



PECH OPTICAL CORP.

Q4 NEWSLETTER

Hosting a Successful Trunk Show



A great way to spread the word about new products and services your practice offers is by hosting an eyewear trunk show. This type of event can create a "buzz" amongst your current patients and even attract some new customers!

Trunk shows can be successful at almost any time of the year, but take into consideration seasonal activities such as fall for back-to-school or spring for sunglasses. Consider maintaining the same timeframe on an annual basis to create consistency, for example the second Thursday in October. Hosting a trunk show once a year puts more value to it and can build a following.

Be sure to send out a direct mail piece, email or text to your current clientele to personally invite them to the event. This is especially important for patients who are due for an eye exam. Additional ways to drive potential new customers is to advertise in the local newspaper, radio or through social media.

Be sure to talk with your Essilor Account Executive and pick their brain for ideas that they have seen. Their experience with a variety of different practices can be used to guide you in the layout and presentation of your show to drive more sales.

They can help train and educate staff prior to the event so that everyone is on the same page.

You should also invite at least two frame vendors to bring inventory to the show. This provides your patients with more options for both every day frames and sunglass frames. They can work in conjunction with the lens representative to help fit patients and keep a consistent workflow.

Create a space that is fun and inviting! Consider picking a theme for your event to help with decorating ideas and creating fun promotions. Your trunk show should likely be an all-day event that includes refreshments, door prizes and giveaways. You can also offer a special discount on frames and lenses only if they place an order on the day of the trunk show.

Positive "word-of-mouth" can be one of the most powerful forms of advertising! If you make your event memorable, your customers will likely recommend your practice to friends and family. Be sure to follow up with your staff after the event to discuss what was successful and what you might change for the next event.



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Education Corner

IF YOU CHANGE THE BASE COLOR OF A LENS, DOES IT AFFECT THE COLOR OF THE MIRROR COATING?

The answer is YES!

Mirror coating samples are generally displayed with one specific base color (i.e. brown or gray). If base tint color is changed it may alter the appearance/color of the mirror and may result in a final product that you or your patient wasn't expecting.



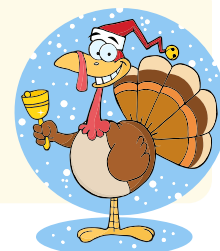
Lab Holiday Hours

THANKSGIVING:

- Thursday, Nov 24 - **Closed**
- Friday, Nov 25 - **Closed**

CHRISTMAS:

- Friday, Dec. 23 - Normal Business Hours
- Monday, Dec. 25 - **Closed**



UPDATED Crizal Portfolio

Essilor is proud to announce the launch of the three innovations in no-glare coatings - **Crizal® Sapphire™ HR**, **Crizal® EasyPRO**, and **Crizal® Easy No-Glare** lenses!

NEW Crizal Sapphire HR is an upgrade from Crizal Sapphire™ 360° UV™ No-Glare lenses and offers improved protection against scratches and smudges while maintaining the same level of transparency. Crizal Sapphire HR will be the best anti-reflective coating overall!*

- **Multi-Angular Technology™** provides best in class transparency, reducing glare not only in front of the lens, but at +/- 45 degrees on the sides of the lens as well. This ensures that wearers receive protection from glare at all angles.

- **High Resistance Technology™** is a combination of four specific oxides, known to resist scratches, dust, and dirt.
- **High Surface Density Process™** is a nano-layer of fluorinated molecules that provides highly effective smudge resistance property making the lens much easier to clean, plus anti-static property to repel dust.

NEW Crizal EasyPRO is an upgrade from Crizal Alizé™ No-Glare lenses and offers improved ease of cleaning by utilizing the patented **High Surface Density Process™** and an added **Anti-Particulate layer** that makes these lenses easier to clean and keeps them cleaner longer. **NEW Crizal Easy** is an upgrade from Crizal Easy UV™ No-Glare lenses and offers easier cleaning with an improved topcoat.

Download an updated product availability chart from
www.essilorpro.com/resources/crizal.

*Within Crizal range - external laboratories tests and internal technical tests in 2019 – compared to all previous generations of Crizal® coatings.

Mark Your Calendars

We realize your time is valuable, join us for a FREE webinar presented in a short, yet informative, 15-20 minute session! Receive all the information you need without missing out on time with your patients. Mark your calendar in advance! Visit www.PechOptical.com/events to register.

Next Webinar: Tuesday, November 8th @ 8:30am, 10:30am or Noon CST
“Updated Crizal Portfolio” presented by Essilor



EssilorPro

EssilorPRO is a great online resource for Varilux and Crizal and includes many other benefits such as:

- Access to digital marketing assets for use on social media
- Ability to order printed marketing pieces and have them delivered directly to your practice at no cost to you
- Points balance for Essilor Preferred Rewards® and more

Find everything you need from a single dashboard tailored to your practice! Visit www.EssilorPro.com to sign-up.



Pair50 2023

The enrollment for Pair50 Program 2023 has moved to EssilorPRO.com! The Pair50 Program offers your practice the opportunity to save up to 50% on qualifying orders from Pech Optical Corp. All discounted pairs must be ordered within 60 days of the original order date (including employee orders).

NEW FOR 2023, when you accept the updated terms and conditions, you will no longer need to re-enroll every calendar year.



Progressive Lens Decals

The lab will no longer default to sending out progressive lens decals with individual orders. If you are in need of a supply, please reach out to Customer Service at 800-831-2352.

Pech 2023 Desk Calendars now available! Email carrie@pech.com to request your supply.

