



Pech Optical Corp. Newsletter

4th Quarter 2018



PECH OPTICAL CORP.

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Get Connected, Stay Connected



In today's market it is as important as ever to have a strong presence on social media platforms in order to keep your practice relevant to not only the younger generation, but your *entire* patient base. Consumers want to do business with people and companies that they like and can relate to. Social media is your space to develop a voice that builds relationships by providing information that is valuable, informative, relatable, and funny.

There are **3.03 billion** active social media users

The average daily time spent on social media is **116 min a day**

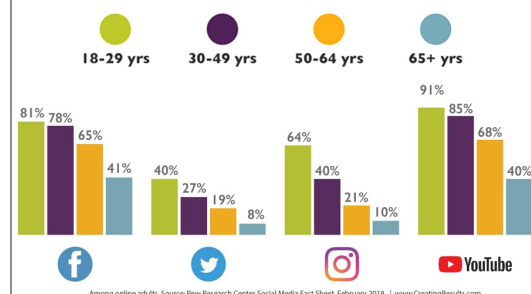
BENEFITS FOR YOUR BUSINESS

- Free to set up - it does not cost your business anything to have an account
- Allows you to build and maintain relationships with your patients
- Helps you find new patients and helps those new patients find you
- Allows you to establish yourself as an expert
- Helps you manage your practice's reputation
- Great way to advertise promotions

CHOOSING A PLATFORM

Pick a social media platform that works for your business. Things to consider are the types of customers your business attracts and their age bracket. Keep in mind that different social media platforms attract different age groups and people with different interests.

ONLINE SOCIAL NETWORKING PLATFORM USERS, BY AGE

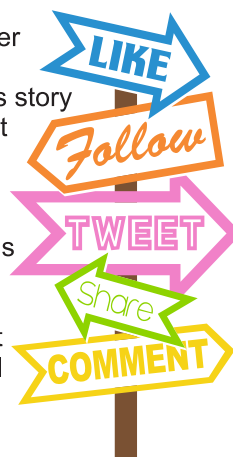


FINDING CONTENT

Your team at the office can be one of your best resources for brainstorming ideas on content. Ask everyone to get involved!

- Share Q&A with common patient questions about different eye related topics
- Highlight different employees
- Have your optician(s) select a "frame of the week"
- Show patient before/after photos of new glasses
- Share a patient success story
- Share information about local community events
- Celebrate birthdays and anniversaries
- Holiday hours & specials

Don't let social media scare you, if you get it right it can be the most powerful marketing tool to help your business grow!



There is still time to participate in the ULTIMATE LENS OFFER

Your practice **MUST ENROLL** at www.PartnershipRewardsPortal.com.

Offer runs through **December 31, 2018**

Contact your Pech Sales Representative for more information.

Featured Frame Lines

EYEWEAR DESIGNS LTD.

VALID NOW THROUGH 12/31/18
WHILE SUPPLIES LAST!
4th Quarter Promotion

Mix & match frames from any of the Eyewear Designs brands and choose your gift by purchasing one of the options below.



Receive the incredible **AMAZON SHOW 2ND GENERATION** or **\$200 AMAZON GIFTCARD** with your purchase of ANY 50 EDL Frames.*



Receive the **AMAZON ECHO** with your purchase of ANY 36 EDL Frames.*



Receive **SONY WIRELESS BLUETOOTH HOME THEATRE HEADPHONES** with your purchase of ANY 24 EDL Frames.*



Receive the **AMAZON FIRE TV STICK** with your purchase of ANY 18 EDL Frames.*

Eyewear Designs Brands Include: Apple Bottoms, Perry Ellis, Jill Stuart, New Balance, Tony Hawk, Bill Blass, Elizabeth Arden, Moleskine and Paula Deen

**Cannot be combined with any other EDL promotions. Promotion does not include KIDS FRAMES - ONLY ADULT FRAMES.*

Contact the Pech Frame Department at 800-831-2352 to place your order.

Featured Lens

Shamir

Autograph Intelligence

Designed to match your Visual Age™

Harnessing today's cutting-edge technologies, Big Data, and Artificial Intelligence, Shamir introduces it's most advanced progressive lens. **Shamir Autograph Intelligence™** is a continuous lens design that optimally matches the wearer's visual needs and **Visual Age™**.

THE PROBLEM

Today's progressive lenses provide patients with a "personalized" lens based mostly on the measurements of their selected frame, or "customized" based on lifestyle information from questionnaires. This "one design" concept provides **everyone** with the same solution. (FIG. 1)

THE SOLUTION

This top-of-the-line advanced progressive lens ushers optics into a new dimension in optimally customized, patient-centered lenses. It provides presbyopic patients at any age with a continuous lens design which is unique according to **their** Visual Age™ and visual needs allowing a unique user experience for presbyopes of all ages, with no need to compromise on visual comfort. (FIG. 2)

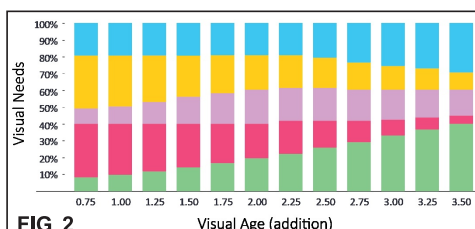
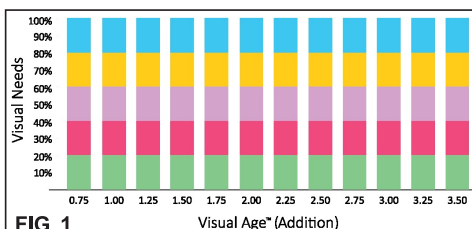
Visual Age™ refers to the physiological age of the eye (the required addition) and is generally correlated with the patient's chronological age.

PATIENT BENEFITS

- Every lens design is unique by Visual Age™
- Easier adaptation for presbyopes with low Adds
- Instant focus for every distance
- Smooth transition between vision zones
- Unique user experience for every wearer
- A lens ahead of its time harnessing cutting-edge technologies, such as Big Data and Artificial Intelligence
- Updated vision zones include digital and computer viewing, with easy switching from one zone to another based on visual needs priorities

Whether your patient is 45 or 65, you can provide them with the best design optimally suited to their visual needs and Visual Age™.

Visit www.ShamirAutographIntelligence.com or contact your Pech Sales Rep for more information.



Mark Your Calendars!

CONVENTIONS / EVENTS

DATE	DESCRIPTION	CITY
November 9-11	Kansas Optometric (KOA) Fall Eyecare Conference	Wichita, Kansas

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, Nov 13 DEC & JAN	8:30am, 10:30am & 12pm CDT NO WEBINAR	NEW! Shamir Autograph Intelligence Happy Holidays!

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):

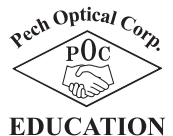
- Each student **MUST** be registered individually.
- A total of 20 questions will be asked/answered during and after the presentation. (Need at least 17 correct answers to earn credit)
- Must listen with a phone line.
- Pech will validate CECs with a stamp and mail to student following the webinar.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

Education Corner

Help Your Patient Choose the Right Lens Material

The lenses patients choose for their eyeglasses - even more than frames - often will determine how happy they are with their eyewear. In today's market there are so many options, between lenses and coatings, that the choice can sometimes feel overwhelming.

Keep it simple! Lens material selection can be broken down into four main factors: appearance, comfort, vision and safety. These factors apply to ALL prescription lenses, whether the patient needs single vision, multifocal or progressive lenses.



	KID-FRIENDLY				
	 Complex Rx, ultra thin & lightweight 1.74	 Moderate-complex Rx, easy to drill mount, great look & feel 1.67	 Simple Rx, impact resistant for active lifestyle POLY	 Simple-moderate Rx, great for drill mount, clear & crisp TRIVEX	PLASTIC
THINNESS (Appearance)	★★★★★	★★★★☆	★★★★☆	★★★★☆	★★★★☆
LIGHTNESS (Comfort)	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆
IMPACT RESISTANCE (Safety)	★★★☆☆	★★★★☆	★★★★★	★★★★☆	★★★★☆
UV PROTECTION* (Safety)	YES	YES	YES	YES	NO
RIMLESS (Appearance)	★★★★☆	★★★★☆	★★★★☆	★★★★★	★★★★☆

*refers to full protection from front-side UV transmission.

Thank You

As the year winds down we would like to take the opportunity to say **THANK YOU!** We are truly grateful to you for choosing us as your laboratory and giving us the opportunity to grow. None of our achievements would be possible without you and your unwavering support. Thank you for placing your trust in us and giving us a chance to provide you with our services. We wish you a great finish to 2018 and an even greater year ahead!



Laboratory Holiday Hours



THANKSGIVING	CHRISTMAS	NEW YEAR'S
Thursday, November 22 & Friday, November 23: CLOSED ALL DAY No delivery or pickup of mail service	Monday, December 24: Operating Partial Business Hours Customer Service Available 8am-12pm CST Regular mail delivery / UPS Air pickup only	Monday, December 31: Operating Normal Business Hours UPS Air delivery & pickup only
	Tuesday, December 25: CLOSED ALL DAY No delivery or pickup of mail service	Tuesday, January 1: CLOSED ALL DAY No delivery or pickup of mail service
Contact Customer Service at 800-831-2352 if you have any questions or concerns.		

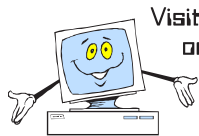
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Visit us at our website
or email us:

www.pechoptical.com
carrie@pech.com

Did you know that you can send your VSP FEDVIP orders to Pech Optical?!?

When ordering **Unity® lenses WITH a Unity anti-reflective coating** you can select Pech Optical as your lab of choice!
Ask your Pech Sales Rep for more details.



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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