
C	F	P	F	P	P
D	P	F	P	F	F
E	F	F	F	F	F

the end, you'll end up with something like this:

So, what can we learn from this?

To start, the measurement system yielded an overall accuracy of 70% because we had 14/20 (x 100) lenses inspected that agreed with the expert's evaluation.

Starting with Jeff, he has an inconsistent result for lenses C and D across his two trials. And, he disagreed with the expert on his first trial and agreed on the second trial. This means out of his 10 inspections, his results agreed with the expert 80% (8/10 x 100) of the time and with himself 80% of the time.

Looking at Stephanie's results, we see that she's in agreement with herself 100% of the time, as she passed and failed the same lenses across both of her trials. On the other hand, she's only in agreement with the expert 60% ($6/10 \times 100$) of the time. She's obviously doing something wrong, but hey, she's doing it consistently!

Okay, so this tells us something. While Jeff's results aren't bad, 80% agreement and above is generally accepted as satisfactory, Stephanie may need some additional training.

Also, there's another pattern in our results. Notice how lenses A, B and E are agreed upon across the board, yet lenses C and D have the most error in relation to the expert? This could point towards another training discrepancy. What's different about those lenses that's causing confusion and incorrect results? This warrants investigation for sure.

In our example, we used pass/fail for simplicity, but you could do an AAA any number of ways. For example, create a matrix like we did here, but instead of pass/fail, have your inspectors verify a selection of lenses and evaluate the entire Rx. Have a fancy new AR coating? Set up a matrix and evaluate how well your inspectors spot flaws.

I'm confident you can see the benefits of doing this type of analysis. Reduced remakes, reduced unhappy customers, and therefore, by proxy, reduced blood pressure (yours!) would be enough to give this a whirl. ■

Robert Minardi, ABO-AC, is currently a Software Engineer at Ocuco Ltd. He's been in manufacturing for about 25 years, and is a Lean Six Sigma Black Belt with a background in quality control.

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SPOTLIGHT ON...



PROGRESSIVE IDENTIFIER GOES DIGITAL

A valuable old tool is getting a new look—and, like the lenses it catalogs, it is going digital.

The Progressive Identifier Catalog, an annual publication produced under the auspices of the VCA, is moving from print to online with the 2018. The new format will add value to the resource for users, enabling a number of new functions, including, a fully searchable database of progressives; search capabilities allowing users to find lenses by brand name, manufacturer and even “symbol” (the marking on the lens surface) and live updating; VCA members can even add their own, private-label progressive brands to the catalog.

SPOTLIGHT ON... COLA

TEMECULA, Calif.—Lab executives from California and the western states gathered here April 26-27 for the COLA annual spring meeting.

Following the yearly golf outing at the famous Temecula Creek Inn, attendees celebrated the winner of the association's Goodfellow Award. The honor is given to a lab executive and/or business leader who goes above and beyond to help others grow the industry. This year's honoree is David Rips, President of Younger Optical, which today is the world's largest independently owned spectacle lens company. A 2013 inductee into the OLA Hall of Fame, Rips started at Younger, the family business, in 1959. In the ensuing years, he famously balanced two part-time careers—one, in the optical industry and, the other, as a professional poker player.

He was uniquely successful in both. Under his leadership, Younger received 12 OLA Director's Choice Awards for a number of product innovations. In accepting the award, Rips said, “Since the 13th century, people who sell and make eyeglasses have been among the most important people in society. What industry would I rather be in?”

In addition to continuing his leadership role at Younger, Rips told the audience of lab executives and vendors that he plans to use social media to “teach the world about how great the optical industry is,” with a particular focus on the important innovations that give eyeglass wearers the “gift of sight.”

Steve Sutherlin, lab division liaison for The Vision Council, COLA's parent organization, remarked, “I can't think of an individual more deserving of the Goodfellow honor than David. He is a true innovator and entrepreneur. His contribution to, and his passion for, our industry is unmatched. I marvel at what he has accomplished in his career, and am honored to call him my friend and colleague.”

The next day featured an agenda of informative speakers, including Hedley Lawson, an attorney and Managing Partner, Aligned Growth Partners, who addressed legal issues relating to California's new recreational marijuana laws, the state's new salary history ban (for prospective new hires) and sexual assault/harassment in the age of the #MeToo Movement; Rick Van Arnam, VCA legal counsel, who provided an update on California Prop 65 product labeling legislation; and Bill Oakes (Qualcomm) and Sabine Rentschar (VSP), of the American Society for Quality, who shared their thoughts on “continuous improvement” in business. Finally, speaker Mike Karlsrud, a business consultant, focused his talk on “Danger in the Comfort Zone.” ■

LABTECH

Professional Carts Expands Lab Division Services



Professional Carts Inc., a top distributor of Salesmaker carts in the country, recently expanded its laboratory division to better accommodate customers in that arena. Professional Carts Inc. clients include NASA, Los Alamos National Laboratory, Lawrence Livermore National Laboratory and Sandia National Laboratory.

Salesmaker carts come in several different models to accommodate transport of items of various sizes and weights. Operating much like a gurney used for ambulance transport, the carts can be raised or lowered in three-inch increments to adjust to the height of the

surface where the item to be transported sits. This enables movers to slide heavy or bulky items onto the cart rather than to have to lift it. The same technique can be used to deliver the items to their destinations—lowering or raising the cart to the height of the surface and then sliding the item off the cart.

Salesmaker carts can accommodate weights up to 1,000 pounds. Depending on the model, the carts weigh anywhere from 36 to 85 pounds. Designed for durability and years of use, the carts neatly and easily fold for easy storage. Models in the Salesmaker carts line include: the Salesmaker PC Cart 294; Salesmaker Maxx 1000; Salesmaker Stairclimber 286; Salesmaker Low Profile 288; Salesmaker Easy Loader and the Salesmaker Heavy Duty 290. Professional Carts Inc. also offers additional carts lines including the Demtruk Variable Height Carts, which are built with either 300-lb. or 500-lb. weight capacity.

For more information, visit www.ProfessionalCarts.com.

Santinelli Introduces LEXCE Integrated Lens Edger, Blocker and Drill

The all new LEXCE, available from Santinelli International, is equipped with integrated 5-Axis Drilling and high performance Grooving with fully automated auto clamping 3-D Tracing, along with a hi-definition CAD Blocker, multi-function Shape Modification (shape editing) and Drill Hole Imaging (optical tracing with hole detection). The unit is able to grind all materials, safety-bevel and edge polish.

Designed with easy operation using a step-by-step Wizard for entry level beginners, or Professional Mode for advanced experts, Santinelli's newest all-in-one machine is their most compact, feature rich, multifunctional edging system yet.

Thanks to design and engineering developments, LEXCE is technologically advanced, has unprecedented



LABTECH

consistency and size accuracy and encompasses advanced cycle-time processing that is 15-30% faster, giving you higher productivity. The LEXCE model is offered in multiple configurations for new, as well as existing labs, and is positioned in the middle of Santinelli Internationals vast product line offering. It is one of the most competitively priced, all-in-one drilling edging systems on the market today.

"Our new LEXCE model ranks perfectly in our product line, filling the gap that once existed," said Santinelli President and CEO Gerard Santinelli. "The numerous combined features of this model make it an obvious addition. Santinelli International is very proud to announce the LEXCE Integrated Lens Edger as our newest addition to our current diverse product line."

Signet Armorlite Introduces KODAK KolorUp™ Sun Lenses

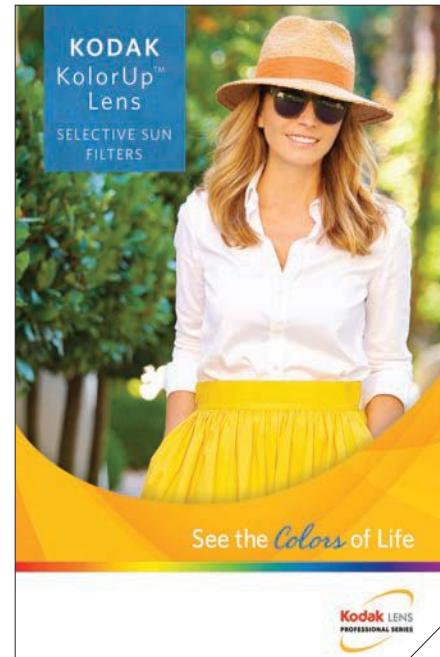
Signet Armorlite, Inc. (SA) announces the addition of Kodak KolorUp Lenses to the Kodak Sun Lens product portfolio. Kodak KolorUp Sun Lenses are a unique range of sun filters to enhance color vision outdoors.

Using a proprietary in-mass tinting technology, Kodak KolorUp Sun Lens enables greater definition between colors. Kodak KolorUp Lens brightens color recognition while at the same time, reduces uncomfortable glare and protects eyes from UV rays. The special in-mass technology process guarantees greater color consistency throughout the lens, no matter how thin the prescription lens and will not fade over time. The unique tinting process also enables easy viewing of digital devices outdoors.

Kodak KolorUp Sun Lens is available in three tint options: gray, gray-green and brown. The polycarbonate material is lightweight for comfortable long-term wearing and impact resistance, making it highly suitable for outdoor activities. Lens design availability includes full-backside KODAK Progressives and digitally-produced single-vision lenses.

To help explain the unique color enhancement properties of Kodak KolorUp Lens to patients, a lens demonstration kit is available. The demo kit includes bright imagery and product information along with three KolorUp Lenses and one polarized poly lens for color comparison. All four lenses are able to be displayed as well as removed from the kit to help the patient experience Kodak KolorUp Lens in the outdoors.

As part of the Kodak Lens Professional Series, Kodak KolorUp Sun Lenses are available exclusively to independent ECPs. To learn more about Kodak KolorUp Sun Lenses or the Kodak Lens Professional Series, please visit www.signetarmorlite.com or www.kodaklens.com/pro. **To order Kodak KolorUp Sun Lens product literature or to request a demo lens kit, please visit www.salitonline.com.**



Quest, Luxexcel Host Event at Oocco Users Meeting



Quest Vision Care Specialty Lab and Luxexcel hosted a fun, but educational opening reception on May 4th for attendees at Oocco's "Innovations Labzilla" user group meeting, an annual two-day seminar at the Sheraton in Clearwater Beach, Florida.

The reception, located at the Quest facility, began with an opening lecture from Guido Groet, the Chief Commercial Officer of Luxexcel, who presented the company's VisionPlatform™ 3D printing system for the production of spectacle lenses. Groet outlined the growth and development of the platform, highlighting the latest capabilities of the technology. Quest recently installed the Vision-

Platform in its Largo, Florida facility.

Following the Luxexcel presentation, attendees were given a demonstration of the 3D printer as well as a tour of the Quest lab. "This is the first time we have ever hosted an event like this, but based upon the response of all of the lovely industry professionals who attended we are hoping to make this a permanent addition to Oocco's Innovations user group meeting," said Michael Walach, President and Founder of Quest Vision Care Specialty Lab

Quest provides optical laboratories with specialty ophthalmic correction Rx lenses that are out of range for production equipment, require specialized tooling equipment or highly specialized skills and knowledge, such as high-power lenses, slabs, strong cylinders, out of range prisms, thinned blended edge prisms, prism segs and Rx diving masks. [For more information, visit www.questopticallab.com](http://www.questopticallab.com).



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Keith Posin Named President of GSRx, Inc.

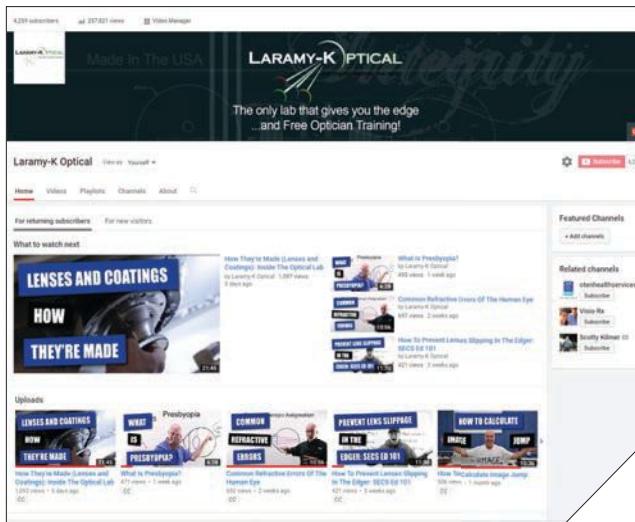


Global Source Rx CEO and Founder David Jochims has announced that Keith Posin has assumed the role of President of the fast-growing company.

Posin is a 21-year veteran of the optical industry. He began his career as a sales manager for SOLA Optical, and later oversaw all sales efforts in the Southwest and Rocky Mountain regions. In his role with GSRx, he is responsible for sales, marketing, customer service and lab operations.

For more information, visit www.gs-rx.com.

Laramy-K OpticianWorks Goes Behind The Scenes To Produce “How They’re Made: Surfaced Lenses and AR Coatings.”



As part of their free, weekly, optician training video series distributed via Facebook and YouTube, Laramy-K Optical's John Seegers, Director of Education, and Keith Benjamin, Director of Marketing, have released a new video covering the process of lens surfacing and AR coating application.

The 21-minute video, shot in the style of “How It’s Made,” takes viewers behind the scenes to document the process of making uncut lenses, both conventional and freeform, from ordering all the way to shipping. The video also takes an in-depth look at AR (anti-reflective) coating application, including spin-coated and dip-coated scratch-resistant layers.

“I have always felt opticians—and even ODs—should have a better understanding of the surfacing lab and everything that goes into a seemingly simple uncut lens,” said Seegers. “When they have that understanding, they feel more comfortable selling and ultimately can deliver a better product to their customers, which is what it’s all about. So, producing this video was a thrill for me.

Laramy-K's popular YouTube channel now features 63 videos with more being added each week. Topics include lens materials, in-office finishing, lensometry and much more.

LABNOTES

"We couldn't be happier with how well the videos have been received," noted Benjamin. "Even though the topics can be dry at times, with John's personality and the magic of editing, we try to make every video as entertaining as possible. Our goal is to help brick-and-mortar opticals compete in a world where online sales are becoming more prevalent. Education is the first step in that direction."

Laramy-K Optical, the only exclusively-uncut laboratory in the U.S., established in 1989 in Indianola, IA, is a leader in the use of freeform technology. The company offers a complete range of freeform and conventional uncut surfaced lenses and AR coatings, serving all industries.

OpticianWorks is the premier online education site for opticians. Established in 2008 and acquired by Laramy-K Optical in 2015 to help further its goal of improving optician education, OpticianWorks provides comprehensive optician training with courses that include optics, anatomy, optical products, sales, business management and in-office finishing.

For more information, visit [youtube.com/c/laramyk-optical](https://www.youtube.com/c/laramyk-optical) or opticianworks.com.

Plastic Plus Opens New State-Of-The-Art Optical Lab

Plastic Plus, Canada's largest independent optical lab, has opened a new, state-of-the-art optical lab manufacturing facility in Toronto.

The new facility doubles the lens manufacturing and coating capacity and increases both accuracy and delivery time. The company has been serving the optical industry for more than 40 years.

"We are incredibly excited to debut this new facility to the industry. More than three years of planning and construction went into creating what is now one of the top optical labs in the world," said Plastic Plus President Paul Faibish. "Every area of production has been enhanced to improve quality and service. With our advanced conveyor systems the process is now completely automated from lens tapping to mapping."

Plastic Plus has incorporated the latest lens manufacturing machinery from Satisloh, MEI, A&R, Schneider and OptoTech. Plastic Plus is committed to independent eye care providers, offering products from the highest level of lens technology including Seiko, Rodenstock, Shaw Lens and IOT.

"We strive to provide the best lens technology available. We manufacture in Canada. We do not send our work offshore and we do not operate retail in direct competition with our Canadian clients," said Faibish. "This lab is not just for us, but for our clients who believe like we do that independent optical is important and deserves the best products and service."

The lab held its first official tour during the Ontario Opticians Association's "Inside Optics" conference, on April 29th. For more information, visit www.plasticplus.ca.



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