

LabTalk

WWW.LABTALKONLINE.COM | SEPTEMBER/OCTOBER \$20



Digital Polish

Excellence

Visit us at Vision Expo West – Booth # LP8088

www.dactechnologies.com

800.800.1550

DAC
TECHNOLOGIES™

NEW!
DPX-PLUS
Advanced Lens
Polish for
Digital Surfacing



Features and Benefits:

- Specifically formulated for digital application
- New advanced technology with higher Baumé, 28° (+/- 1.0°), is easy to mix and keeps in suspension
- Longer lasting polish life with consistent performance
- Provides exceptional lens clarity with superior removal rate
- Non-corrosive, low-viscosity (easy-flow) formulation
- Easy to clean off lenses and equipment

Digital Polish

Excellence

LabTalk

WWW.LABTALKONLINE.COM | SEPTEMBER/OCTOBER 2018 \$20

BENEATH THE SURFACE

AS NEW PLAYERS ENTER THE FRAY, MAINTAINING YOUR LAB'S PLACE IN THE LENS PROCESSING EQUATION IS VITAL



A Publication of
Frames Data®

FEATURES

THE 2% CHALLENGE

EXPRESS LENS LAB AT 25

NEW PRODUCTS

EDITOR'S LETTER



Growing up, there was a guy in my neighborhood who started playing the horses at 13 years old. He'd use breaks between classes in school to rush to a payphone (remember those?) to place bets with a bookie.

Legal issues aside, the fact he did this was certainly eye-opening to the rest of us. But when we mentioned to him the risks associated with gambling away his relatively paltry earnings from the part-time jobs he, like most of us kids, had at time, he would reply, "It's just like investing in a business. Or like buying stocks."

Believe it or not, a lot of business-owners—yes, even lab owners—equate investments in their facilities, staff and/or equipment with wagering on long shots in sports or at the racetrack. In other words, they are risk-averse, and as such they effectively ask themselves, "I am struggling to compete in this industry. Why should I double down on my investment?"

It's appropriate that we consider this question in LABTALK as the industry descends on Las Vegas. In this issue, we speak to lab executives who have responded to competition by essentially betting on their futures, spending on marketing or the latest technology in an effort to stay ahead. This is also part of the theme for our "Modern Lab" event—held in conjunction with our sister publication Vision Monday. The event, which will be followed by a reception, starts at 5 p.m. on Thursday, September 27th, and it will be held at the Venetian/Sands.

Are these lab execs really like my old friend—gambling with their hard-earned cash? Maybe. But we don't consider wholesale labs a long shot in any race.

Thanks for reading, and enjoy the issue,

—Brian P. Dunleavy

FEATURES

[what's inside]

6



6 Beneath the Surface

How to maintain your place in the lens processing equation

14 The 2% Challenge

Reducing "intermittent" breakage

14



GOLD
SILVER
LONGER LIFE GOLD®
& STRESS RELIEVING
ALLOY®



SENSOR
HEADS
& FEEDTHROUGHS



IONIZATION &
THERMOCOUPLE
GAUGES



ION
SOURCE
PARTS



RATE/ THICKNESS MONITORS



ELECTRON
BEAM GUN
PARTS



GOLD
LONGER LIFE GOLD®
& STRESS RELIEVING
ALLOY®
LIQUID PLATING CRYSTALS

"...Savings, Quality, and Stock Delivery"

QUALITY CRYSTALS



Transitions[™] XTRActive[®]

POLYCARBONATE COMPOSITE FT28

WHAT'S NEW?

Transitions[®] XTRActive[®] FT28 bifocal lenses are now available in polycarbonate composite material.

Transitions XTRActive is the preferred photochromic lens for many patients, both for its extra protection against bright light and to enhance indoor visual comfort.

GOOD TO KNOW:

- *Transitions XTRActive* polycarbonate composite technology now available in FT28 bifocal
- Unique photochromic Trivex[®] layer provides unsurpassed *Transitions XTRActive* performance
- Processes just like polycarbonate
- 1.59 Index: Same as polycarbonate
- Superb segment cosmetics
- Integral chemical bond will not separate
- Excellent impact resistance
- Gray only



*This thin layer of specially adapted Trivex[®] has been optimized to deliver superb *Transitions[®] XTRActive[®]* performance.*

Available exclusively from Younger Optics,
call 800-366-5367 to order.

Photochromic performance is influenced by temperature, UV exposure and lens material. Transitions and XTRActive are registered trademarks of Transitions Optical, Inc. used under license by Transitions Optical Limited. Trivex is a registered trademark of PPG Industries Ohio, Inc.

**YOUNGER
OPTICS** 
The Optical Lens Innovators

DEPARTMENTS

20

Transitions[®]
XTRActive[™]
FLAT TOP 28
POLYCARBONATE COMPOSITE



This thin layer of specially adapted Transitions® has been specifically designed to enhance Transitions® XTRActive® performance.

LABTECH

Products and information for optical labs.

28 LABNOTES

News of note for labs.

Frames Data[®]
202 VOLUME XLVI NUMBER 1&C

CEO, INFORMATION SERVICES DIVISION • Marc Ferrara
PRESIDENT & PUBLISHER - FRAMES DATA • Thomas Lamond
ASSOCIATE PUBLISHER - FRAMES DATA • Vincent Priore
SENIOR VICE PRESIDENT, BUSINESS OPERATIONS - FRAMES DATA • Judith Michael
PRESIDENT/ECP BUSINESS SERVICES DIVISION • William D. Scott

ADVERTISING

VICE-PRESIDENT OF SALES • Dennis Murphy
REGIONAL SALES MANAGER • James DeMatteis
REGIONAL SALES MANAGER • Amanda Churchill

PRODUCTION/EDITORIAL

SENIOR VICE-PRESIDENT/EDITORIAL DIRECTOR • Marge Axelrad
EDITOR • Brian P. Dunleavy
GROUP EDITOR/LENSSES & TECHNOLOGY • Andy Karp
CORPORATE PRODUCTION DIRECTOR • John Caggiano
PRODUCTION MANAGER • Scott Tobin

ELECTRONIC SERVICES

CLIENT SERVICES MANAGER, FRAMES DATA • Daniel Lehrhaupt
CLIENT SERVICES COORDINATOR • Kenya Rivers
TRAFFIC MANAGER • David Velez
TRAFFIC COORDINATORS • Jahrine Jones
STUDIO MANAGER • Jordan Carrasquillo
DIGITAL ASSET MANAGER • Jory Shinaugh
DIGITAL PHOTOGRAPHERS • Courtney Fields, Meredith Cossich
SENIOR FRAMES LAYOUT MANAGER • Ryan L. Bouie
SENIOR DEVELOPER • Dean Goodwell
DEVELOPER • Mad Billian

CREATIVE SERVICES/CUSTOM PUBLISHING

DIRECTOR OF SALES • Lenor Fowler
VICE PRESIDENT OF CREATIVE SERVICES & PRODUCTION
Monica Tettamanzi
PRODUCTION COORDINATOR • Catalina Aguadelo
GRAPHIC DESIGNER • Olena Yang

MARKETING/CIRCULATION

DIRECTOR OF MARKETING AND KEY ACCOUNTS, FRAMES DATA • Thomas Doyle
MARKETING COORDINATOR, FRAMES DATA • Nicole Lamsis
PRODUCT MANAGER, FRAMES DATA • Jane George
PRODUCT SUPPORT SPECIALIST, FRAMES DATA • Gregory Stachowiak
PRODUCT COORDINATOR, FRAMES DATA • Madeline Karp



Senior Vice President of Operations, **Jeff Levitz**
Vice President-Human Resources Director, **Tammy Garcia**
Vice President-Circulation Director, **Emelda Barea**

The advertiser, manufacturer or importer represents and warrants to Frames Data Inc. ("FDI") that it has the legal right to use all trade names and trademarks employed in the advertisements or listings submitted to FDI and agrees to hold FDI harmless from, and to indemnify FDI against any loss, cost, expense (including attorney fees) or other liability arising out of a claim that the submitted advertising copy infringes any copyright, trademark, trade name, or other proprietary interest of any third party.

This book is supported by advertisers. FDI may consider advertising status in exercising editorial discretion to delete or refuse submitted material.

Frames makes every effort to report manufacturers' news accurately, but the editors do not assume responsibility for the validity of news claims. No part of this publication may be reproduced without permission of the publisher. Acceptance and publication of advertising and/or editorial does not imply endorsement of any product, service, or company by FDI.

To the extent permitted by law, FDI expressly disclaims any warranty concerning the accuracy of any listing and shall have no liability for or with respect to any inaccuracy or typographical error.

LabTalk is published six times per year. To subscribe, visit www.labtalkonline.com and submit an online subscription form.

Frames Data Inc., 440 Ninth Ave, 14th Floor, New York, NY 10001 Technical and Product Information: 800-821-6069 or Email: info@framesdata.com. © Copyright 2018 by Frames Data Inc. All rights reserved. Reproduction, redistribution, republication, rebroadcast, or other use is not allowed without express written permission from the publisher.

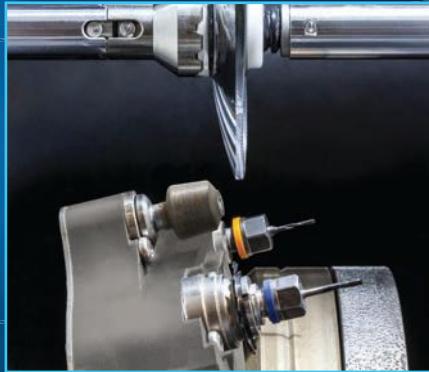
Frames Data Inc. is a subsidiary of Jobson Medical Information LLC

Coming in the November Issue of *LabTalk*

- **WHAT NEW TOOLS HAVE MADE THE BIGGEST IMPACT ON LENS PROCESSING?**
- **FINISHING TOUCHES: A LOOK AT THE LATEST TOOL INNOVATIONS THAT HAVE IMPROVED THE PROCESS**
- **A GUIDE TO NEW SURFACING AND FINISHING TOOLS**
- **KEEPING YOUR FINISHING BUSINESS IN-HOUSE**
- **SPOTLIGHT ON... LAB DIVISION HALL OF FAME**
- **SPOTLIGHT ON... MODERN LAB**

COMPACT, HIGH-VOLUME EDGER

PRO-E 600



The Pro-E™ 600 compact edger combines productivity with the highest level of precision, versatility, robustness and speed. It offers an easy and cost-effective integration into any lab configuration and is perfectly suited for jobs that require specialty edging and mountings.

A lab manager says:

"The high-wrap and high-curve jobs have been coming off the Pro-E edger on point with all first cuts. We have been doing all the challenging jobs on the Pro-E edger with great results."



ESSILOR
INSTRUMENTS



855-393-4647



essilorinstrumentsusa.com



info@essilorinstrumentsusa.com



BENEATH THE SURFACE

AS NEW PLAYERS ENTER THE FRAY, MAINTAINING YOUR LAB'S PLACE IN THE LENS PROCESSING EQUATION IS VITAL

By JULIE BOS

Just like every other service company out there, your lens processing lab doesn't operate in a vacuum—and real competitors are out there fighting hard for the same business.

As a midsize laboratory, you likely face competition from both ends of the market. Some of your competitors are the “big guys”—the huge wholesale labs and chain stores like Costco, Walman and Walmart, as well as large vision care plans (like VSP) and manufacturer-owned labs (like Essilor and HOYA)—all of whom process tens of thousands of jobs every day. But another facet of your competition comes from “smaller guys”—the opticians, optometrists and ophthalmologists who have installed surfacing labs in their own offices to service their own patients and remain competitive in their own markets.

You're sandwiched in the middle—fighting the battle on both fronts and trying to remain as competitive as possible. How can you stave off the competition? By

focusing on what your lab does best—and promoting your uniqueness loudly and clearly. Here are five ways to find your sweet spot and stay ahead of the pack.

No. 1: Focus on Your Expertise Advantage

Your lab doesn't have to be huge in size to have a big advantage. As a midsize lab, you can do a lot to differentiate yourself by promoting other things, like your creativity, customization and experience.

“Our lab averages just over 300 jobs per day and ninety percent of this work is edged,” says Laura Bush, General Manager of Encore Optics, a Nikon Optical Laboratory (South Windsor, Conn.). “When we meet with potential accounts, we promote the fact that most of our staff has worked in an optical laboratory for more than 25 years, and many of our seasoned staff have also have

NEW!

Kodak Unique DRO™ Lens

BE UNIQUE
IN YOUR
MODERN
WORLD



See the Colors of Life®

Kodak Unique DRO™ Lens – Modernizing the KODAK Unique Lens design

Kodak Unique DRO Lens provides incredible vision at all distances and is specially designed to support prolonged viewing in the near vision zone used for mobile devices.



New Technology

Dynamic Reading Optimization has been developed to improve the near vision zone and provides a progressive lens design capable of delivering fantastic vision fit for the demands of modern living.

17% An average increase in effective reading area of 17% over a range of prescriptions¹

An average of 54% reduction in total oblique astigmatic errors in the reading zone² **54%**

¹Based on an analysis of KODAK Unique DRO Lens compared to KODAK Unique Lens designs having 2.00D addition, with prescriptions ranging between +8.00D to -8.00D. Reading zone determined as the area having >1.88D addition and <0.50D oblique astigmatism.

²Based on an analysis of KODAK Unique DRO Lens compared to KODAK Unique Lens designs having 2.00D addition, with prescriptions ranging from +8.00D to -8.00D. Total oblique astigmatic error determined as the sum of errors at gaze angles ranging from 0-40 degrees in 5 degree steps.

worked with the majority of the products and suppliers available. This experience allows us to be very creative when it comes to processing some of the Rx and frame combinations that labs receive."

There's no doubt that experience and expertise really matter. Cherry Optical (Green Bay, Wisc.) is another lab that uses both to set themselves apart.

"We got on board with digital surfacing nearly ten years ago—at a time when it was a very new thing in the U.S. optical market and there were only a couple of small-to-midsize labs in the country doing it," notes Adam Cherry, Owner and President. "Being one of the early players and having more than ten years of experience—and learning from all the trials, tribulations and best practices of digital surfacing and freeform—has really positioned us in a place of confidence and expertise. We are so far ahead with technology, I think we sometimes take it for granted and assume everybody is doing it this way, but they're not. We promote this fact whenever we can."

No. 2: Focus on Your Technologic Advantage

Many midsize labs are using technology as a way to stand out from the crowd. One thing that's helping is increased availability of technology—and, therefore, a more level playing field.

The disparity between the capabilities of big labs and smaller labs has shrunk—it's more equal now. Ten to 15 years ago, leading technologies like premium anti-reflective coatings, digital/freeform processing and high-index materials, were fairly exclusive to the big guys, who had the specialized equipment and tooling to handle them. However, today, these technologies are readily available to everyone, regardless of size.

"Our lab is utilizing the latest technologies available to all labs," says Ken Lin, President of X-Tra Lite Optical (Huntington Beach, Calif.). "We have the latest Schneider digital freeform equipment, Schneider A-R coating equipment, and five-axis edging technology from Satisloh. Investing in new technology is a never-ending thing."

"We absolutely use technology as a competitive

THE LATEST TOOLS OF THE TRADE



NEW VELOCITY OPTICAL LENS COATER

The Velocity Optical Lens Coater from Coburn Technologies is a fully automated industrial hard coating system providing the highest throughput of any system on the market while also delivering excellent yields. The automated system provides lens handling from the job tray, first cleaning, second cleaning, coating and curing, before finally returning the lens to the job tray. All of this is accomplished without operator involvement. For those optical labs not yet ready to automate, Coburn can offer a manual version of the Velocity Lens Coater to take advantage of these key benefits. Since its first introduction at Vision Expo West, over 80 units have been installed at some of the most well-known, and best run labs in the country.



NEW VFT-ORBIT 2E ECONOMICAL DIGITAL GENERATOR

Satisloh's latest addition to their VFT Series, the VFT-orbit 2E, is an industrial-level, yet economically-priced digital generator available in either manual or automated load. Engineered with proven VFT-orbit 2 technology, it can generate all lens formats, including free form surfaces. Equipped with Satisloh's patented Fast Tool technology, it generates up to 70 ready-to-polish lenses per hour. The auto-calibration feature eliminates manual adjustments and saves time while the green power-save mode automatically turns off air bearings when the machine is idle, for up to 20% energy savings.

With abundant options and upgrades available, the VFT-orbit 2E offers labs the flexibility to customize this generator as their needs change:



SIMPLY POWERFUL

Multi-FLEX

HIGHLY EFFICIENT POLISHING POWER PACK



The automated Multi-FLEX polisher, designed for maximum productivity in high volume Rx lens production. Three independently controlled polishing chambers mean unmatched speed and flexibility. The universal tool geometry processes all standard materials and Rx working ranges, reducing complexity and handling while increasing throughput and uptime.

Multi-FLEX is the only polisher with Digital Kinematics, unique for every single Rx, geometry and diameter- delivering a new level of polishing accuracy and stability.

Harness the power of Satisloh's Multi-FLEX- get the competitive advantage!

satisloh.com | 800-866-5640

satisloh[®]

advantage," adds Cherry. "We all have equipment now that allows us to process the latest designs, materials and coatings. We also gain tremendous benefit from our DVI lab management software, which plays an unbelievable role in all aspects of manufacturing, inventory management, billing and communication with customers. Having such robust software allows us to use all of our advanced manufacturing equipment and technology to its full potential."

“At full capacity, bigger labs have greater cost-efficiency because of ROI on equipment costs and automation, as a smaller lab, we have to concentrate on service. But with smaller equipment, we have an easier ability to change setup and process special jobs.”

Yet not every lab has chosen to use only the most advanced technology. Some labs, like Encore Optics, have made intentional choices to offer more technological breadth.

"We utilize the latest digital generators and polishers from Satisloh to produce Nikon's latest lens designs," explains Bush. "Yet being small, we also chose to keep our conventional generators—a decision that some labs may disagree with. The reason behind this is that when you grow with technology, you also lose some of the ability to process the more difficult prescriptions. Utilizing both allows us to stay flexible and competitive."

No. 3: Focus on Economies of Scale

Often times, ultra-large wholesale labs can command greater cost efficiencies and stronger purchasing power due to their massive volume. But it's important to remember this: "Economies of scale" are all relative.

Compared to small, doctor-owned labs (that usually process a very small volumes), midsize labs often

THE LATEST TOOLS OF THE TRADE (CONT'D)

- A second Fast Tool provides full flexibility to utilize a different turning tip for other materials or process applications
- Integrated topography measurement for lens validation after surfacing
- Automated loading: single track loading system and intelligent bypass loader
- Mechanical engraving
- Can be upgraded on-site to full VFT-orbit 2 – making it the fastest generator available
- Through Tool Cooling for superior surface quality



NEW HSC MODULO XTS GENERATOR

The new HSC Modulo XTS from Schneider Optical Machines is the fastest generator in the market with an

extremely powerful XS-motor accelerating to more than 40g (gravitational force). Combined with high-frequency drive technology, a new milling spindle and intelligent new algorithms, the generator processes best-in-class quality in the shortest time. A sophisticated swarf management system keeps the work space clean. HSC Modulo XTS is more powerful than any other generator before. It sets a new bar for production machines.

Editor's Note: Product text was submitted by manufacturers.

qualify for certain volume-based discounts that aren't available to in-office labs. And sometimes, midsize labs may have better access to products as a result of their distributor agreements, which small doctor-owned labs may not have.

Regardless of where your lab falls on the size spectrum, there's always a way to communicate your strength.



WELCOME TO THE MILLING ERA

Superior technology LENS EDGER
and extraordinary performance for
best in class quality and productivity



BISPHERA-XDD
with **TBA**

Mei641
with **TBA**

4X RacerTBA

Come to visit us at:



LAS VEGAS
September 27-29, 2018
Booth# LP11095

"Larger labs definitely have an advantage when it comes to purchasing power due to their volume, but we make up for this by having the experience to prevent breakages/losses and being able to identify issues sooner," notes Bush. "We are able to react quickly and move trays with spoilages back through surface immediately, which helps keep our service level competitive, if not faster than larger labs."

Ken Lin agrees. "At full capacity, bigger labs have greater cost-efficiency because of ROI on equipment costs and automation," he says. "As a smaller lab, we have to concentrate on service. But with smaller equipment, we have an easier ability to change setup and process special jobs."

No. 4: Focus on Plant-Wide Efficiencies

Making regular modifications to your processing plant can also help you stay ahead of the game.

According to Bush, during the 15 years Encore Optics has been open, the lab has modified and improved the surfacing department at least five times—everything from upgrading machines to adding conveyors. The lab has also used the principles of LEAN manufacturing to analyze every facet of the process to make it as efficient as possible.

Other labs, like X-Tra Lite Optical, have focused on having room for growth. In 2012, they moved into an 11,000-square-foot facility that they are only using half of currently.

"It gives us plenty of space to expand when needed," explains Lin. "We upgraded the power into the building, and we continue to work closely with our vendors like DVI, Schneider and Essilor to help us streamline our operations and plan for the future."

And to maximize efficiency to the fullest, some midsize laboratories have invested in automation solutions that standardize workflow and remove labor-intensive manual processes.

"We've chosen to invest in automation to maximize throughput of the equipment and optimize the time of our lab employees—it's been paramount to our

success," says Cherry. "Efficiency driven by automation is definitely a competitive advantage that we have over small, in-office labs who rarely have the space or the inclination to invest in automation. If you're only doing fifteen jobs a day, you don't need automation, but if you're doing fifty jobs a day and want to grow to one hundred or one-fifty, it certainly is advantageous. In-office labs aren't interested in manufacturing growth, per se, they just want to support the customers they currently have."

"We've chosen to invest in automation to maximize throughput of the equipment and optimize the time of our lab employees—it's been paramount to our success. Efficiency driven by automation is definitely a competitive advantage that we have over small, in-office labs who rarely have the space or the inclination to invest in automation."

No. 5: Focus on Your Size and Ownership Status

Midsize laboratories may be smaller than huge wholesale labs, but many customers appreciate the individualized support and attention.

"Being a smaller lab gives us the opportunity to give our accounts the time and attention they deserve and need," explains Bush. "Our goal is to connect with them and assure them they are not just another number. What makes us even more unique is being a Nikon Optical Laboratory; this gives us access to the latest technology in lens designs and coatings. The name itself is very powerful and well-known worldwide."

Meanwhile, Cherry Optical finds value in promoting the fact that it's independent and privately owned.

"We're not controlled by the lens manufacturers and vision plan providers, which gives us the opportunity to produce, sell and promote all products," says Cherry. "We don't have a vested interest in one brand, style or coating over another. We're here to simply support our customers, their needs, and what they want to deliver for their patients. By being independent and having the freedom to sell the full gamut of products, we've developed deeper expertise on a wide range of offerings. Being an expert in one product is neat, but being an expert in all products is an advantage."

Indeed, despite the fact that "large" and "small" competitors are all around, it's important to remember that it's a small industry—and that kindness and respect are important in all business relationships.

"When a doctor group in our area starts its own laboratory, I don't really view that as competition. They are more of a 'self-consumer' and they're not entering the wholesale market to go after our customer base—they're just trying to support themselves," notes Cherry. "On one hand, these are our customers—they give us specialized work and overflow jobs. We give them advice and also service their overflow needs. The bottom line: everybody is outsourcing somewhere for something—either specialty Rx jobs or sports frame wrap processing. Sooner or later, we all end up working with each other on something. My philosophy is to always play nicely with everyone, because you never know when you may need to support someone in something—or when you might need to ask a favor."

**GO TO [LABTALKONLINE.COM](#) TO
COMMENT ON THIS ARTICLE.**

FINALLY AUTOMATE HARD COATING, TAPE REMOVAL, AND LENS CLEANING



DUALITY LENS DE-TAPER & CLEANER

One of a kind, the Duality de-tapes and cleans the lens in one product, saving you money and space. Paired with the Velocity, benefit from hands free processing from tape removal through cleaning and coating. Duality is also available as a lens wash only unit.

VELOCITY SPIN COATER

With the highest throughput of any UV hard coating system in the market, the Velocity can coat 120-130 lenses per hour, while also delivering excellent yields. The process includes lens handing from the job tray through a multi-stage lens cleaning system, followed by a secondary cleaning system, coating and curing, and finally returning the lens to the job tray. Velocity is also available in a manual configuration.

UVMAX | UVAR | DURA-UV

Superior hard coating solutions to match your needs.

VISION EXPO | BOOTH LP6075

FEATURE



Take the 2% Challenge

Reducing “intermittent” breakage can significantly lower lost jobs in your lab

By ROBERT MINARDI

The newest fad on the Internet is the challenge—think: the “Ice-Bucket” challenge or the “Mannequin” challenge. The concept is simple.

Someone creates a task that is challenging and people can choose to accept it or not. Some are physical, some are mental and others are downright crazy.

Today, I’d like to issue a challenge to you. Reduce your breakage by 2% from where it is right now. I know what you’re thinking: “We already have breakage as low as we can get it.” Or: “Our breakage is the lowest it’s ever been!”

I guarantee you can get it lower.

In this article we could discuss things like wearing gloves, keeping your lab clean and so on. That’s basic stuff and would

have about as much effect on your current breakage as me telling you not to swim for 30 minutes after you eat, or to brush your teeth before bedtime.

What we’re about to discuss is far more fundamental and far-reaching than any specific tip or trick.

Standardized Work Instructions

Standard Work Instruction (SWI) is defined as detailed instructions on the most efficient method to produce a product or perform a service.

The way you define SWI specifically is largely up to your

GIVE YOUR LAB THE ULTRA ADVANTAGE

NOW
AVAILABLE IN
DRUM SIZE



"The 44R was highly recommended to us by another lab. Ultra Optics is the absolute easiest company to deal with from the purchasing process through installation. We are thrilled with the 44R. Our yields are virtually 100%. This might be the best machine in our lab."

- Paul Faibish, President at Plastics Plus

SOLUTIONS FOR EVERY NEED.

Superior coatings for all substrates and essential products for every lab.

- **UV-XBT** scratch-resistant coating offers unmatched adhesion to all lens substrates
- **AST-1** scratch-resistant coating is the hardest coating in the optical industry
- **ClearView** is specially formulated to offer the best lens preparation prior to backside coating
- **ConsisTint** will eliminate white spots and blotchiness for your tinting department

Ask Ultra Optics about our other chemistry offerings.

GET IT RIGHT. EVERY TIME.

The 44R is the fastest and most reliable automated coater, offering the best coating yields in the market.

- Capable of running lenses On or Off the Block to best fit your lab's coating needs
- 130+ lens-per-hour throughput
- Best process technologies give you the lowest breakage rates

**VISION
EXPO**

BOOTH
LP4079

 **ULTRA OPTICS**

ultraoptics.com | 763.488.6030

Save time and improve tinting quality!

No spots, no lines, perfect gradients every time!

- ◆ The constant motion of the lens in the dye solution helps keep pigments and/or coating solutions in suspension. The spinning action insures the absence of any gradient lines or white dots due to air bubble adhesion.
- ◆ The BPI® Turbo Gradient 4™ and the BPI® Turbo Gradient 2™ use microprocessor technology to make precision lens coloring easy.
- ◆ The operator can select from seven programs to create gradient and solid lenses with never before possible consistency and the fastest solid tints anywhere.
- ◆ The swirling action constantly brings fresh tint to the surface of the lens and the centrifugal action provides a concavity to the tint surface and the gradient profile on the lens.



CALL
for special
pricing

Turbo Gradient System, US Patent: 8,397,665B2
Turbo Tinter Heating System, US Patent: 6,216,360 B1

* Gradient sold separately

Meet safety requirements with glass tempering units



All products 100%
Made in the USA



CALL
for special
pricing

BPI® Production Computer ChemTemp III™

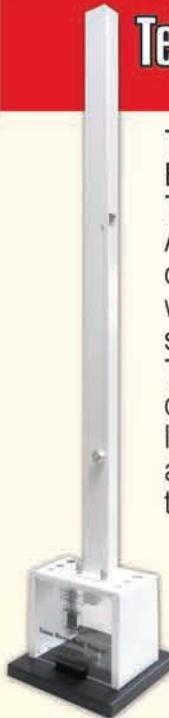
The BPI Production Computer Chem Temp™ is similar to the BPI® Advanced Computer Chem Temp III™ but instead of two tanks it has a single larger tank that can hold 72 lenses per session. It can process either crown or photochromic glass lenses. It comes with 1 tank of either photochromic or crown salts. Please specify either 16 hour or 2 hour photochromic salts.



Test Tempered lenses

Test your tempered lenses with The BPI® Square Shooter™ Drop Ball Tester. This unit meets all applicable FDA and ANSI standards. There are three models of the Square Shooter™ Drop Ball Tester with either a 5/8", 7/8" or 1" diameter steel ball.

The three Square Shooters™ have been designed for use with either ophthalmic lenses, or safety/industrial lenses. It can also be purchased with your choice of two interchangeable tubes.



CALL
for special
pricing

Professional solutions for perfect vision

All units come ready to work! Full chemistry and dye kit included, valued at \$250

BPI® low-maintenance stainless steel tinting systems have a 5 year limited warranty, the longest in the industry! Each system can pay for itself in about a month and can make \$25,000 + a year! Many systems are UL, CUL, and CE approved. All components meet UL standards. Each system ships with a complete set-up package consisting of tints, chemistry and accessories so that you can be tinting lenses on the day of delivery. BPI lens tinting systems contain high-value insulation to ensure your safety and to minimize operational costs. The tanks are held in place by an energy-saving adapter plate that prevents spills and heat loss.

BPI® the world reference for tinting and instrumentation

BPI® instruments, tints & chemicals are the world standard



BPI® UV & BLUE LIGHT ANALYZER™

MEASURE THE TOTAL LIGHT ENERGY PASSED BY LENSES.
Blue light, macular degeneration and the
Wertheim Protection Factor™ (WPF)

Recently, the blue/violet wavelengths between 400nm and 500nm have been implicated in the development of macular degeneration. BPI has developed a simple meter, the BPI® UV & Blue Light Analyzer™ (BPI# 119518), that is designed to check the transmittance of lenses for these wavelengths and provide a figure of merit, the Wertheim Protection Factor™, to use in comparing and producing lenses that protect patients from radiation in this wavelength range.

Air (no lens) affords no protection and has a Wertheim Protection Factor™ of "0". A black lens passes no light and has a Wertheim Protection Factor™ of "0". A lens with high luminous transmission and minimal high energy blue/violet transmission such as BPI® Total Day™ has a Wertheim Protection Factor™ of about "40". For more information on therapeutic and blue light protection visit: www.colorlenses.com

All products 100% Made in the USA



Buy 1 at regular price get second at 50% off

**Get extra protection
& increased scratch
resistance with
BPI® UV dyes™**

PROMOTION CODE LT9117

* Equal or lesser value



Come & visit our booth #LP 10073 at Vision Expo West, Las Vegas, September 27-29, 2018.



**FOR PERFECT RESULTS BPI®
HAS A FULL RANGE OF CHEMICAL
SOLUTIONS TO SUPPORT
YOUR TINTING.**

HTF-90, GL77, Neutralizer II, Neutralizer H2O,
Lens Prep available in quarts and gallons.

Visit our NEW online Shopping cart and select from more than 4,000 products: www.callbpi.com

**BPI® CALL: 1-800-CALL-BPI & FAX: 1-888-CALL-BPI & BPI USA CALL: 305-264-4465
CALL: 1-800-225-5274 & FAX: 1-888-225-5274 & Skype: call.bpi**



© 2018 BPI. All specific names mentioned herein are trademarks of Brain Power Inc. Miami, Fl. The following are registered trademarks with the US Patent Office and with similar offices in other countries: Transchromatic, Solar Sun®, There isn't a lens we can't improve, Safari®, Designed Spectrum®, Blue Barrier®, Brain Power Inc.®, BPI®, Buy now, save later®, Dye Hard®, EVA®, Spectracolor®, Safari®, Solar®, The Pill® and Ziplint®. The BPI® bottle shape and design are trademarks of BPI®. BPI® is not responsible for typographical errors. Offers are subject to change without notice. Prices quoted do not include sales tax or shipping charges. Item availability and price are subject to change without notice. LT / September 2018

best practices and procedures. Every position in your lab should have a detailed, written, step-by-step procedure for performing the duties of that position. The benefits of this are numerous. It makes training easier, reduces waste, increases production and aides in troubleshooting breakage.

Let's look at an example of a SWI in action. Say you want to bake a cake. What is the first thing you'd reach for to increase the likelihood of your baking success? A recipe. In this case, a recipe is just a work instruction with the overall goal of producing a delicious cake.

How do you think this recipe came to be? Did a chef just sit down, pen in hand, and write out a perfect recipe?

Highly unlikely. What probably happened was someone wanted to make a specific type of cake and they wrote down step-by-step instructions on how they got to the finished product. After it was done baking, they gave it a taste and maybe realized the recipe needed a little more of this or a little less of that. Over time, they continuously improved (Kaizen) the recipe until it was exactly what they wanted.

SWI gives your processes a form and shape to improve upon. Without it, everyone's doing their own thing and the real "best way" of performing a process is obscured. Not to take the analogy too far, but SWI will make sure all your processes are as sweet as they can be.

Logs

Data provides information, which in turn provides knowledge, which in turn provides wisdom.

Eventually, all labs will be automated hives of machinery working together in unison tied together by network cables. The polisher will know what the generator is doing and the generator will know what the blocker is doing and vice versa. They'll be able to optimize their own performance and alert you to any conditions that could influence production and breakage.

That's quite a ways off for most labs, but until that time, you can accomplish something similar with logs.

It's really hard to overstate the importance of regularly collecting data. With data, you can quite literally predict the future—to a degree anyway. That's a powerful tool in

breakage management.

For example, in the surface department I ran, we had a log that recorded how long we kept our generator cutting surfaces (milling bit, pre-cutter and diamond) on the machine. While manufacturer specs are a good place to start, I wouldn't count on them. Not because the manufacturers are dishonest, but because your cutting surface lifespan is highly dependent on the mix of materials you run. For instance, if your lab has a contract with a manufacturing facility to produce their Rx safety glasses, you may need to change your bits more often as you'll probably be running more poly lenses.

Basically, in our surface department, we created a log of how long the tools lasted before we saw defects. Over time, we were able to show that a new milling bit lifespan was between about 28,000 and 33,000 cuts, with the majority lasting a little over 30,000 cuts. So, we knew with a high degree of certainty that once we hit 30,000 cuts, it was time to change the milling bit. Anything past that and we were asking for breakage.

Now, it's not always true that you should immediately change a bit when it hits a magic number of cuts. The reality is you may want to wait till the end of the shift or even till the end of the week before you change it. That's okay to do; just make sure you keep an eye on jobs prone to defects due to an aging bit. In our situation it was high-cylinder CR39 lenses. I'd regularly have those spot checked so we'd know right away when issues were imminent.

Here's a partial list of some of the other things we logged:

- Polish pad (free-form) lifespan
- Daily calibration values (blockers and generators)
- Coolant temperatures (done every break)
- Polish Baum reading (done at the beginning of every shift)

In a nutshell, if something can cause breakage or negatively affect production, log it at a frequency that will help you catch it before that happens!

If you'd like some examples of these logs, just visit www.robertminardi.com and contact me. I'll email you examples or help you make your own.

Intermittent breakage, constant headache

Intermittent breakage is one of the main reasons your breakage numbers could be lower.

By intermittent I mean, not a steady flow of breakages, but rather the here and there issues. For example, you have a certain breakage called "X." Maybe you have one X breakage before and after lunch (or two per day), that's one X breakage per 4 hour time span. It's easy to disregard X because something happening every 4 hours doesn't really raise the hair on the back of our neck. Not like having a free-form polish pad get sliced and put spyrograph patterns on 10 lenses in a row.

These intermittent issues add up, though. At the end of the year (about 261 work days), those two breakages per day end up being 522 lenses (261 jobs) lost. I don't know how many jobs per day you run, but that's a lot. No matter how small the footprint you think a breakage makes, multiply it out to a full year and you'll be surprised.

You must be diligent and attack issues even when things are going well. If you have to, try to create the breakage yourself. I know that's counter-intuitive, but if you can reproduce the problem, you can fix the problem. It's not a big deal to lose 10 to 20 lenses in the troubleshooting process if it can save you hundreds in the future.

These are a few of the more powerful concepts I've used in the past to turn struggling departments into high-output, low-breakage juggernauts. If you apply these techniques, I know you'll do the same.

If you choose to take this challenge, or even if you don't, I'd love to hear from you. If I get enough feedback by the time the next issue of LABTALK comes out, I'll share some of your success stories in my next article.

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.

GO TO LABTALKONLINE.COM TO COMMENT ON THIS ARTICLE.

Tak™ anti-slip film | STM630 conventional coolant | STM640 digital coolant | GTX edging series | Aspire™ lens polish | Sentry lens tape



**PERFECT
YOUR PROCESS**

SALEM offers superior products and unparalleled support.

CALL SALEM TODAY
FOR MORE INFORMATION

SALEM VISION
WE ARE 100% EMPLOYEE OWNED

CALIFORNIA | NORTH CAROLINA | CANADA
800.445.6339 | **800.234.1982** | **844.858.7444**
www.salemdist.com

VISION EXPO
Visit us in Vegas
BOOTH LP11068

LABTECH

Younger Optics Expands Polycarbonate Composite Multifocal Technology



Younger Optics has expanded its innovative polycarbonate composite segmented multifocal lens technology to include Transitions XTRActive FT28 bifocal lenses in gray.

This is in addition to the Transitions Signature segmented multifocals released last year. This means that polycarbonate bifocal lens wearers can enjoy the extra protection of Transitions XTRActive lenses for the first time.

Transitions XTRActive is the preferred photochromic lens of choice for many patients, both for its extra protection against bright light and to enhance indoor visual comfort. This expansion provides an opportunity for eye care professionals to significantly heighten the satisfaction of patients who wear polycarbonate bifocals because these ECPs won't have to find another option when these wearers

request a darker Transitions brand lens. They can dispense authentic Transitions XTRActive lenses in a polycarbonate composite material.

Approximately one in five pairs of lenses sold today are segmented multifocals, and a majority of those are bifocals.

“Some patients will always require a multifocal lens, whether due to a medical reason or an inability to adapt,” said John Schubach, global director of lenscaster sales at Transitions Optical.

“Younger Optics and Transitions Optical have developed a polycarbonate composite lens that incorporates a thin photochromic front surface bifocal layer made of Trivex—resulting in a lens delivering Transitions XTRActive performance and superb segment cosmetics in a product that is surfaced, polished, edged and dispensed just like a clear polycarbonate lens,” added David Rips, president and CEO of Younger Optics.

Transitions XTRActive gray polycarbonate composite lenses are now available in FT28 exclusively from Younger Optics through any optical laboratory. Also available are Transitions Signature polycarbonate composite lenses in FT28 and FT35 bifocals and 7 x 28 trifocals, in both gray and brown. **Technical specifications can be referenced at youngeroptics.com/transitions.**

Transitions Launches New Style Colors and Mirrors

Transitions Optical has partnered with brand ambassador Christian Siriano to launch a new line of Transitions lens color choices and fashionable mirror effects under its portfolio of photochromic lenses.

With the new offerings, eyeglass wearers will have the ability to pair their favorite frames with the new Transitions Signature lenses style colors and Transitions XTRActive style mirrors. With the launch of four new style colors and six style mirror options, Transitions offers the fashion-conscious wearer more opportunities to create a unique, personalized look that elevates their style.

To celebrate the new products, Transitions Optical hosted an exclusive rooftop event in New York City at Siriano’s “The Curated NYC.” During the event, Siriano revealed a specially designed “Christian Siriano x Transitions Collection.”

Creative conveyor layouts for labs



FlexLink is listening. We've taken your feedback and are excited to offer a brand new conveyor technology that you can afford. Simple modular installation, lower noise and elimination of pneumatics are just a few of the improvements with Vision X®. Every component or system we design, every valuable service we offer is geared towards your productivity and the success of your business.

Call us on +1 6109738200 or email us at info.us@flexlink.com for further information.

flexlink.com

FlexLink is part of Coesia, a group of innovation-based industrial solutions companies operating globally headquartered in Bologna, Italy.
www.coesia.com

FLEXLINK®
a coesia company

LABTECH



This collection, which prominently features the new style colors and style mirrors lenses, was unveiled outdoors to demonstrate how the lenses change from clear to dark when exposed to sunlight.

"Fashion is all about extending yourself and bravely flaunting your individuality. With the new lens color and style

choices, Transitions is empowering wearers to make an elegant and bold statement with eyewear at the center of their look," said Christian Siriano. "The Christian Siriano x Transitions Collection was inspired by these stunning lens colors and the role that light plays in how we see the world. The collection demonstrates that not only do Transitions lenses complement any look, day or night, but they also enable us to express ourselves in vibrant color."

With the release of 10 additional lens colors that automatically adapt in the sun, the brand is capitalizing on the trend toward customization and consumers' desire to make a personalized style statement. Designed to give consumers more choice when it comes to their lens look, the new Transitions Signature lenses style colors and Transitions XTRActive style mirrors will help the brand attract younger, fashion-forward wearers.

"Glasses have become an element of our identity, like our clothes. By partnering with Christian Siriano to launch our latest products, we add renewed energy to our brand and reiterate our commitment to positioning Transitions lenses as stylish, everyday accessories" said Patience Cook, director, North America marketing, Transitions Optical. "Christian is known for creating eye-catching looks, so we're thrilled to have his help in showcasing that style is just as important when choosing your eyeglass lenses, as it is when choosing your frame."

With the launch of style colors, the Transitions Signature lenses portfolio will now offer an enhanced choice of seven stunning lens colors to personalize any frame. To complement the three existing iconic lens colors – gray, brown and graphite green – Transitions Signature lenses style colors will be available in the following four options:

- Sapphire – a bright, exciting hue that brings a cool factor
- Amethyst – a sophisticated shade with a contemporary twist
- Amber – for a vintage look that is both timeless and of-the-moment
- Emerald – trendy and versatile, matching a variety of styles

As an extension of the Transitions Signature lens portfolio, style colors will still provide consumers with the same world-class features and benefits they know and love: optimal comfort, protection and indoor clarity.

Acknowledging mirrored lenses continue to be on-trend, style mirrors offer wearers the ability to sport a mirror finish while maintaining the benefits of original Transitions XTRActive lenses. They provide hassle-free protection from UV and filter harmful blue light. Indoors, the mirror fades to a light reflection with a hint of color. Transitions XTRActive style mirrors are available in the following colors:

- Gold – a smooth and warm shade complementing all skin tones
- Silver Shadow – a classic silver-gray color
- Red – a rich scarlet mirror for a sporty experience
- Pink – an infusion of crimson hues
- Blue – a chill color for a stylish and trendy look
- Green – a radiant color with an earthy feeling

For more information about the new products and the brand partnership with Christian Siriano, visit www.Transitions.com/style, or follow Transitions Optical on social media.

Leybold Optics CCS610T+

Redesigned with a thermal evaporator and more powerful ion source

This fourth generation coater has been redesigned - packing more capability into a smaller footprint - while retaining an affordable entry price.



Questions?
leyboldoptics.cary@buhlergroup.com
919.657.7100

LABTECH

HCoating-TH Scratch Resistant Coating



Arotek, an innovator and supplier of hard coating, has introduced HCoating-TH, their latest abrasion-resistant coating for ophthalmic lenses.

HCoating-TH is the hardest, and UV-curable hard coating among the tintable coatings that Arotek has supplied so far. HCoating-TH was formulated as a result of Arotek's continued Intra-Molecular Altering (IMA) technology development. It offers superior adhesion, higher abrasion resistance, fast tinting, and excellent AR compatibility. By avoiding California Prop 65 chemicals, the new version of HCoating says no to cancer, and birth defects or other reproductive harm.

For further details visit: www.hcoating.com

Eye-DNA Updates 3DNA Eyewear System



Eye-DNA has updated its 3DNA Eyewear system, including an interactive retail kiosk with two new frame collections, an 80 piece swatch book and eyewear design software v1.6.

The interactive touchscreen kiosk for retailer ECPs now includes integrated 3D scanning, and as watch book holding physical swatches of all 80 material options. The kiosk runs the latest v1.6 design app, including new features such as: Swipe-to-Browse, Style Compare, Auto Fit, and Live Assist. The software ships with four frame collections with 12 styles per collection, including Classic, Spring 2018 Collection, and two new guest designers, Niels Ravn and David Keith.

Niels Ravn is an eyewear entrepreneur operating his own design studio, EyeConcept, in Aarhus, Denmark. His collection of shapes for 3DNA are a modern, understated take on the best-selling eyewear trending in the Nordics.

David Keith is the man behind San Diego's "Spexwax"--an eyewear design and production company. David's 12 shapes are edgy and wild. Spexwax shapes translate into funky, thick styles with an unmistakable look, combining boldness with a side order of fun.

All collections can be ordered in titanium, stainless steel, Mazzucchelli acetate, stone, mother-of-pearl, wood, buffalo horn, cork, carbon fiber and recycled vinyl made by Spexwax.

For more information, visit <https://3dna-eyewear.org/>.

Lens Finishing Equipment for Any Size Need



DAC Technologies™ is now the exclusive U.S. distributor for the National Optronics product line of edgers, tracers and blockers.

This innovative equipment was designed primarily around a patented dry-cutting technology.

All National Optronics equipment is reliable, efficient and extremely user-friendly.

New! QM-X3 Edger

- Up to 30% faster than other table top edgers
- Ability to process complex shapes
- Fixed dual diamond blade design eliminates frequent blade changes
- Industrial-grade capabilities
- Environmentally friendly dry edging saves water and makes lens debris clean-up easy



Visit us at Vision Expo West – Booth # LP8088 for SHOW SPECIALS on all equipment!

Call us for more information:
800.800.1550
www.dactechnologies.com

DAC™
TECHNOLOGIES

LABTECH

Transitions Optical Introduces New Educational and Marketing Resources

To help eyecare professionals (ECPs) build excitement and educate patients on new brand and lens offerings, Transitions Optical has created several new educational and point-of-sale tools. The materials include information on how to dispense, style and communicate about the company's modern and technology-savvy brand. Centered on the launch of Transitions Signature lenses style colors and Transitions XTRActive style mirrors, ECPs can now order a custom launch kit at www.TransitionsPRO.com/freestyle.

ECPs can leverage the brand rejuvenation and style colors and style mirrors in their practice by selecting from the following resources for their kit:

- Patient Brochures: This tool presents the entire family of Transitions lens products and revitalized messaging to patients.
- ECP Information Sheet: Built to help ECPs communicate the benefits of Transitions lenses, this resource outlines the differences between products.
- Transitions Style Collection Guide: Authored by Transitions Change Agent Sheena Taff, the Transitions Style Collection guide gives ECPs a step-by-step look at how to talk to patients about the latest trends in eyewear, and how to pair their frames with style colors and style mirrors.
- Lens Swatches: Complete with the four style colors and six style mirrors lens options, ECPs can now demonstrate what these new lenses looks like both activated and unactivated.

The new brand resources can be viewed online and downloaded at www.TransitionsPRO.com/freestyle.

2018 VEGAS 30YEARS



EDUCATION SEPTEMBER 26-29 EXHIBIT HALL SEPTEMBER 27-29 SANDS CONVENTION CENTER, LV

YOUR VISION.
YOUR WORLD.
VISION EXPO.
**REGISTER
TODAY**

**SEE FOR
YOURSELF**

Bring your vision into focus among the glitz and glamour of Vegas for the event of the year, where eyecare meets eyewear, and education, fashion and innovation mingle.



BROUGHT TO YOU BY



PROUD SUPPORTER OF



PRODUCED BY



VisionExpoLV.com
#VISIONEXPO

LABNOTES

Express Lens Lab Celebrates 25th Anniversary

FOUNTAIN VALLEY, CA—Express Lens Lab, like many small businesses, started from humble beginnings.

As founder and owner Brian Goldstone remembers it, the lab was launched to provide an in-house processing facility for his father Harvey's three-location optometry practice. However, it wasn't long before the younger Goldstone set his sights on bigger ambitions. On October 15th, Express will celebrate its 25th anniversary as an independent wholesale lab based in Orange County, California, but with a nationwide customer base.

"We started initially as an integrated retail lab, then expanded into a local lab with a handful of customers," Goldstone said. "Now, we have customers across the country. And through it all, we've remained independent and thrived."

When Goldstone first decided to go the wholesale route, Express had 15 employees occupying a 750-square-foot facility and processing 150 jobs per day. Two of those employees, lab manager John Rodriguez and customer service rep Jackie Delaine remain with the company today.

Express moved into its current facility in 1995, and the lab now has 50 employees and produces 750 jobs per day. It has contracts with multiple federal, state and local government agencies and has a national safety eyewear program. Express also oversees the eyeglass processing for mobile eye clinics, many of which provide their services free of charge or at low cost for those in need.

In an industry in which many independent businesspeople have struggled to survive, the lab is one of many success stories. "The best part of my job is the sense of accomplishment my employees and I feel being part of something that started from scratch and has successfully navigated the choppy waters of the optical industry," Goldstone noted. "It's given me the opportunity to allow those who have been with me along the way to thrive and to strive to offer outstanding service to our constantly growing customer base."

Coburn Technologies Welcomes Marina Vaynberger

Coburn Technologies, Inc. is pleased to announce the appointment of Marina Vaynberger as their new International Regional Sales Manager for the Russia, Eastern Europe, Middle East and Africa regions.

"We are very excited to have Marina on board with us. She has extensive experience in the optical industry, and I am confident that she will excel in this new position," said Alex Incera, President of Coburn Technologies. "Even more, her experience in the markets she serves brings a fresh perspective to the team, and I know she will help us grow immensely in her territories."

Ram Narayanan, Executive Director of International Sales added, "Marina has spent most of her career



serving these markets, and is highly regarded by her customers for her exceptional level of service and responsiveness. At Coburn, she will focus her attention on further expanding our business in the Russian, Eastern European, Middle Eastern and African markets. We are excited for her to collaborate with our existing team already working in those areas."

Vaynberger has more than 40 years of experience in the optical industry with a specific focus in international sales. Prior to joining Coburn, Vaynberger worked for DAC Technologies, where she was the International Sales Manager, and Rozin Optical Export Corp, where she was the Sales and Company Manager.

"I am thrilled to be joining the Coburn organization. Coburn is a premier company in the optical industry, and I am excited to bring my experience and expertise to the team. With Coburn, I will be able to offer my customers a complete range of products, from consumables and coatings to a full range of equipment, including the latest digital (free-form) technology and finishing systems." Vaynberger stated. "This is a very exciting opportunity."

Vaynberger will be representing Coburn at the upcoming SILMO Conference in Paris, September 28-30, 2018. For more information or to schedule an appointment, please call 1-800-COBURN1. and visit www.CoburnTechnologies.com.



VSP Optics Names Digital Eye Lab Network as 'Unity Lab of the Year'



VSP Optics honored Digital Eye Lab (DEL) Network, a division of ABB Optical Group (ABB), as the "Unity Independent Lab of the Year" for its performance in 2017.

This is the second consecutive year DEL Network has been recognized for the honor, which is presented annually to an independent optical laboratory that demonstrates a commitment to growing the Unity Brand, exceptional quality, exceeding Unity sales targets and providing superior customer service.

"Digital Eye Lab Network's commitment extends well beyond exceeding sales goals," said Stuart Kosh director of wholesale development for VSP Optics. "They have embraced the portfolio of innovative products, developed high value promotional programs and have integrated Unity into their messaging and daily sales activities. We congratulate Digital Eye Lab Network on another successful year."

The award was presented this month at DEL Network's headquarters in Hawthorne, New York.

"It's such an honor to be named Lab of the Year two years in a row," said Scott Pearl, managing director of Digital Eye Lab Network. "We look forward to supporting the continued growth of the Unity brand by providing world class service and quality."

In recognition of the award, VSP Optics donated \$2,500 on behalf of DEL Network to the Arc of Westchester Foundation. The organization supports children, teens, and adults with intellectual and developmental disabilities by providing programs to foster independence, productivity, and participation in community life.

LABNOTES

Maui Jim Enhances Service to Europe with New Lab in Germany

Sunglass maker Maui Jim (www.mauijim.com) is enhancing its service to European customers with the opening of a prescription lab until now, all Maui Jim Rx lenses have been produced in Maui Jim's global corporate office in Peoria, Ill. By opening a lab in central Europe and eliminating customs requirements for overseas shipments, the company can now process prescription orders in as little as 24 hours and ship them to any of its 10,500 retailers in Europe in less than a day, according to Jay Black, Maui Jim's global vice president of marketing.



HOYA Partners with NOVA Optical Labs Canada

HOYA Vision Care Canada announces a strategic partnership with NOVA Optical Labs in Red Deer, Calgary and Lethbridge Alberta to help strengthen the local presence as the only full-service laboratory in the province of Alberta.

NOVA Optical Labs, a truly Canadian manufacturer was established in 1992. They expanded to Calgary in 2005, and then to Lethbridge in 2011. Today, it is one of the most successful and truly independent Alberta Labs specializing in providing exceptional service and high-quality products at reasonable prices.

"This partnership will help to set an unprecedented local presence in Alberta and provide NOVA Optical Labs with multi-national brand support including customer care, manufacturing, sales and marketing," said Ahmos Henry, President of HOYA Vision Care Canada. "This will add numerous capabilities to the existing manufacturing operations making NOVA Optical labs one of the strongest lens suppliers in Canada. This will also provide the competitive edge in western Canada for both dress wear and protective safety eye wear."

In support of this partnership, NOVA Optical Labs will be announcing a national campaign for a 24-hour service commitment on SEIKO progressive lenses which includes anti-reflective coating. HOYA Vision Care Canada will also extend their national marketing campaign to NOVA Optical Lab customers providing even greater incentives for choosing Nova.

This agreement will be closing in June 2018 at which time Hoya will offer the support needed to expand and offer NOVA's Albertan made lenses to the entire Canadian market. For more information about HOYA Vision Care Canada, please contact the customer care team at 1-855-258-4692.



Coburn Technologies Announces New Location for Corporate Headquarters

Coburn Technologies, a leading provider of innovative, end-to-end customer solutions to the world's ophthalmic lens processing industries, announces the relocation of their corporate headquarters to a newly renovated, modern facility in South Windsor, Connecticut.



Supplies & Equipment

Independantly Owned & Operated



Effective July 23rd, 2018, Coburn Technologies will operate from their new location – 83 Gerber Road West, South Windsor, Connecticut 06074.

Alex Incera, President of Coburn Technologies, stated “Relocating our corporate headquarters is a smart move for us. We

have invested a lot of time and money into establishing a modern, state of the art facility for our corporation with a number of improvements from our prior facility. While we are relocating, we are pleased to keep the relocation within close proximity to our prior facility in South Windsor, Connecticut.”

With the lease on their current space coming to an end, Coburn saw it as an opportunity to find a new location for their global headquarters, and has invested over one million dollars into the complete renovation of their new facility. Major improvements include:

- Strategic layout and flow of the manufacturing and logistics areas for optimal daily business operations.
- New Research & Development and Engineering facilities for increased product and technology development activities.
- Expansion of chemistry laboratory to more than double its current footprint to allow for further developments in the growing coating business.
- Installation of modern, energy efficient solar panels for more environmentally friendly production and lower operating costs.
- Availability and option to expand facility to capitalize on future growth opportunities.
- Coburn's new location is custom designed to help facilitate the continuous development of new products to better serve the ophthalmic industry.

For immediate information regarding Coburn's relocation, please call 1-800-COBURN-1. Additional information will also be provided at www.coburntechnologies.com.

EDGING & FINISHING



SURFACING



AR CONSUMABLES



EQUIPMENT



LabTalk

Advertising Information:

(888) 498-1460 | sales@kerhgroup.com



LabTalk

Contact us today
for classified advertising:

Toll free:
888-498-1460
E-mail:
sales@kerhgroup.com

LENSES

UV Curable Hard Coat
HCoating \$199
Tintable, AR Compatible
Sales, Distributors Wanted
www.hcoating.com

EQUIPMENT & SUPPLIES

PAT MCCOY OPTICAL EQUIPMENT

1-800-637-5472 or 1-507-372-2877
mccoy@frontiernet.net

We have the largest inventory of good
used optical equipment in the USA!!
Many Manufacturers and Models in Stock!!
~ Since 1980 ~

WILL BUY YOUR USED MACHINES

EQUIPMENT & SUPPLIES

**Protect lenses & frames with our
unique optical packaging solutions**



E-Z PACK
OPTICAL PACKAGING & PRINT SPECIALTIES
6 DECADES OF SERVICE

Please call or email for a free
catalog or samples **1-800-950-1351**
sales@ezpack.com • ezpack.com

Ask About Our Lens Display Books Too!

LabTalk

Looking for more visibility?



Contact us
for classified
advertising:

Toll free: **888-498-1460**
E-mail: sales@kerhgroup.com

Over 30 lens vendors in one place

SIMPLIFY YOUR LENS
ORDERING >>

Send all your lens order files from your lab management system in one web FTP. Or, use our website to order with a barcode scanner or by searching our complete lens data base.

To Demo Our Lens Ordering Site

Visit: www.opticom-inc.com

Click on: Product Search / Ordering

User Name: demo

Password: demo

Free Web-Based Services

- Matrix Display Searching** – Find available ranges for finished and semi finished lenses
- Barcode Searching** – Online lens data base including barcode symbols
- Confirmation Check** – Online order verification and order summary
- Shipment Notification with Electronic Packing List** – Online lens shipment detail / One step receiving



The One Step Optical Ordering System

Green Bay, WI 54311
800-678-4266/Fax 920-965-3203

email: info@opticom-inc.com
www.opticom-inc.com

The Opticom System

is supported by these participating lens vendors!

You can send your orders through Opticom to these vendors at no cost to you!

A&A Optical (Frames)
Augen Optics
BluTech Lenses
Bristol C&D
Canoptec
Centennial Optical Limited
Conant Lens
CU America
Essilor/Varilux/Gentex/X-Cel/KBco
Eyenavision (Chemistrie)
Eyewear Designs
Hilco (Frames & Supplies)
Hoya Vision/Seiko
I-Coat
Indizen Optical (IOTA)
Kaenon Polarized
Lab-Tech
Lensco
LTD Eyewear (LBI)
Nassau Lens
Nikon Lenswear
Nouveau Eyewear
Private Label Optical
Resolution Lenses
Rochester Optical
Shamir Insight
Shore/Polycore Lenses
Signet-Armorlite
SOMO Optical
Titmus Frames (Honeywell)
TOG USA (Thai Optical Group)
Vision Dynamics
VISION EASE
VSP Optics Group
Younger Optics
Zeiss Vision / AO Sola
Zyloware (Frames)

PURE POWER UNLEASHED

THE WORLD'S FASTEST EDGER



NEW

THE MODULO S-LINE EXTENDED



HSE modulo QS The new Alpha-Edger

Meet the first and only edger on the market with four processing stations, setting a new benchmark in industrial edging. Thanks to its unique quattro design featuring two rough cut and two finishing stations, four lenses are processed simultaneously at highest speeds for exceptional throughput. Non-productive times are reduced to a minimum through parallel processing and high speed handling systems. The two sophisticated LMU optical measurement units provide fully automated quality control based on the full lens map. Working blockless is a given.

Come visit us to experience unprecedented throughput.

Vision Expo West // September 27 – 29, 2018 // Booth LP 5095