



Pech Optical Corp. Newsletter

Fall/Winter 2019



**PECH OPTICAL CORP.**

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**SUNGLASSES -  
They're Not Just for Summer**

When thinking about sunglasses, the first image that might pop into your head is palm trees and sandy beaches; however, the reality is quite different. Our challenge with patients is to break down these stereotypes and educate them on the harmful effects of UV rays not only in the summer but all year round.

Sunlight might not seem to be a danger in cold, overcast or snowy weather, but when sunrays reflect off snow, the light enters the eyes at high intensity which damages the health of your patients' vision and causes accidents. Over the long term, eyes that are regularly exposed to sun glare can develop eye diseases such as cataracts, age-related blindness, blurred vision and inability to see at night.

During winter, moisture in the air goes down, which can cause irritation and dryness to the skin and eyes. Wearing sunglasses can help combat moisture loss and help prevent dry eyes.

**How do you talk to patients about polarized sunwear?**

- 1) Start by asking them to bring their current sunwear with them to their appointment. This will show you how they currently "protect" their eyes and provide an easy opening to the topic.

- 2) Find out what type of activities they participate in while outdoors. Based on their individual needs, you can then discuss how polarized lenses will adequately protect their eyes from harmful UV rays and glare.
- 3) "Seeing is believing". Create a demo area in your dispensary that allows your patients to experience the benefits of polarized lenses first hand.
- 4) Offer an additional discount for purchasing polarized lenses.

Don't stray from discussing second pair sales with ALL of your patients, especially in non-summer months. It is a great opportunity to show them you care about their vision health before all else. They are more likely to show a strong loyalty that in turn will result in a better bottom line for your practice.

By teaming up with Pech, you can dispense wrap frames with confidence! Our team works diligently to educate ourselves on every aspect of custom designed wrap sunwear. We have become experts on all types of bevels which play an important role in producing sunwear that not only provides your patients with the best possible vision, but they look and feel great, too!

## THERE IS STILL TIME TO PARTICIPATE!

Enroll at [www.PartnershipRewardsPortal.com](http://www.PartnershipRewardsPortal.com)  
and share the savings with your patients.

## THE FUTURE COMES WITH FREE LENSES FOR YOUR PATIENTS.

Buy the revolutionary NEW  
**Transitions® Signature® GEN 8™**  
lenses with Crizal®\*

Choose a **Free Second Pair** of  
qualifying Essilor clear lenses.

Essilor  
NEXTGEN OFFER



\* Valid from July 10 (or enrollment date, whichever is later) through December 31, 2019. Frame purchase required for both pairs. Qualifying Pair can be any Transitions® with Crizal® and must include Varilux® X Series™, Eyezen™+ or any Essilor Single Vision lens only. Bonus Pair must be of equal or lesser value. Restrictions apply. See MyEssilorLabs.com and PartnershipRewardsPortal.com for offer details.

### Enrollment Instructions:

- 1) Type your Username (email) in the first white box\*
- 2) Type your password in the second white box
  - Can't remember? Click the button that says "Forgot Password"
  - Reset instructions will be emailed (*be sure to check your Junk Mail*)
- 3) Once logged in you will be able to view and enroll in all available promotions.
- 4) Click the "ENROLL NOW" button next to each promotion to accept Terms and Conditions and enroll your practice.

**\*Don't have a login? Click the button that says "Sign Up"**

- Fill in the form with contact info
- Select "Pech Optical" from the Lab drop-down menu
- Type in your Pech Account Number – **MUST BE TYPED USING ALL CAPITAL LETTERS AND HYPEN (if necessary)**
- If your account number is recognized a pop-up box will appear with your office information, if everything is correct click "Confirm"



## Go Green!

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

**Sign up for eStatements:**

Email [lisa@pech.com](mailto:lisa@pech.com)

## DirectRx Program

A reminder that we can supply frames on the DirectRx Program for insurance orders, however you **MUST MARK DR. SUPPLIED** with "Special Instructions" stating **DIRECTRX**

## VOSH Frames

We have some mens, womens and kids VOSH frames available for donation. **Please contact Barb in Frames at 800-831-2352 for more information.**

## Featured Lens

# Transitions® Signature® GEN 8™

Transitions introduced their fastest photochromic lens in July. Transitions Signature GEN 8 delivers all the benefits that patients want: protection, outdoor darkness, full indoor clarity, responsiveness and long-lasting performance.

### UNMATCHED REVOLUTIONARY INNOVATIONS:

- **FASTER** Less than 1 minute activation to sunglass darkness, and back to clear in under 5 min.
- **DARKER** Even darker than before, and protecting from Harmful Blue Light and UV - even when clear!
- **PREFERRED** Studies show existing wearers prefer the new generation over previous versions.

### TRANSITIONS PRO

Log on to [www.Transitions.com/Pro](http://www.Transitions.com/Pro) to find the latest in availability, download digital assets for your website or social media, request a marketing kit, order in-office materials and more!



Reinforce the value of your patients' purchase with the  
Transitions® lenses Certificate of Authenticity!

	Transitions® Signature® GEN 8	Transitions® Signature®	Transitions® XTRActive®	Transitions® Vantage®	Transitions® Drivewear®
	New Technology, New Frontier of Performance	Our Best Everyday Lenses	Our Best Lenses for Extra Protection, Even in the Car	Our Best Lenses for Glare Reduction Outdoors	Adaptive Sunglass Lenses for Behind-the-Wheel
ICONIC LENS COLORS	Gray, Brown or Graphite Green	Gray, Brown or Graphite Green	Gray, Brown or Graphite Green	Gray	Olive Green to Copper to Dark Red-Brown
NEW COLORS	Available in Q1 2020	Style Colors: Sapphire, Amethyst, Amber and Emerald	Style Mirrors: Gold, Silver Shadow, Pink, Red, Green and Blue		
INDOOR CLARITY	FULLY CLEAR	FULLY CLEAR	HINT OF TINT FOR PROTECTION	HINT OF TINT FOR PROTECTION	OLIVE GREEN <small>Not Recommended for Indoor Use</small>
OUTDOOR DARKNESS	DARK	DARK	DARKEST <small>even in high temperatures</small>	DARK	DARK
BEHIND-THE-WHEEL ACTIVATION	NO	NO	YES	NO	YES
POLARIZATION	NO	NO	NO	VARIABLE POLARIZATION	YES POLARIZED

Transitions, Transitions Signature, XTRActive and Vantage are registered trademarks and the Transitions logo and Transitions Light Intelligent Lenses are trademarks of Transitions Optical Inc., used under license by Transitions Optical Ltd. Light Under Control is a trademark of Transitions Optical Limited. GEN 8 is a trademark of Transitions Optical Limited ©2019 Transitions Optical Limited. Drivewear is a registered trademark of Younger Mfg. Co.

Photochromic performance is influenced by temperature, UV exposure and lens material.

# Mark Your Calendars!

## CONVENTIONS / EVENTS

DATE	DESCRIPTION	CITY
November 8-10	Kansas Optometric (KOA) Fall Eyecare Conference	Wichita, Kansas
November 15-17	Vision Preview 2019	Ft. Lauderdale, Florida

**JOIN US TO LEARN!** Register for sessions by visiting [www.pechoptical.com](http://www.pechoptical.com) or email [carrie@pech.com](mailto: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 12	8:30am, 10:30am & 12pm CST	How To Avoid Remakes (Tidbit Tuesday, 15-20 min)
Tues, Dec 10	8:30am, 10:30am & 12pm CST	Transitions® lenses
January 2020	<b>No Webinar</b>	

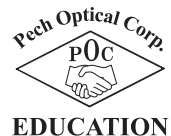
**Pech ABO APPROVED WEBINARS** will be offered once per quarter and will earn each student 1 ABO Credit.

**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

### Reducing Remakes



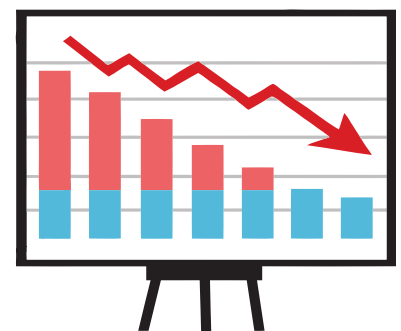
A major contributor to controlling costs is controlling lens remakes. Be mindful of the fact that there is **no such thing as a FREE REMAKE!** Every remake will cost your practice in time spent with the optician and/or doctor, not to mention the hassle and possibility of losing a patient. Patients who are very dissatisfied with their experience will always have a story to tell...they will talk to family, friends and even post reviews on social media. Learning how to avoid the need for remakes and coming up with strategies to handle them will go a long way in keeping a positive reputation for your practice and the services you provide.

It's estimated that 15% of all spectacle lens orders from optical labs require remakes. Remakes are usually divided into four categories: product warranties, doctors changes (or doctors errors), lab errors and patient non-adapts. One of the main remakes that can be controlled directly by your practice is doctor's changes. Ask yourself what your practice can do to prevent these remakes. By updating just a few processes, it is possible to achieve a remake ratio of 5% or less.

#### Some Tips For Reducing Remakes:

- 1) **Your best defense is a good offense!** Ongoing education is foremost in reducing remakes. Hold regular training meetings and utilize resources such as an experienced staff member, sales representatives or lab contacts to hone skills, stay up-to-date on new lens technologies and tutor newer employees.
- 2) **Incorporate a checklist** when an eyewear order is placed. The list can serve as a reminder to all team members that the main focus is patient satisfaction!
- 3) **Track & monitor** your remakes over time. This will allow you to pin-point problem areas and set goals for your practice.
- 4) **Measure twice, order once!** Accurate measurements, proper frame fit and correct lens choices all go into creating eyeglasses perfectly suited for the patient.

Remake reduction starts at the time of the sale. Developing strong optical habits helps to prevent remakes before they occur. Proper knowledge and care of the patient's habitual pair of glasses can greatly impact your success in producing a new pair of eyewear that they love...and they'll love you for it!



# Laboratory Holiday Hours

## THANKSGIVING

Thursday, November 28 &  
Friday, November 29:

**CLOSED ALL DAY**

No delivery or pickup of mail service



## CHRISTMAS

Tuesday, December 24:

Operating Partial Business Hours  
Customer Service Available 8am-12pm CST  
Regular mail delivery / UPS Air pickup only

Wednesday, December 25:

**CLOSED ALL DAY**

No delivery or pickup  
of mail service



## NEW YEAR'S

Tuesday, December 31:

Operating Normal Business Hours  
UPS Air delivery & pickup only

Wednesday, 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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U.S. Postage  
**PAID**  
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Permit No. 138



Visit us at our website  
or email us:

[www.pechoptical.com](http://www.pechoptical.com)  
[carrie@pech.com](mailto:carrie@pech.com)

## For Sale

Edger:

- Super Optical Technologies / Fastgrind 2200 System
- Approximately 5 years old; excellent condition
- Asking \$6,000 (willing to take payments)
- Contact Dr. Ferguson @ Dunes Eye Consultants -  
Ph: 605-232-6900 or [drferguson@duneseye.com](mailto:drferguson@duneseye.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.**

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