



Pech Optical Corp. Newsletter

3rd Quarter 2018



It's Baaaack!! ULTIMATE LENS OFFER Starting July 16, 2018 - December 31, 2018

The Ultimate Lens Offer (ULO) is back by popular demand! This promotion helps your practice drive growth, increase second pair sales and makes it easy to dispense the most advanced lenses. **When your patient purchases an Ultimate Lens Package (ULP) they get a 2nd pair of qualifying lenses, of equal or lesser value, for FREE with the purchase of a frame.**

NEW & IMPROVED! Single vision patients can now get the ultimate in *LENS* and *STYLE* by pairing Eyezen™+ lenses with the **NEW**, fashion-forward **Transitions® Signature® Style Colors™** for their first Ultimate Lens Package pair and **Transitions® XTRActive® Style Mirrors™** for their second free pair (*Launching July 16th, 2018*).

NO NEW ENROLLMENT IS REQUIRED if your practice has already enrolled at **www.PartnershipRewardsPortal.com**. If not previously enrolled, please contact your Pech Sales Representative to guide you through the process.

ULTIMATE LENS PACKAGE:

PROGRESSIVE	SINGLE VISION
Varilux® X Series™	Eyezen+
+	+
Crizal Sapphire® 360° UV	Crizal Sapphire 360° UV
+	+
Transitions Signature VII	Transitions Signature VII

BONUS JOBS:

ELIGIBLE BONUS JOBS AFTER PURCHASE OF A ULP PROGRESSIVE				ELIGIBLE BONUS JOBS AFTER PURCHASE OF A ULP SINGLE VISION		
Design	Any Crizal® Lens	Any Transitions® Lens	Xperio UV™	Any Crizal® Lens	Any Transitions® Lens	Xperio UV™
Any Varilux® Lens	x			NOT APPLICABLE		
	x	x				
		x				
			x			
Any Eyezen™+ Lens	x			x		
	x	x		x	x	
		x			x	
			x			x
Single Vision Lens	x			x		
	x	x		x	x	
		x			x	
			x			x

Contact your Pech Sales Representative or Customer Service at 800-831-2352.



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Featured Frame Lines



NOUVEAU
EYEWEAR

Focus on Kids

Building on more than 45 years of innovative play experiences designed to excite and thrill fans, the NERF Eyewear captures the design, power, performance, and heritage that sets the NERF brand apart. Featuring sporty styles and colorways for tweens, teens, young men and women, it's NERF or nothing...for every age!



Bolt (Black)

PECH OPTICAL CORP.
KIDS PROGRAM
ONE LOW PRICE!! Single Vision Poly or Trivex Lenses with No-Glare Coating **AND** choice of frame from any of our kid-friendly collections!
(Ask your Pech Sales Rep for details. Some restrictions may apply)



The #1 preschool show on all of TV, PAW Patrol teaches girls and boys the principles of good citizenship, problem-solving, social skills, and teamwork! PAW Patrol eyewear features ultra-lightweight and flexible TR90 construction plus 180-degree spring hinges.



PP02 (Grey)

Contact the Pech Frame Department at 800-831-2352 for more information.

Featured Lens

Transitions™
light intelligent lenses

Launching July 16, 2018



NEW! Transitions® Signature® Style Colors

Transitions Optical is launching an extended range of color options giving you the perfect opportunity to recruit new, young, style-conscious wearers to try *Transitions* lenses. With four new colors there are more opportunities to match lenses with frames for a trendy look.

4 NEW COLORS:

- Sapphire
- Amethyst
- Amber
- Emerald

AVAILABILITY:

- SV Plastic, Airwear® (Poly) & Thin & Lite® 1.67

TECHNOLOGY:

Designed with Chromea7™ technology that makes it more responsive even to indirect light, and hotter climates.

NEW! Transitions® XTRActive® Style Mirrors

Style and appearance are sometimes a barrier when recommending *Transitions* lenses. The addition of Transitions XTRActive Style Mirrors is a great way to introduce 2nd pair sales to your patients. You can increase patient satisfaction and drive up your average sales.

6 COLORS:

- Silver Shadow
- Blue
- Red
- Gold
- Green
- Pink

AVAILABILITY:

Transitions XTRActive Gray & Brown Lenses
• SV Airwear® (Poly) & Thin & Lite® 1.67

TECHNOLOGY:

All XTRActive lenses have Broad Spectrum Dye technology for extra darkness and activation in the car.

ADDITIONAL BENEFITS OF TRANSITIONS LENSES:

- * Designed to be Worn All Day Long, Indoors and Outdoors *
- * Reduce Eye Fatigue and Strain *
- * Block 100% UVA/UVB Light *
- * Help Protect Eyes from Over-Exposure to Harmful Blue Light Both Indoors and Outdoors *

Contact your Pech Sales Representative to set up a training.

Mark Your Calendars!

CONVENTIONS / EVENTS

DATE	DESCRIPTION	CITY
July 18-21	Northern Rockies Optometric Conference	Cody, Wyoming
July 19-22	Florida Optometric Assoc. (FOA) Annual Convention	Lake Buena Vista, Florida
July 20-21	Iowa OD - Okoboji Summer Meeting	Okoboji, Iowa
September 26-29	Vision Expo West	Las Vegas, Nevada
October 18-19	Iowa Optometric Assoc Hawkeye Institute	Coralville, Iowa
November 2-4	Vision Preview 2018	Weston, Florida

JOIN US TO LEARN! Register for sessions by visiting www.pechoptical.com or email carrie@pech.com.

FREE WEBINARS All webinars hosted by Karen Stotz, ABOC, NCLEC

We realize your time is valuable so we have updated the format of our standard webinars to just 15-20 minute sessions! Receive all the information you need without missing out on time with your patients.
Mark your calendar in advance! Registration is open one week prior to sessions.

DATE	TIME	TOPIC
Tues, Jul 10	8:30am, 10:30am & 12pm CDT	Sunglasses, So Many Choices (Tidbit Tuesday: 15-20 min)
Tues, Aug 14	8:30am, 10:30am & 12pm CDT	Kids Back-to-School (Tidbit Tuesday: 15-20 min)
Tues, Sep 11	8:30am, 10:30am & 12pm CDT	How to Combat Online Eyewear (ABO Pending: 1 hour)

Pech ABO APPROVED WEBINARS will be offered once per quarter and will earn each student 1 ABO Credit.

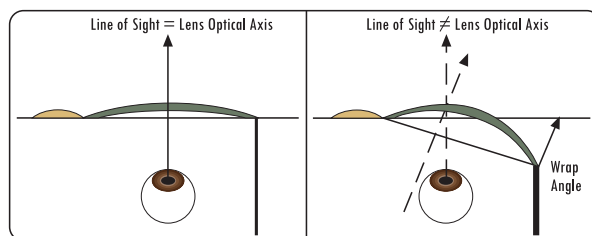
Requirements for Earning Continuing Education Credit (CEC):

- Each student MUST be registered individually.
- A total of 20 questions will be asked/answered during and after the presentation. (Need at least 17 correct answers to earn credit)
- Must listen with a phone line.
- Pech will validate CECs with a stamp and mail to student following the webinar.
- Student will be instructed to complete an evaluation form and submit to Pech Optical within 2 weeks of receiving CEC.

Education Corner

What is Optimization?

With wrap lenses the “as-worn” optical power perceived by the wearer is different than the lensometer reading. This is because of the face form (wrap angle) of the frame. The optimization formula will change the ordered RX slightly and may add base-in prism to accommodate for the wrap frame design. This requires authorization from the doctor and/or dispenser. Optimizing creates a “sweet” optical zone which promotes wearer comfort.



DirectRx Program

NEW! We have added **Modo and Westgroupe** to the approved DirectRx Program List.

Save time and money when using direct sell supplied frames. Contact your Pech Sales Rep for more info!



NOW AVAILABLE IN-HOUSE

We are excited to announce that we are now **approved** to process **CRIZAL SAPPHIRE® 360° UV IN-HOUSE!** Crizal Sapphire 360° UV introduces new **Multi-Angular Technology** that reduces side reflections up to 30%* & front reflections up to 20%* for improved clarity and better aesthetics.

ADDITIONAL BENEFITS:

- Safer Nighttime Driving
- Highest UV Protection (E-SPF® 35)
- Superior No-Glare Treatment

*As compared to Crizal Avancé UV™, depending on the lens configuration (index, hard coat, etc) and incident angle.



Transitions Snapchat Experience

Looking for a fun and exciting way to talk about Transitions® lenses with your patients? Transitions has the solution! The custom Transitions Snapchat Lens is a virtual try-on experience that you and your patients will love. This will provide patients with the opportunity to try out Transitions® light intelligent lenses™ in a variety of fun eyeglass styles and settings, all on their phones! As you know, the best way to interest patients in Transitions lenses is to demonstrate them in action.

To help leverage the Transitions Snapchat lens experience in your practice, sign up for a kit at www.TransitionsPRO.com/Snapchat. The how-to kit includes a sell sheet, table tents, window/mirror clings and Transitions branded phone accessories. *While supplies last!*



← Snap the Custom Code

- **Step 1:** Download & Install Snapchat App
- **Step 2:** While in the app, scan the custom Transitions Snapcode to unlock
- **Step 3:** The custom Snapchat lens will load beside the capture button. Swipe to select the custom Transitions lens, then enjoy!
- **Step 4:** Snap & Share your favorites with friends and family

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Visit us at our website
or email us:

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For Sale

KAPPA TRACER/EDGER - \$5500.00

Model # M10172 / Serial # 090112

Details: Newer equipment, Cut less than 10,000 lenses, Includes all manuals/test kit/blocks/pads, Works great!!

Any questions, call Jacque at 620-421-5908



Go Green!

Do you still receive your statements in the mail? Save time by going paperless!

Sign up for eStatements:

Email lisa@pech.com

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"What do you mean the Optometrist said these would be in your price range?"