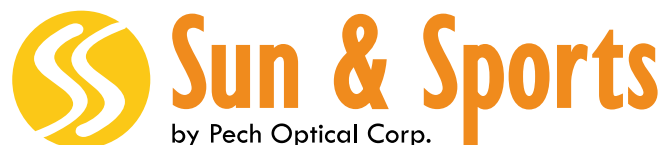


Eye 2 Eye

Seeing Things From Your Point of View



Your Best Source



Pick up a frame in your dispensary. Every different shape and design continues to drive fashion and function in the marketplace. Since frames come in a variety of shapes, sizes and materials, it is important to determine the best fit of lenses into each frame. Pech Optical is confident that we are your best source for completing wrap sun and sports frames!

Pech Optical is committed to investing in technology that enhances productivity and provides quality and service to the end consumers. Not only do we have equipment specifically engineered to handle

these types of jobs, we have employees that specialize in completing these jobs from start to finish. It takes proper wrap knowledge and design from every department to ensure the perfect results are achieved. Large lens sizes, high base curves, and complex beveled edges are often associated with today's designer and sport frames. These issues can make a job difficult to complete, but they will

not stop Pech Optical from trying to find a solution.

"When in doubt, let Pech check it out!"

Dispense wrap frames with confidence and increase your second pair sales and profits!



PECH OPTICAL CORP.

2717 Murray Street
Sioux City, IA 51111
800-831-2352
800-227-3081 FAX
www.pechoptical.com

Newsletter Contact:

Carrie Meyers
carrie@pech.com

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Papillon Butterfly Box

Turn your office into a NO GLARE selling machine! This interactive selling aide is the first of its kind and is a must for every dispensing table. It is proven to increase no glare sales by 50%!

Kit Includes:

- Papillon Display
- Cleaning Cloth
- Pair of Tweezers
- Instructional DVD
- Educational Fact Sheet



\$149.95*
plus shipping

Comes with no glare coupons totaling \$150.00!

Sell just two pairs of no glare lenses and your investment in Papillon is paid for!
Contact us to place your order today!

**net pricing*

Featured Frame Line

*Jonathan
Cate®*



Jonathan Cate's mission is to provide designer eyewear, sunwear, apparel and accessories at an affordable price to the customer. They have developed a number of product lines that meet customer needs. Each product line has been developed to present a fashionable, yet affordable product. High fashion doesn't have to mean high cost!

Pech Optical is proud to offer a plethora of designer sunwear by Jonathan Cate. There are several new sunglasses available featuring beautiful hand cut mazzuchelli zyl. The colors and styling are both elegant and fun. The temple styling renders similar to famous abstract expressionism paintings such as works from the great Hans Hofmann.

Contact your Pech Sales Rep for more information.

LIMITED TIME OFFER!

Pech Optical is now offering the Jonathan Cate
100% Womens Titanium Collection

For the mature woman, this collection includes:

- 52 thru 54 eyesizes
- Three all metal frames with sparkle inlay on the temples
- Two nylon cord frames; one with sparkle inlay, one with rhinestones

For a limited time only, purchase a kit of five frames and receive a **FREE Manicure Salon Kit!**

Contact the Frame Department for more details!

Featured Lens

Transitions® XTRActive™



Now there's more than one type of Transitions lens. Because you have more than one type of patient.

Introducing Transitions® XTRActive™ lenses— an advanced offering and a **NEW** addition to the Transitions Optical family of brands. Transitions XTRActive lenses now offer some eyeglass wearers the extra darkness and slight indoor tint they prefer, all while providing some activation in a car.

Now you can help even more patients find the Transitions lenses that fit their lifestyles. Transitions XTRActive lenses:

- Are the darkest everyday Transitions lenses available
- Are for patients who spend much of their day in bright, sunny conditions
- Have a slight tint indoors
- Activate moderately behind the windshield of a car

With a few simple questions, you can identify who might prefer Transitions VI lenses and who might prefer Transitions XTRActive lenses:

- Does your patient spend a lot of time outdoors?
If yes...
- Does your patient spend a lot of time in very warm weather? **If yes...**
- Does your patient need a superior, darker tint outdoors? **If yes...**
- Does your patient prefer a slight tint indoors?
If yes...

This patient will most likely prefer Transitions XTRActive lenses. Otherwise, the patient should consider Transitions VI lenses.

For more information visit:

www.transitionsxtractive.com

PRODUCT AVAILABILITY (as of March 2010)

Trivex and Polycarbonate

Mark Your Calendars!

| CONVENTIONS | | |
|------------------|--|-----------------------------|
| DATE | DESCRIPTION | CITY |
| April 22 - 23 | South Dakota Optometric Society Spring Convention* | Pierre, South Dakota |
| April 29 - May 1 | Kansas Optometric Association Annual Convention | Topeka, Kansas |
| June 3 - 6 | Utah Optometric Association Annual Congress | Midway, Utah |
| July 15 - 18 | Colorado Vision Summit | Steamboat Springs, Colorado |
| July 16 - 18 | Iowa Optometric Association* | Okoboji, Iowa |
| July 22 - 23 | Northern Rockies Optometric Conference | Jackson, Wyoming |
| July 22 - 25 | Florida Optometric Association Annual Convention | Orlando, Florida |

*DON'T FORGET to stop by our Hospitality Room!

| WEBINARS | | | |
|-----------------|-------------------------------|---------------------|-------------|
| DATE | TIME | TOPIC | PRESENTER |
| Tuesday, May 4 | 8:30am, 12:00pm or 4:30pm CST | Indoor Progressives | Karen Stotz |
| Tuesday, June 1 | 8:30am, 12:00pm or 4:30pm CST | Second Pair Selling | Karen Stotz |
| Tuesday, July 6 | 8:30am, 12:00pm or 4:30pm CST | Helpful Hand Tools | Karen Stotz |

JOIN US TO LEARN! Register today by visiting www.pechoptical.com or email karen@pech.com. We offer webinars on the first Tuesday of every month!

Wrap It Up

New technology is allowing us to fit eyewear we never thought would be possible. We now have the capabilities to fit wearers in high fashion, sports oriented and wrap eyewear. By dispensing custom wrap eyewear you can make your patients feel like a celebrity with “bling” and “zing” sunwear along with providing:

- the best vision
- the most comfortable vision
- easier transition from clear to sunglasses
- higher patient satisfaction
- higher repeat business



What's In It For You?

- Increase Patient Loyalty
- Increase Word-of-Mouth Referrals
- Increase REVENUE!
- Increase Credibility
- Increase Professionalism

How to Check for Wrap

- Lay the protractor flat on the table.
- Place the frame on the straight edge (zero line).
- Temples toward the curved edge.
- Center the frame.
- Read the number on the curve scale to determine.
- If the number is 15 or greater at the point where the lens ends, it will require a wrap design lens.



Contact the Education Department at 800-831-2352 to set up a training!

Buy One, Get One

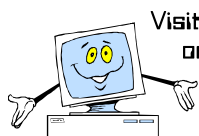
Don't forget sunwear or a spare pair! Buy one pair of eyewear at regular price and receive **50% off** the second pair of equal or lesser value! Second pair must be for the same patient and orders must be placed within 45 days. Includes VSP orders. Cannot be combined with any other offer.



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Visit us at our website
or email us:

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carrie@pech.com

Page 4

Classifieds

FOR SALE

Santinelli LessStress® Drill. Drill perfection for 3-piece-mountings. LessStress features a drill tilt, a pentascopic tilt table, an opto-electronic encoder and an electronic-coordinates readout in .05 mm. Drill includes a digital display, variable speed motor and also includes instructional CDs and attachments.

\$250

Contact Scott Kowallis (435)722-2981

Test Your Eye-Q

Do you know the answers to these questions? Email your answers and contact information to carrie@pech.com by April 30th. If all of your answers are correct, your name will be included in a drawing for a **\$25 Pizza Hut Gift Card!**



Q1: How many times a minute does the average person blink?

- A. 5 B. 12 C. 22

Q2: How many layers of material does a cow's cornea have?

- A. 1-2 B. 3-5 C. 7-8

Q3: How large is the eyewear (lens and frames) industry on an annual basis?

- A. \$4 billion B. \$14 billion C. \$24 billion

NEW PROMOTIONS

Cruise Into the Digital Era by Pech Optical

April 1 - June 30, 2010

Earn scratch off cards by ordering qualifying digital lenses. Scratch off cards will also earn you the chance to win a **NETBOOK MINI LAPTOP!**



Hollywood Promotion by Signet Armorlite

April 1 - June 30, 2010

Earn **ADMISSION TICKETS** for each pair of Kodak Progressive lenses you order. Collect tickets and redeem for prizes! Each ticket is also an entry into a drawing for a **trip to Hollywood** to visit the KODAK Theatre worth up to \$5,000!

Extreme Makeover Polarized Promo by Vision-Ease

April 1 - August 31, 2010

Makeover your earnings. Makeover your practice. Makeover yourself. Order qualifying pairs of Coppertone lenses.

Giftcard Promotion by Eyewear Designs

Receive an American Express Giftcard with your purchase of Eyewear Designs Ltd. frames! You choose your frames, brands and quantity!

Visit the promotions link at
www.pechoptical.com for complete details
and to view a list of all current promotions!

2010 Price Book
COMING SOON!