

LabTalk

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HALL OF FAME FINISHING

NEW TECHNOLOGIES TO IMPROVE EFFICIENCY AND THROUGHPUT IN THE NEW YEAR

A Publication of
Frames Data[®]

FEATURES

WHAT'S NEW AND
NOTEWORTHY IN
SPECTACLE LENSES

3 WEIRD WAYS TO
INCREASE PRODUCTION
AND REDUCE BREAKAGE

EDITOR'S LETTER



When I first started covering the optical industry, as the senior editor for Lenses and Technology at 20/20 in the 1990s, I quickly adopted my own "Golden Rule:" When in doubt, ask a lab guy (or gal).

The rule served me well. Most of the great stuff I learned about lenses—and, of course, processing equipment—came from the people who work with, and thus know, this technology well. These people not only gave me insight into the latest innovations, but they also helped me pinpoint lens prescribing/buying trends, and told me based on first-hand experience which lens designs worked, and which ones offered more promise than practicality.

Lab operators, managers and executives—in short, the readers of this magazine—became my best sources of information. I now have the opportunity to hopefully return the favor, by continuing the *LabTalk* tradition of providing lab people with a resource for information on technology and business "best practices."

I know in taking over *LabTalk* now, from the great Christie Walker (see page 24), I have some big shoes to fill. But I take on this task with the understanding that, if I ever have any questions about what's going on in the industry, I know exactly who to call.

Enjoy the issue!

—Brian P. Dunleavy

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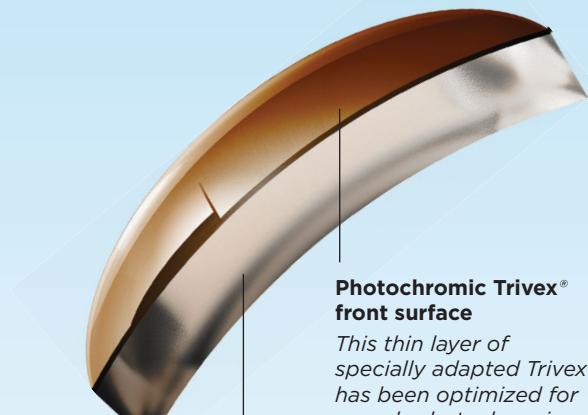
Transitions® Signature™ VII Flat Top 28 polycarbonate composite lenses are now available in gray and brown from Younger Optics. This means even more bifocal wearers can now enjoy the unsurpassed photochromic performance of Transitions® Signature™ VII.

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CONVEYORS AND LAB MANAGEMENT SYSTEMS

TRANSITIONS ACADEMY

Frames Data[®]

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

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FEATURE



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EXTRA, EXTRA, READ ALL ABOUT IT.

By JULIE BOS

Ready or not, a new year is just around the corner—and it's time to get prepared. For your lab, this can mean a fresh start, new strategies, and a renewed commitment to go after key growth opportunities. If your resolution is to take your business to the next level, knowing what's new in the world of edgers and polishers might be one key to unlocking new potential in 2017 and beyond.

To keep you up-to-date on this category, we turned to several leading equipment providers, who share information about the latest edging and polishing solutions that are already making a splash in the market.

Our thanks go to experts at Briot USA, Coburn Technologies, National Optronics, Santinelli, Satisloh and Schneider Optical Machines, who graciously contributed their insights.

Part 1: What Trends Are Driving the Market?

Trend #1: Simplification, efficiency and automation are still in high demand.

Simplifying the edging process through automation and reducing the amount of operator input necessary to run jobs are definitely ongoing trends. Products that can help labs get more done with less direct intervention continue to be in high demand.

"To improve efficiency, the focus has been on eliminating non-value-added labor through processes like blockless edging and incorporating edging functions like drilling and complex edging," explained Kevin Paddy, director of finishing at Satisloh. "Not only do these features offer a reduction in labor, they provide objective results and improved quality."

Trend #2: Milling for unique lens shapes and designs is becoming a differentiator.

"Milling is a hot new trend in edging systems," said Matt Curtin, marketing specialist at Briot USA. "Being able to offer unique lens shapes and designs to customers and patients is one thing many eye care professionals are using to differentiate themselves from large retail chains and etailers."

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Trend #3: The need for specialty edging remains constant. According to Steve Swalgen, Santinelli's national director of lab business, "The eyewear market is moving in two distinct directions—high-end specialty, and low-cost. The mid-tier segment is waning. As such, the need for specialty edging will remain a constant whether it be industrial and automated or stand-alone and tabletop. High-speed throughput for generic or low-end Rx work where qualitative results are less rigorous, will be a continued norm."

Trend #4: Economy and choice always matter.

Swalgen also stated that while "one-size fits all" solutions are often desired by labs, economically-priced tabletop edgers continue to offer labs real value and expanded choice, compared to more costly, industrial platforms.

Trend #5: The edging evolution continues.

"Edgers continue to evolve as the needs of ever-changing frame design and Rx lenses bring challenges to the wholesale lab," added Swalgen. "Maximizing visual acuity with varied frame curvatures is still a critical priority, and edging companies continue to develop various angular edging methods (e.g., wet, dry and hybrids) to address these needs."

Trend #6: Labs want to keep more work in-house.

Digital generators can cut just about any curve and Rx available; but the sticking point has always been the ability to polish above certain curve ranges. Today's labs want new technologies that can help them keep more and more work in-house.

Part 2: What New Equipment Is Available?

Briot USA's Attitude Edging System

The Briot Attitude raises the bar for what's possible in the in-house finishing lab. This lens processing solution is extremely fast and accurate—in fact, one of the fastest on the market—which makes it ideal for modern optical practices and wholesale labs alike. The edger has four different bevel options, including a full step bevel and mini bevel. It also offers a Smart Design Technology shape-creation tool and in-chamber drilling, which means the finished product is only limited by your imagination.

The company's new Attitude Premium Patternless Edging system is the first and only edging system that has integrated wavefront power mapping lensometry built

right into the blocker. This technology not only allows opticians to verify that a progressive lens design will fit in the frame shape, but also allows for accurate calculation of prism, along with verification that progressive lenses are within tolerance.

Gravitech is another unique product feature. This patented tracing technology is revolutionizing the industry by eliminating the need for a mechanical tracer. Not only is tracing fast (under four seconds), this product offers a more accurate trace than a traditional mechanical tracer. It's the only optical tracer on the market that has true one-to-one shape reproduction.

In addition to the Briot Attitude, the company offers two all-in-one edging systems (the Briot eMOTION and Perception) that feature simple user interfaces and a small footprint to fit in any sized lab.

Coburn Technologies' New HPE-8000X Exxpert Edger

The new HPE-8000X Exxpert Edger is the successor to the company's current model, the HPE-8000, and offers processing time that is 20 percent faster than its predecessor. Newly introduced "step bevel cutting" assures that the lens will fit precisely into high-wrap sunglasses even with special shape cuttings, such as ventilation holes. This machine also offers 11 different lens edge finishes, providing more available options for different jobs. Edge finishes include step bevel, standard bevel, rimless, grooving, mini bevel, asymmetric bevel, U-bevel, partial bevel, partial grooving, dual grooving and hybrid grooving.

To reduce lens slippage, an adaptive swivel chuck is used to clamp the lens more evenly. The Exxpert edger introduces "axial roughing," which prevents the lens from rotating on the wheel until the thickest part of the lens is removed, and in conjunction with the one-touch hydrophobic mode, eliminates the possibility of lens slippage. Labs also have the ability to directly import DCS job files, including frame shape, FPD, finishing style, lens material, drill coordinates and more. They can store and maintain these files in folder format, removing all concerns of file duplication.

New Solutions from Santinelli

Santinelli International offers both high-speed tabletop lens edgers and the highest throughput automated systems, without compromising quality at any level. The company's new LE-1200 tabletop unit is economically

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priced and engineered for fast “wet” lens processing. Alternatively, on the industrial side, the company’s automated “wet” and “dry” dual edger systems produce unparalleled “per hour” throughputs in an unprecedented small footprint. The AES-2200 (containing two SE-9090 Supra wet edgers) averages 33-39 standard jobs per hour, with an average mix of work. The ADS-2200 (containing two Xtrimer SE-1 five-axis, dry cut edgers) produces an average of 43-47 jobs per hour of standard work.

In addition, Santinelli’s new LE-1200 offers a “Mini-Bevel” for very thin metal eyewire frames, and the LEX-1200 offers “Mini-Shelf” bevel along with customized high wrap beveling. The Xtrimer SE-1 industrial “tool-based” edger offers high-speed drilling, customizable shelf beveling, specialty safety beveling and faceting with polish, and is able to rough lenses at an industry-setting record of 60,000 rpm’s.

Schneider Edgers and Polishers

For edging, Schneider offers the HSE Modulo, the first high-speed double spindle edger for fully-independent edging of the left and the right lens—either on-the-block or blockless. The two separate multi-axis systems enable truly independent simultaneous processing of the lenses, no matter how diverse the job requirements. The edger’s high rigidity and precise tool clamping allow for the highest rpm processes. Working with exceptional speed, HSE Modulo sets new standards in performance and throughput. The intuitive and easy-to-use shape editor opens up a broad range of finishing options to process even the latest complex styles, including specialties. The result is virtually unrestricted lens finishing. Plus, using the Schneider blockless edging option, labs can reduce costs significantly.

On the polishing front, Schneider now offers two different polisher models with an extended curve range to 18 total diopters. This expands the current curve range of digital Rx’s from approximately 12 total diopters—an expansion of 50 percent. This exciting new development gives labs the ability to process more Rx’s digitally and keep more work in house. Schneider now offers this revolutionary new technology on its CCP Modulo Automated Polisher and our CCP Nano manual polisher.

READY TO BUY? CONSIDER THESE TIPS FIRST

Quality is the most important buying guideline. Make sure you choose the right edging system to fit your production needs and the level of quality you want to deliver.

Research your current and future needs. Smaller operations often over-buy and larger operations often under-buy, which can result in buyer’s remorse. Just because a product or feature is trending, doesn’t necessarily mean it’s the right one for your lab. Ensure there is value and payback for the specific product and/or features you want.

Don’t forget to prepare for specialty jobs. There may be times when you need a specialty edger to provide hi luster polished edges, a shelf bevel for sport frames or an easy interface to process Chemistrie Clips.

Don’t overshoot the runway. In other words, budget for what you truly need versus purchasing sizzle that only processes five percent of your work. According to Swalgen, “No lab should have to outsource; but that doesn’t mean you need to purchase a single costly solution that does it all. A combination of industrial equipment (both automated and non-automated), along with tabletop edging, may be the better solution.”

Consider the polishing range. For polishing, the single most important attribute a lab needs to consider is range—how far out can it polish? This is important as it dictates what the digital production line can handle. Extended range is very important as more and more Rx’s benefit from being produced digitally, and the lab can keep their costs down by utilizing the digital line for more and more Rx’s. As lens suppliers move to a more digital-based inventory and phase-out semi-finished blanks, it’s important to be able to process as many Rx’s digitally as possible.

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FEATURE

What's New & Noteworthy in Spectacle Lenses

By ANDREW KARP

Interest in lenses that filter blue light continues to rise, as more consumers become aware of the need to protect their eyes from high-energy visible light.

Several companies are fielding new products in this category, including Signet Armorlite, which is introduc-



ing the Kodak Total Blue Lens a hybrid of lens material and AR lens coating that provides 100 percent direct UV protection and up to 80 percent filtering of HEV Blue Light while maintaining true color vision.

It is available in a variety of Kodak Lens designs. Clear and polarized options accommodate various visual needs in all environments, both indoor and outdoor.

Vision Ease is debuting Clear Blue Filter FSV Lenses. These polycarbonate stock lenses are available in 65mm and



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Recommended as an upgrade for the consumer looking to protect and maintain eye health, Clear Blue Filter lenses filter over 3x more blue light than standard polycarbonate lenses at 420nm and 51 percent of high-energy light between 380 and 460nm. And because they're especially vulnerable, often in-and-outdoors with just a single pair solution, children can benefit most as 70 percent more high energy light reaches a child's retina. Clear Blue Filter lenses are the only clear lens in the industry to carry the Skin Cancer Foundation Seal of Approval, which is recommended as an effective UV filter for the eyes and surrounding skin.



BluTech is introducing BluTech Ultra Lenses. Available in polycarbonate, BluTech Ultra offers industry-leading blue light protection in a lighter color that is constant in density regardless of prescription. BluTech Ultra will be available in plano and prescription lenses as well as in BluTech Eyewear, a complete frame and lens solution for adults and children sold exclusively by ClearVision Optical.

Zeiss is showcasing its DuraVision line of premium anti-reflective coatings, which offer superior clarity, durability and cleanability. DuraVision Platinum, DuraVision

BlueProtect, and DuraVision Silver. DuraVision BlueProtect have the same toughness and convenience as DuraVision Platinum, while also providing significant protection against high-energy blue light exposure from digital devices and other artificial



light sources. The goal is to help wearers more comfortably view the world—mitigating the effects of blue light to reduce digital eye strain as well as promote healthier sleep patterns.

In the wearable tech realm, Rochester Optical is offering Smart GOLD lenses, which feature an anti-reflective coating designed to block harmful blue-violet light emitted by digital devices. Smartphones, tablets, TVs and even

LED light bulbs are common sources of blue light, and Augmented Reality and Virtual Reality smart glasses are the latest source. Close proximity to users' eyes intensifies the impact,



and too much blue light exposure can cause early-onset macular degeneration. Smart GOLD is the only prescription lens optimized for use with smart glasses. Using proprietary digital-free form lens technology, Smart GOLD virtually eliminates distortion, eye fatigue and strain, and provides the best visual acuity in viewing heads-up-displays.



Essilor is offering Smart Blue Filter, a lens treatment designed to help reduce at least 20 percent of harmful blue light from entering the eyes on an aesthetically clear lens. Knowing it can take a long time to introduce new products; Essilor has integrated the Smart Blue Filter feature into the blanks used in the production of select Transitions brand adaptive lenses, Varilux Digital (PAL) and Eyezen+ (enhanced SV) products at no additional cost.

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Eyezen+ are the only lenses in the Eyezen brand portfolio to contain the Smart Blue Filter feature. The three Eyezen+ single vision lens designs are only available through independent eyecare professionals. The patient's age determines which design is suggested for them: Eyezen+ 1 for patients age 18 to 34; Eyezen+ 2 for patients age 35 to 44; Eyezen+ 3 for patients age 45 to 50 (Essilor recommends considering progressive lenses for this group). All three designs help reduce digital eye strain and exposure to harmful blue light which help to meet the needs of patients' modern lifestyles.

“Interest in lenses that filter blue light continues to rise, as more consumers become aware of the need to protect their eyes from high-energy visible light.”

TREND: High Performance Single Vision

Lately, we're seeing a growing number of high performance single vision lenses being introduced. A good example is Seiko's Superior SV, an ultra-personalized lens that starts with three unique designs that are prioritized to match the patient's lifestyle. Once the patient's ideal visual needs are determined, ECPs can fine-tune the lenses to provide optimal visual correction in the as worn position. Superior SV's optimized designs align the focal point so the eyes focus comfortably at the required distance. The patient's Rx is also aligned to the position-of-wear using the pantoscopic tilt, frame front angle and vertex distance.

These additional parameters properly align the lenses for maximum visual acuity while wearing the frame in a natural position. Advanced Aspheric



The AES-2200 robotic unit with two SE-9090 Supra Edgers provides simultaneous multi-job production in an unparalleled small footprint.



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Compensation further adjusts the freeform back surface power of the lens for optimum performance in the as-worn position, and virtually eliminates marginal astigmatism and power error caused by variations in eye rotation, pantoscopic tilt and vertex distance.

With Superior SV it is possible to create an almost infinite number of optimized designs incorporating the patient's unique data, according to Seiko. The result is precise and stable vision out to the periphery, and extraordinary optical clarity even with high cylinders and prismatic corrections, the company said.

Hoya is fielding three new lens designs intended specially for new media use: Hoya iD Space, iD Screen, iD Zoom. Hoya's exclusive indoor solution is tailored to individual working and wearing conditions.

Rochester Optical is focusing on outdoor vision needs with its new PolyShade85 polycarbonate sun lenses, the darkest finished and semi-finished single vision sun blanks on the market, according to Rochester Optical. The gray tint is embedded in the polycarbonate substrate and completely eliminates the hassle of tinting for an optical lab or eye care professional.

PolyShade[®] 85

PolyShade85 lenses feature an average of 15 percent light transmission and provide the most practical single vision sun lens solution. Available in +4.00D sphere with up to -3.00D cylinder and -6.00D sphere with up to -4.00D cylinder, PolyShade85 covers a wide prescription range.

Zeiss DriveSafe lenses, as the name infers, are meant specifically for driving. They feature an optimized design plus a special AR coating that offer wearers a precision lens for everyday use with special features to enable a better and safer driving experience.

The benefits of DriveSafe include a more relaxed feeling in low-light or bad weather conditions, reduced discomfort glare for drivers who are frequently irritated by oncoming headlights and, for progressive lens wearers, optimum vision comfort when looking at the road, dashboard and the rear-view side mirrors.



Another new approach to progressive lenses is the Contour Lens with ADT (Adaptive Design Technology) from EGMA and Ocuco.



Created with Ocuco's premium lens design software, Contour lenses combine the latest digital freeform designs with advanced fitting technology to provide patients with excellent progressive lenses.

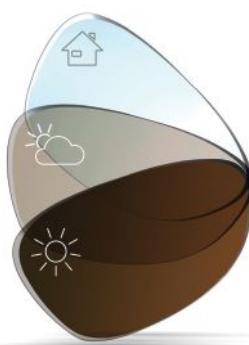
Developed by the same team responsible for Innovations, the optical industry's leading lab management system; Contour's Adaptive Design Technology (ADT) provides an interface that assesses active patient feedback to determine their ideal lens design. The process

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takes less than three minutes and includes lens treatments, accessory and additional pair suggestions to support the eyecare professional's recommendations.



OptiSource International is introducing plano polarized lenses with AR backside coating. Three different materials are available: TAC (Tri Acetate Cellulose), polycarbonate, standard plastic; nine different colors: G15, gray, brown, gradient-brown and gray, silver mirror-brown and gray, dark-copper and gray; three base curves: 4, 6 and 8.



A new entry in the photochromic lens category is Hoya Sensity. The lenses feature Stabilight Technology which ensures Sensity lenses perform consistently in all climates, all seasons and all circumstances. Not only do they darken to an attractive category 3 sun lens tint faster than ever before, they also quickly fade back to full clarity as soon as the ambient light intensity diminishes. During these rapid transitions, total UV protection remains in place. As a result, Sensity provides ultimate user convenience as well as the best protection, the company said.

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GOOD VIBRATIONS: CREATE A POSITIVE WORKPLACE TO BOOST PROFITS

By PHILLIP M. PERRY

Negative businesses have a tough time making money. Employees with bad attitudes tend to pull back and maximize job security rather than create innovative solutions to business problems. Even worse, customers feel unwanted and abandoned.

"Negative thinking carries a real cost in terms of workplace productivity," says John Wagner, a clinical counselor in Ft. Mitchell, Ky. (WagnerSeriouslyFunny.com) "Much of that cost results from poor employee performance."

In the worst cases, adds Wagner, toxic workplaces cause the best employees to jump ship for the competition.

Finding, hiring and training replacements require investments in time and money that could be better spent elsewhere.

You can avoid these costly matters by creating a positive environment in your own workplace. Here's how.

CHANGE HAPPENS

Negative people create negative workplaces. It stands to reason, then, that to create a productive business environment you need to change the thinking of those who contribute to a toxic one. Your entire staff needs to adopt a positive mental attitude (PMA).

“ Unfortunately, it’s easy to fall off track when faced with challenging business events. To maintain a positive attitude, we must adopt patterns of behavior that reinforce our productive mindset in the worst of times. ”

Take Gloomy Gus—one of your long time workers and chief negative thinker. Maybe you think he’ll never change his attitude. But evidence suggests he can.

“Over the past few decades, scientific research has disproved the idea that our brains are set in stone once we reach our late twenties,” says Sandy Weaver Carman, an Atlanta-based management consultant (sandyweavercarman.com). “In fact, we can learn new ways of thinking and new ways of looking at the world.”

Granted, people do tend to resist change. But that’s a matter of choice. “Very often, people simply do not want to go to the trouble of learning anything new,” says Carman. “They need to be motivated.” That means Gus needs to be helped to start thinking of life as a glass half full instead of half empty.

START WITH #1

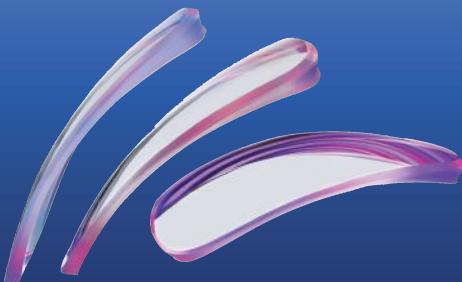
So how do you motivate Gloomy Gus and employees like him? Start by setting an example. “The person in charge sets the tone for the entire workplace,” says Julie Alexander, a management consultant in Garland, Texas (juliealexander.com). “People take their cues from the boss.”

Unfortunately, it’s easy to fall off track when faced with challenging business events. To maintain a positive attitude, we must adopt patterns of behavior that reinforce our productive mindset in the worst of times. And behavior is the key: We cannot control our emotions, but we can control how we respond to our emotions.



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"Two behaviors tend to impact our mental state," says Tina Hallis, a management consultant in Madison, Wisc. (positiveedge.org). "The first is what we choose to think, and the second is what we choose to do on a moment to moment basis. Those little things add up."

Such habits need not be major. They can be as inconsequential as buying coffee for the security guard, or taking a walk in the fresh air each morning before work. And they will differ with each person. For some ideas on how to keep your own positive gears running, see the sidebar, "How to Stay Happy."

Determining to maintain a PMA is a great first step—but it's also important to get feedback on how you're doing. What does your staff think about your attitude? Your image may not be as positive as you imagine.

"Most of us think we're happy go lucky," says Carman, "But we may be showing the world something much different. Ask your staff how you look to them. Then listen to their responses. If they say you tend to be gruff then it's time to re-think your style."

“ Determining to maintain a PMA is a great first step—but it's also important to get feedback on how you're doing. What does your staff think about your attitude? Your image may not be as positive as you imagine. ”

HOW TO STAY HAPPY

Good habits lead to good mental attitudes. Four experts on psychology offer their best ideas for getting and staying in the groove:

"Exercise regularly. Take care of yourself."

"Watch the words you say to yourself. Reframe your thoughts about bad events into statements that create opportunity."

"Take yourself lightly. When we laugh at ourselves we learn more quickly from our mistakes."

—John Wagner, Ft. Mitchell, Ky.

"Spend 20 minutes out in the fresh air before going into the office."

"Spread random goodness. When you stop for coffee, get one for the security guard."

"Find a good thing to celebrate everyday with your staff."

—Sandy Weaver Carman, Atlanta

"Every now and then take the staff out for drinks or a snack."

"When you feel workplace stress, pause and take three to five slow, deep breaths."

"At the end of each day think back and dwell on two or three good things that happened."

—Tina Hallis, Madison, Wisc.

"When you mess up, fess up. Managers who do that gain respect from employees."

"Spend one hour a day doing what you enjoy."

"Create opportunities for the staff to have fun. Encourage levity in the workplace that does not come at someone else's expense."

—Julie Alexander, Garland, Tx.

PASS IT ON

Once you've put yourself together, encourage your employees to follow your example. How? Alexander suggests building a work environment around the recipe of CARE: Collaboration, Attitude, Responsibility and Enthusiasm.

Here's what each ingredient of that recipe means:

Collaboration. A successful business results from cooperative effort. No one person is a lone ranger.

Attitude. Everyone is encouraged to maintain a PMA at all times. Share this story's sidebar, "How to Stay Happy," with all of your staff members.

Responsibility. Every employee must learn to "own" a customer's problem. That means following through on every sales and service initiative until the customer is satisfied.

Enthusiasm. Customers notice right away when employees are enthusiastic about their work. Exhibit enthusiasm about your own duties and invite your staff to follow suit.

The secret to getting CARE in place: Quality engagement with employees. "You need to be a good communicator, and encourage good communication among your staff members," says Alexander. "Be open to one-on-one conversations, and schedule regular staff meetings in which people feel they are listened to and that their opinions matter."

Stay alert when conversing with your staff. "Focus on being present when people talk with you," says Carman. "Bosses too often let their minds wander." With their attention pulled in so many directions, supervisors might glance at their phones or their watches, or over the shoulders of the people with whom they are talking.

"Let go of the toy and be present," says Carman. "If people feel like you value them they will be happier. And so will you."

Beyond quality communication, you can also encourage a PMA by letting people exercise their creativity in their daily duties. "When you delegate, let the tasks go," says Wagner. "Lighten up. Not trusting people to make the right decisions will limit them."

People cannot rise up to low expectations, says Wagner. "If you don't believe your team can handle a task, it probably won't. Keep training people and focus on their strengths."

Help people create new solutions by being specific about what you want. "People want to live up to others' expectations," says Alexander. "But if those expectations are not made clear people flounder and do not know what to do."

Of course, people will make errors. When that happens, don't be judgmental.

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Encourage your staff to learn from mistakes and try again. "Employees are creative and productive when they are released from the fear that they are not allowed to mess up," says Wagner. "And when they know they are free to ask for help, mistakes are corrected quickly."

All of the above tips have one thing in common: They describe behaviors that lead to positive thinking. That's a more effective approach than trying to browbeat people into being happy.

"You want to help your employees be happier thinkers," says Carman. "But you have to be careful: You can't tell people how to think. You do not want to be the 'happiness police' or 'big brother.'"

Creating a happy, productive workplace is a long game. It's not a matter of flicking a switch or reading a book. You need to consciously adopt good mental habits and motivate others to do the same.

While the process takes time, everything starts with individual managerial commitment. "You have to want your employees to be more positive in their thinking," says Hallis. "You have to feel it's worth the effort."

“Creating a happy, productive workplace is a long game. It's not a matter of flicking a switch or reading a book. You need to consciously adopt good mental habits and motivate others to do the same.”

"When you feel workplace stress, pause and take three to five slow, deep breaths."

"At the end of each day think back and dwell on two or three good things that happened."

HOW TO HANDLE GLOOMY GUS

Nothing pleases Gloomy Gus. He makes disparaging remarks about the business. He's critical of others. And he's down in the dumps all the time.

Don't let things ride. "A negative employee can be a huge detriment to your business," says Tina Hallis, a management consultant in Madison, Wisc. (positiveedge.org). "It's a bottom line issue because the bad psychological attitude of one employee can spread to others, and impact customer service and productivity."

Understand that it's beyond your power as a manager to transform the negative thinker. "The only person you can really change is yourself," says Hallis. "But you can certainly reach out and see if Gus is open to positive input." Hallis suggests conducting a conversation with Gus along these lines: "I am concerned about you. Recently I heard you say some troubling things." (Here, describe specific negative remarks and behaviors you have observed). "How can we help?"

Present your remarks as the result of genuine concern for Gus rather than an attempt to punish or threaten. If Gus opens up with a statement about what is causing his negative thinking, express understanding and ask what specific steps you can take to help resolve the matter.

It's possible that Gus will resist your overture and express an unwillingness to share what's troubling him. If, so, says Hallis, it's important to communicate to Gus the importance of changing his behavior. Hallis suggests using words such as these: "The workplace is not the right environment to vent, or to share your negative thoughts. Please save them for home or keep to yourself."

While you need to give Gus some time to pull himself together, you also need to make sure he does not infect others with his bad attitude. "Negativity is contagious," says Hallis. "One negative employee can infect the whole group. Consider moving Gus to another spot where he interacts with fewer people, but can still employ his strengths for your organization."

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LABNOTES

PPG Partners with Thai Optical Group and Global Optics to Introduce TRIBRID

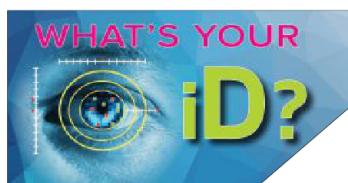


PPG, Thai Optical Group and Global Optics have partnered to introduce TRIBRID™ high-index lenses to the North American market. The lenses are available in semi-finished single-vision clear and are

compatible with digital free-form processing and A-R coatings. Developed by PPG, the TRIBRID lens material uses an advanced hybrid material approach incorporating chemistry for the TRIVEX® lens material with traditional high-index lens material chemistry. Global Optics has also announced that any optical laboratory can now apply to become a Global Optics associate member.

For more information globalopticsinc.com.

Hoya Expands New Media Optics Lens Line



HOYA Vision Care has expanded its New Media Optics portfolio with iD Space, Screen and Zoom.

The three new freeform lens designs use HOYA's patented Integrated Double Surface Design (IDSD) technology. Digital Eye Strain is the most common computer-related repetitive strain injury, surpassing carpal tunnel syndrome and tendonitis. Vision and the accommodative system are under-appreciated and -accounted for in the ergonomics of most people's work space leading to discomfort, disability and lower productivity. iD Space, Screen and Zoom have customizable fitting values to ensure each individual's work space is part of the lens design.

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LAB DIVISION RECOGNIZES DIRECTORS' CHOICE WINNER, HALL OF FAME INDUCTEES AT VEW

By **BRIAN DUNLEAVY**

Lab executives gathered at the Treasure Island Hotel and Casino on the eve of Vision Expo West to celebrate the contributions of industry leaders as part of The Vision Council Lab Division Directors' Choice and Hall of Fame ceremony.

Presented with the Directors' Choice Award by Zyloware Vice Chairman Henry Shyer and Lab Division Chair Drake McLean, James C. Tooke, a graduate of Memphis State University (now the University of Memphis) and decorated veteran of the Vietnam War, first entered the optical industry in 1972, serving as a territory manager for Univis. In 1977, he started Independent Multi-Line Sales with coverage of the Midwest. After carrying a variety of lines, he has sold Zyloware Eyewear, where he is Regional Account Manager, for the past 37 years, along with Art-Craft Safety. Tooke is a two-time recipient of the Midwest Optical Laboratory Association Man of the Year award.

Hall of Fame inductee Craig D. Giles, recently retired executive vice president/GM, Walman Optical, joined what is the industry's largest lab in 2005 after it purchased his former

employer, Soderberg Optical. Giles started at Soderberg in 1982. From 1997 to 1999, Craig served as Vice President, Sales, and then as Vice President, Sales and Marketing from 1999 until 2004. During this time, he spearheaded the company's Preferred Select Buying Group and drove sales and manufacturing of freeform lenses, making Soderberg the first U.S. lab to successfully process and distribute the novel technology. He is currently serving as President of the UMOGD Sight Preservation Foundation, which raises money for visually and physically disabled young people, specifically for the Minnesota State Academy for the Blind in Faribault, Minn.

Fellow inductee Michael C. Vitale, ABOM, LDO, NCLE, has been in the optical industry since 1977 and currently holds the position of Technical Director and Lens Division Liaison, The Vision Council. He began his career at the wholesale lab Lens Tec Inc. In 1990, he joined Essilor, where he managed a lens testing facility responsible for the development and implementation of lens processing techniques. He was also directly responsible for the launch of Essilor Laboratory University, a week-long training program to educate laboratory

personnel on lens processing techniques. Vitale served as Director of Corporate Quality from 1999 to 2002, when he joined Sutherlin Optical in Kansas City, Mo. as Director of Operations. During his tenure at Sutherlin, Vitale was the Principle Educator for their customer service team and was responsible for customer continuing education. In 2006, he returned to Essilor as Director, Corporate Quality. Vitale also served as Chairman of the Lens Marking Task Force, as the first Chairman of the Mass Lens Manufacture Committee, and as Co-Chair of the Lens Description Standard.

Christie Walker, the recently retired editor of LabTalk, is a life-long journalist who started covering the optical industry in 1997, when she took the reins of this publication. Walker has been a reporter for Jobson's Vision Monday at 38 consecutive Vision Expos. In 2011, she was honored by the Optical Women's Association with the Pleiades Award, which spotlights an individual who has shown commitment to fostering the leadership role of women in the optical industry.

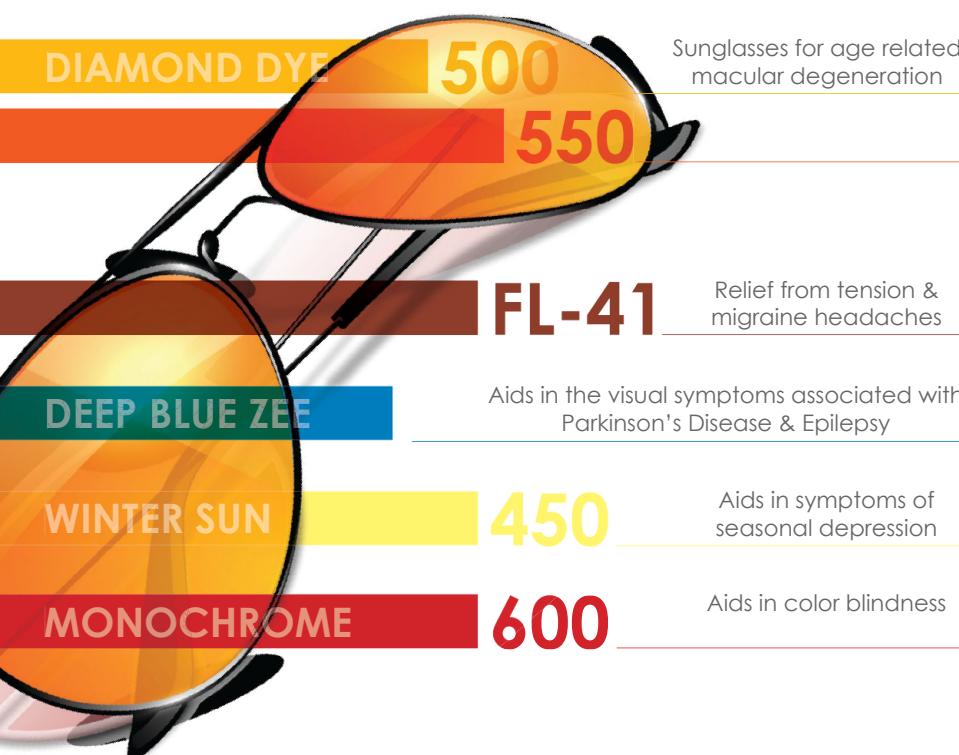
Fellow inductee Dick Whitney has been in the optical industry since 1974, when he joined the central testing lab at

American Optical (AO). He currently serves as Manager of Industry Standards for Carl Zeiss Vision, and has chaired The Vision Council's Lens Technical committee since 1997. Whitney is also Chair of ANSI Z80.1 and has been involved in ANSI, ISO, and The Vision Council's committee work for 25 years. In addition, he is also the Executive Director of the Zeiss-sponsored Optical Heritage Museum in Southbridge, Mass.

Another AO veteran, John M. Young, Founder, Colts Laboratories, was also inducted into the Hall of Fame. An engineer and optician, he holds a number of patents for the design of optical lenses, devices and FDA drop-ball testing protocol. Young has authored more than 100 published articles and papers, and has been a member of 16 National and International Standards Committees and Association Committees. He has chaired committees for both ANSI and ISO. Young started COLTS, the optical industries' first independent testing facility in 1997. Under his direction, COLTS has been dedicated to overall quality in the industry and continues to partner with the optical community through programs such as COLTS College.

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SPOTLIGHT ON...

HALL OF FAME

Lab executives gathered at the Treasure Island Hotel and Casino on the eve of Vision Expo West to celebrate the contributions of industry leaders as part of The Vision Council Lab Division Directors' Choice and Hall of Fame ceremony and the annual industry event, Labapalooza.



The following industry veterans were honored at the Hall of Fame awards and Dinner held at Treasure Island. Directors' Choice James C. Tooke, Zyloware Eyewear. Hall of Fame inductees Craig D. Giles, Walman; Michael C. Vitale, ABOM, The Vision Council; Christie Walker, LabTalk Magazine; Dick Whitney, Carl Zeiss Vision; and John M. Young, Colts Laboratories. Upon his retirement, Mike Daley was honored by the Vision Council Lab Division with a special award. Presenting the award to Daley (l) were Hoya's Barney Dougher (c) and The Vision Council's Steve Sutherlin.



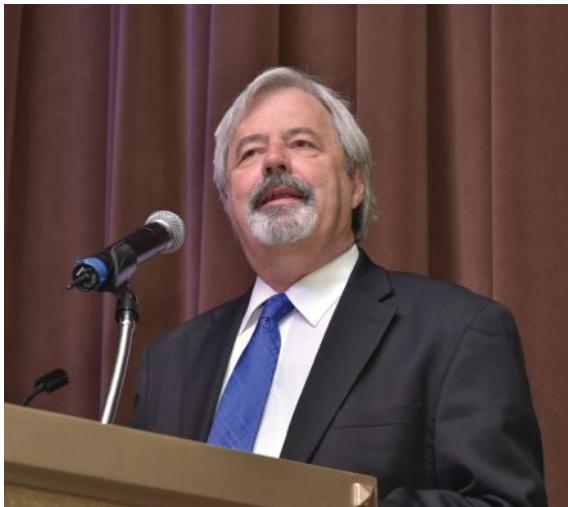
The Vision Council's Rene Soltis-Shephard with inductee, Mike Vitale.



Sharing a drink and some conversation before dinner were (l to r) Robyn Crimmins, VSP; Lorrie Lippiatt, OD, Salem Eyecare Center; and Sheri Rogerson, REM Eyewear.



Steve Kodey and Greg Chavez, both with The Vision Council.



Dick Whitney spoke before accepting his award.



Christie Walker (second from right) accepted her award from Barney Dougher, Lorinda Fraboni and Steve Sutherlin.



Accepting the award from Steve Sutherlin on behalf of her father John Young, was his daughter Kimberly Hutton.



James Tooke addressed the audience before picking up his award.



Craig Giles (second from left) received his honor from Barney Dougher, Steve Sutherlin and Walman's Marty Bassett.



Essilor's Steve Mills (l) with Mike Duncan, formerly with Essilor Laboratories of America



WEIRD WAYS TO INCREASE PRODUCTION AND REDUCE BREAKAGE

By ROBERT MINARDI

In any optical lab, regardless of size or output, there are two mechanisms always intertwined: optics and manufacturing. As eyewear professionals, we sometimes tend to neglect some of the manufacturing principles that are the foundation of producing great quality eyewear quickly and efficiently. Here are three powerful, but sometimes overlooked, concepts your lab shouldn't ignore.

Task Saturation: Breakage's Best Buddy

Task saturation is a term used in aviation. It's defined as having too much to do, without enough time, tools or resources to do it. Basically, if a fighter pilot has too many little tasks to do, they lose focus on much more important things like their altitude. Task Saturation can cost a pilot their life. Is it costing you money? Have you been noticing breakage for really simple mistakes? For instance, jobs that are loaded on the wrong edger or routed to the wrong areas? Do you constantly tell your techs to just "pay attention"? It may not be their fault. They may be task saturated. There's a great article on the *Psychology Today* website that recites some neuroscience that shows our brain don't multitask task like we think, or at all. The site also provides a simple, yet clever, demonstration of this.

Dr. Joann Deak, author of "Your Fantastic Elastic Brain" has some interesting insight into this topic. She claims, "When you try to multitask, in the short-term, it doubles the amount

of time it takes to do a task and it usually, at least, doubles the number of mistakes."

If you're attributing a lot of breakage to your staff not paying attention, you may need to make some adjustments. The first thing to do is make a list of every task someone performs. Trust me, it adds up really fast. Then evaluate. How many tasks are they performing that can cause a breakage? If it's more than one or two, can you give one task to someone else with less on their plate? Can you sequence the tasks such that it makes it easier to remember the critical stuff?

If they're making errors related to misreading paperwork or job routing, have them circle the items they need to check with a colored pen to help them keep focus. Each operator has their own color that never changes. Yes, it may take an extra second or two, but if it's a high breakage or critical area, the payoff will be worth it.

Always stay conscious of how many tasks each staff member must perform in a given hour. This is biology, to overlook it is a big mistake.

Flow don't you know?

Have you ever heard someone say "I was in the zone!"? In psychology it's known as "Flow" and it's defined as: The mental state of operation, in which a person performing an activity, is fully immersed in a feeling of energized focus.

That's a very good place for your staff to be. Are you doing everything you can to make sure they get to a state of flow and stay there?

Flow killers:

- **Repeated stopping and starting:** A state of flow can be reached in about 15 minutes, and it takes another 15 if it's broken.
- **Unclear process methods:** You can't have your staff just making it up as they go along.
- **Low energy environment:** If you're not excited to tackle the tasks at hand, why would your staff be?

Flow facilitators:

- **No interruptions:** How many times an hour do your techs have to stop what they're doing? Do they say "I'd get much more done if I didn't have to _____!" Listen to them, they're probably right.
- **Precisely defined processes:** Everyone must know exactly what to do and how to do it. Make some rock solid Standard Operating Procedures (SOP's) and Work Instructions to reduce variation in your process.
- **Energy:** Don't walk around like a Grumpy Gus! Your energy, positive or negative, has a corresponding effect on your staff.

Signage

Humans are, for the most part, visual learners. In a study by the 3M corporation, research concluded that visual information processes 60,000 times faster than text. Up to 90 percent of the information we absorb in a given day is visual and the other four senses share the remaining 10 percent. Take advantage of this!

Alert!

When loading the engraver make sure the alloy indent is facing forward.

If it's facing backward, the lens will be engraved upside down.

Out of the following two examples, which do you think will prevent more breakage?

It's tempting to throw this alert together in three minutes because you have things to do, but it's really not very useful. The operator will read it once and then disregard it. I've seen an entire wall full of alerts and notices just like this. They had a big bold heading with a puny 20-point font and no picture or color.



In the bottom example, it's very clear as to which way is correct. Also, notice how the word "forward" is used in both examples. You don't want to use the word "backward" because that's the situation you don't want to happen. Even the incorrect example, reinforces the correct way to load the job. Also, notice the change in angle from the correct and incorrect way. Make the correct example from the angle they'll see it at. The incorrect example should be a different angle and perspective. Don't make two nearly identical photographs for them to choose from. It's a subtle detail, but aids in the alert's effectiveness. The picture should do most of the talking anyway, so use as few words as possible. The words are necessary to get the initial message across. After the first time the operator reads it, they disregard the text anyway, so make the picture count!

Don't be lazy with your signage. It's one of the most powerful tools at your disposal. A good sign should stream the critical information into your operator's brains instantaneously with no conscious thought. Also, vertical field of vision is approximately 60 degrees up and 75 degrees down, so it's better to mount it a little low than too high. Another tip is to place your signs in plastic document sleeves to keep them looking fresh longer. Some sleeves even come with magnetic strips already on them; making it easy to stick them to machines and steel beams.

The Japanese have a principle called kaizen. It infers "change for the better" or "continuous improvement."

It's a powerful message for a tiny word. With a little effort, these tips you can ensure kaizen in your lab.

Robert Minardi, ABOC, has been in manufacturing for almost 25 years. He's a certified Lean Six Sigma Black Belt with a background in quality control.

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LABNOTES

Satisloh Makes Young VP of Business Development/Key Accounts

Satisloh North America has appointed Steele Young as its new Vice President of Business Development/Key Accounts. Young has been with the company for 27 years and in the optical industry for 35. "Steele has become the familiar face of our company for many years, especially in the Western region of North America. During this time, he has established integrity with a remarkable capital equipment sales track record that is seemingly untouched in the ophthalmic industry," said Pete Lothes, CEO/President of Satisloh North America. "This new position is a natural transition, it will utilize the skill set he's developed over the years and further improve our customers' experience—especially in large scale and complex automated projects. Additionally, his intimate understanding of our customer base will put an even stronger customer-focused role on our executive team."

Before joining Satisloh, Steele earned a degree in Precision Optics and worked in that industry, manufacturing laser guided and infrared weapon systems, as well as mass production optics for big screen TVs. In his new role, Steele joins Satisloh North America's Executive Management Team: Gregg Gerschke, CFO; Chris Seifert, SVP Technology/Service; Ian Gregg, VP Sales Operations; Steve Schneider, VP Consumables; and David Blotz, Controller. **For more information visit www.satisloh.com/home/.**



Schneider Hires New Director of Consumables



Schneider Optical Machines has added industry veteran, Jeff Endres, as Director of Consumables Products. Endres is responsible for all consumables products and processes including surfacing, finishing and coating. He has more than 25 years of experience in the optical industry, first serving as the A-R Coating Manager at Sierra Optical from 1990-1995. From 1996-2000, he was Engineer and Director of Operations at Carl Zeiss. He also served as Vice President of Technical Services, responsible for the development of several pieces of production equipment and lens coatings including the genesis of the Carl Zeiss Foundation ultrasonic cleaning and hard coating program. From 2000-2003, Endres was the Director of Technical Services for Hoya Lens. More recently, he served eight years as Senior Technical Director for The Vision Council, secretariat for the

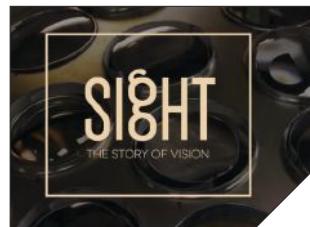
American National Standards Committee Z80, board member to the Optics and Electro Optics Standards Council and Vice President of Operations at Shamir Insight. **For more information visit www.schneideroptics.com.**

Hilco Announces New Acquisitions

Hilco Vision has announced that it has acquired two European optical companies—Optiplus, a manufacturer of accessories, professional tools and lens-care products, and Proteye, a manufacturer of frame design and in-house lens edging systems designed for the prescription needs of the industrial safety and swim markets. “This is an important strategic step for Hilco Vision to continue bringing comprehensive solutions to our customers on a global basis,” said Ross Brownlee, Chief Executive Officer of Hilco Vision. “The establishment of Hilco Benelux follows on from the acquisition made last year of Breitfeld and Schliekert in Germany. The combination of our companies brings not only scale but also greater opportunities to share innovation that can both delight and reduce complexity for our customers.” Kees Rozema the current Managing Director for Optiplus will assume the role of Managing Director for Hilco Benelux, overseeing the activities also of Proteye. **For more information visit www.hilco.com/optometry.**

Zeiss, Luxottica Host world Premier of Vision Documentary

Carl Zeiss and Luxottica hosted the world premiere of "SIGHT – The Story of Vision," a one-hour documentary tracing the history of eyecare over the past 800



years, on the eve of Vision Expo West in Las Vegas on September 14. More than 250 representatives from throughout the industry attended. The documentary, released in conjunction with World Sight Day in October and shown on PBS stations across the country, with the hope of drawing increased public attention to the issues of blindness and vision impairment. The film will also be provided to international broadcasters for global distribution. The World Health Organization (WHO) has acknowledged that reducing visual impairment is a global public health problem, and it is one of the main goals of its Global Action Plan for 2014-2019, "Universal Eye Health."



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SPOTLIGHT ON...

LAB DIVISION MEETING AND LABAPALOOZA

Optical lab owners and managers had several opportunities for education and networking via the Lab Division meeting and Labapalooza party, both held during Vision Expo West in September.

Lab Division Meeting



Greg Chavez (l), The Vision Council, presents outgoing Lab Division steering committee members with an award of appreciation for their service. Jay McDonald, Luxottica Retail, Adam Winkelman, VSP, and Mike Francesconi, Katz and Klein.



Carol Lamy and Ron Cooke of Diversified Ophthalmics attend the Lab Division classes.



John and Sue Barry of Walman Optical attend the Lab Division class on to of 3D printing.



Adam Winkelman, VSP and Rick Tinson, HOYA, meet at the Lab Division Meeting.



Greg Ruden, Todo Ramlo, Tom Cullery, of Expert Optics listen to the panel discussion of the consolidation at the ECP and retail level.



Lee Pickett, Lab Optica, Ken Lin, X-tra Lite, Lori Treadwell, The Vision Council, and Jeff Konstanzer, Costco, networking before the start of the Lab Division classes.

Labapalooza



Tom Lamond (l) and Marc Ferrara (r) of Jobson, congratulate LabTalk editor, Christie Walker, on 19 years of service and her retirement from the optical industry.



Ken Lin, X-tra Lite, and Gary Peterson, PSI, enjoy Labapalooza.



Amanda Mohn, Encore Vision, winners the cruise at Labapalooza. Schneider sponsors Gunter Schneider and Kurt Atchison present Amanda her award.



Top Labapalooza sponsor Schneider attend the event: Markus Fuhr, Gunter Schneider, Inga Reich, and Kertin Battenfeld.



Walman's Doug Schlauderaff and Lorinda Fraboni enjoy the evening at the Rockhouse for Labapalooza.

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BLOCKLESS OR NOT, THAT IS THE QUESTION...



KEVIN CROSS
*Vice President Sales,
North America,
Schneider Optical
Machines Inc.*

Blockless edging continues to grow in popularity because it can help to automate yet another function inside the lab while increasing efficiency. It certainly doesn't replace a skill position, but it complements the team quite nicely by doing a lot of the "bread and butter" work very fast, and with high quality results.

As labs try and determine if it's worth the extra upfront costs to purchase a blockless edger there are some key points to consider: First, what are your hourly and daily production requirements? Blockless edging will normally be slower than using a standard edger, in order to accommodate for the added time needed to measure and align the lens properly before the edging process. Second, labor costs are a concern, and depending on your situation going blockless may allow you to reallocate a position or two or more away from finish blocking to a more value-added position within your lab. Third, you need to consider available space. Most blockless edgers are larger and require more space due to the more complex processing involved. Consider how this can impact your current space requirements and workflow. Fourth, consider the reduction in consumables (blocks) you will realize when going to blockless edging. This can be significant and can lower your overall cost per pair to finish a lens. So when you are thinking about which direction to go, consider the above points and have a good conversation with the machine manufacturers so you know exactly what you can expect.

MAXIMIZING FIRST-TIME FIT IN AUTOMATED EDGING



GUY GOOSELAW
*Technical Support
Specialist, DVI*

Today's high-production automated edgers produce more sophisticated treatments, including angled, or "inclined" bevels, T-bevels and variable step-back bevels. Plus, many sport, wrap, and active lifestyle frames require radical features such as notches or hooks to facilitate new mounting systems unique to each manufacturer. While these processes can be applied to jobs on manually-operated equipment, they haven't translated well to automated production environments.

The DVI VISION system offers several methods of controlling and managing these functions based on wide-ranging job criteria. Setups can be defined within the frame database or on a machine-by-machine basis for frames requiring special features, such as drill coordinates or specific edge types or treatments. With the system, functions and commands are passed seamlessly to edgers in automated production lines for an uninterrupted job flow.

Wrap and other elliptical frame shapes require strict 3D sizing control throughout manufacturing. It can be difficult for a laboratory to know or understand what compensation may be made by tracers, edgers or sometimes both. The VISION system uses precision 3D size control that adjusts for the dynamics of the frame / lens base/bevel curve relationship.

FINE FINISHING MEANS GOING BACK TO BASICS



KEVIN PADDY
*Director – Finishing,
Satisloh and National
Optronics*

With all of the technology and innovative features available now, it's sometimes easy to overlook the basics of finishing. If equipment isn't properly maintained and calibrated, it doesn't matter what brand or features are used, the final product won't meet your customers' standards. While "hot" features such as blockless and five-axis edging can reduce labor and consumable costs—and even open new markets—it's ultimately the product quality going out your door (and not in scrap) that impacts your bottom line the most.

Now's the time to review your owner's manual for appropriate maintenance and calibration procedures and schedules. Regular dusting of surfaces and cleaning of grinding chambers is good practice, but more sophisticated maintenance is needed to ensure peak performance. If time or experience is an issue, consult your equipment manufacturer—most have service programs for detailed maintenance. If you're concerned about costs, ask if they offer a trial period for their service programs. This is an excellent way to preview these services and an opportunity to learn the proper maintenance procedures from a factory-trained technician. Investing in a regularly scheduled maintenance program helps your bottom line in a variety of ways: reduced scrap, increased equipment uptime, fewer costly repairs and extended equipment lifetime.



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LABTECH

Luxexcel Partners with A&R on QC Process for 3D Printed Lenses

Luxexcel NV and Automation and Robotics (A&R) have joined forces on a quality control program designed to ensure that 3D printed lenses will meet industry and user requirements. The quality control program uses of the Dual LensMapper manufactured by A&R, and Luxexcel has developed technology designed to 3D print lenses that don't require polishing or grinding, allowing users to create lenses for new frame shapes while reducing the environmental impact of lens manufacturing.



"Together with A&R Automation and Robotics we have now started a quality control program which will allow us to assure that our 3D printed lenses will meet both industry and user requirements," said Guido Groet, CMO Luxexcel. "Our continuous development efforts will bring us to imaging quality and we expect to be ready for certain applications in the course of 2017. The Dual LensMapper allows us to inspect the lenses in detail and take our quality control to the next level." [For information visit www.luxexcel.com](http://www.luxexcel.com).

Santinelli's Expanded Product Catalog Includes More Than 1,000 Items

Santinelli International has expanded its selection of lens finishing equipment, supplies, frame parts, tools and accessories to include more than 1,000 products. The new product extensions are showcased in the company's catalog, released in September.

The collection features everyday items such as nose pads, temple tips and screws, as well as new, unique dispensing aides. A digital catalog can be found on the company's website and printed catalogs are available upon request. [For more information visit www.santinelli.com](http://www.santinelli.com).

Flexlink Introduces New Tray Management System

FlexLink has introduced a new "tray hotel" designed to house trays during the alloy block cooling process, enabling them to completely cure. The integrated system of Flexlink's patented elevators and floors/levels provides a modular solution based around the specifications and design of an individual lab, allowing for maximum efficiency and reduced use of floor space. The system enables users to assign trays a level/floor based on cooling time, allowing them the ability to set different cool down times for different jobs. With this system they can prioritize late or cancelled jobs as well. Flexlink's team of efficiency experts are available to assist labs in system selection based on throughput, processes and lab layout. [For more information visit www.flexlink.com/en/home/industries/optical-efficiency](http://www.flexlink.com/en/home/industries/optical-efficiency).



MEI Introduces EzFit No Block at Mido

MEI has launched EzFit No Block, a new tool that enables small labs and high-volume retail stores to edge without blocks. The tool's "NoBlock" module allows users to automatically perform error-free lens centering without blocks. The NoBlock includes a lensmeter, block-less centering system for single-vision, bifocal and progressive lenses, and automatic machine loading/unloading with a dual loading arm. This latter module allows a new lens to be loaded while the machine is still edging another lens; in combination with EzFit, it enables the user to correctly position the lens without any specific optical skills, automatically compensating for any errors. For more information visit www.meisystem.com/meisystem/opencms/en/.

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Overheard at Transitions Academy

Increasing Patient Satisfaction with Transitions Lenses

By ROSE HARRIS

With the fourth quarter upon us and Transitions Academy 2017 quickly approaching in January, our team has spent some time reflecting on what has made Transitions Academy 2016 so memorable, educational and motivating. The best practice panel session, featuring the 2015 Innovation Awards finalists, was definitely one of those memorable moments.

This session gave attendees a chance to ask questions and receive advice from several experienced professionals in the industry. A common question that was addressed at the panel is how to best increase patient satisfaction rates. From focusing on training to prescribing from the exam chair, our panelists have had plenty of opportunities to fine tune their approach to creating happy patients and customers.

Consider the following ways our panelists are increasing patient satisfaction—and see how prescribing Transitions lenses attributes to their success. Transitions lens wearers actually have an 88 percent satisfaction rate so eyecare professionals can recommend the product with confidence.

BUILD A WELL-TRAINED TEAM

George Thomas, Territory Director, Visionworks

"We believe that increasing your patient satisfaction starts at the core of the business. We ask our employees questions and assess their beliefs and knowledge of the products we offer. If underperforming associates are identified, we hold workshops with them. We're obsessed about taking care of the patient in the most efficient way, which includes integrating products that will best serve them. And one of those is Transitions lenses."

GIVE THEM A CHANCE TO BE SATISFIED

Jason Deviney, O.D., Vision Source Olmos Park

"We encourage our patients to try Transitions lenses risk-free for 30 days—we say love them or exchange them. By offering this, patients see that we believe in the product so much that we think they're going to love their Transitions lenses. We offer this without any worries, because we rarely have exchanges and they are satisfied."

SHARE A PERSONAL, POSITIVE EXPERIENCE

Susan Ferron, Optician and Owner, InSightful Visions

"Once I tried Transitions lenses my entire perception of them was changed. Now, I talk with people who aren't as open to Transitions lenses about my personal experience and it speaks for itself. I encourage customers to try them to see how the lenses adapt and I point out that I haven't had a pair without them for years."

CATER TO THEIR HOBBIES

Eric White, O.D., Owner, Complete Family Vision Care

'I prescribe Transitions lenses on every pair of glasses. When I'm in the exam room, I often ask my patients if they read outside. Since my practice is located in San Diego, it is a common activity. So, I tell them, "I want you to be able to pick up your tablet or your phone and have the most comfortably prescribed glasses outside, as well as inside."

"Blue light is also becoming a game changer. We need to prescribe Transitions lenses on computer glasses, reading glasses—any kind of glasses—because we want to protect our patients from the computer, as well as UV outside."

EXPLAIN THE PRODUCT RECOMMENDATION

James Vann, O.D., Owner, VisionArts Eyecare Center in Fulton, Missouri

"We've created what we call a treatment plan, where I review the case conditions, if they're nearsighted or farsighted, etcetera. On the back of the plan, there's an outline of product categories that I'll review with the patient and say, 'I want to prescribe a lens that is going to do three things. It's going to give you the very best vision, but we are also going to control light, control glare and control distortion. These products work together to give you the best possible vision that we can give you.'

"Also, if you prescribe something that fits with the patients' career, their hobbies and their lifestyle, you're telling them that you care about their wellbeing and you're prescribing a solution to their needs."

Rose Harris is the associate director of professional relations at Transitions Optical.

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