



Pech Optical Corp. Newsletter

Summer 2019



**PECH OPTICAL CORP.**  
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**Transitions**  
light intelligent lenses

## Transitions® Signature® GEN 8™

Launching July 2019 (limited availability)

Transitions is introducing their fastest photochromic lens yet! 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 minutes.
- **DARKER**  
Even darker than before, and protecting from Harmful Blue Light\* and UV - even in its clear state!
- **PREFERRED**  
Studies show existing wearers prefer the new generation over previous versions.

### AVAILABILITY:

Transitions Signature GEN 8 will officially launch on July 10th in Grey and Brown colors in Poly, Plastic 1.50 and 1.67 materials. Materials and colors will be expanded in early 2020.

\*Harmful Blue Light is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells.

\*\*Frame purchase required for both pairs. Bonus Pair must be of equal or lesser value. Restrictions apply. See EssilorUSA.com for offer details.

### ESSILOR NEXT GEN OFFER:

The future comes with **FREE** lenses for YOUR patients! If your patient buys one pair of Transitions Signature GEN 8 with any Crizal on Varilux® X Series™, Eyezen™+ or Essilor Single Vision lenses they can choose a free second pair of qualifying Essilor clear lenses.\*\*

### How does your practice participate?

You must enroll each location by visiting **www.PartnershipRewardsPortal.com**. Sign in to the portal and click "Enroll Now" to accept the terms and conditions. Enrollment is open now and promotion begins July 10, 2019.

### Why participate?

- **Increased Patient Satisfaction** which leads to recommendations to friends and family
- **Increased Revenue** from trade up and frame purchases
- **Increased Patient Traffic** from national media and practice locator

**Contact your Sales Representative for additional information and full terms and conditions for promotion.**

**SPECIAL NOTICE:** Instant \$100 Promotion will end on July 9, 2019. The Essilor Next GEN Offer will replace Instant \$100 on July 10, 2019 as the national consumer promotion. Patients who purchase qualifying jobs with Instant \$100 will still have 45 days to redeem their rebate after their purchase date.

## Spotlight Product



Chemistrie's magnetic lenses are custom made to fit any frame and allow the wearer to quickly change clips to fit their needs. The patient can easily transform their regular Rx into polarized sunglasses, readers, 3D glasses or computer glasses with the click of a lens.



Chemistrie clips are made by Pech Optical at the same time as the prescription lenses and will take your revenue to the next level! You can instantly upgrade any sale with this versatile and affordable option. It's the perfect solution for patients who don't want to commit to a second pair of glasses.

Do you want to add \$39,000 a year to your revenue?! Purchase a point of sale display! It's the perfect tool to

demonstrate how easy Chemistrie is to use. Patients will fall in love with Chemistrie Clips!

**\$250 has never gotten you so much!!**

### Display Kit Includes:

- 2 complete Chemistrie demos (1 sunlens & 1 chem plus - each including frames)
- 2 vouchers to use on your first 2 Chemistrie sales (\$250 retail value)
- 5 complimentary board demos
- Samples of all 24 sunlens colors
- Crystal wheel with 12 Swarovski crystal colors
- Consumer brochure

### PLUS,

- \$200 in Pech coupons to use on future orders!



**Contact the Pech Customer Service at 800-831-2352 or [carrie@pech.com](mailto:carrie@pech.com) to place your order.**

## Featured Lens

# Eyezen™ + 4

For Patients aged 45 to 50



Essilor is introducing a NEW design to the Eyezen+ family which provides an extension to the current product range. Eyezen+ 4 lenses will launch July 10th. Similar to the Eyezen+ 0,1,2 and 3 designs, the Eyezen+ 4 design will be digitally surfaced and optimized to your patient's Rx to provide superior distance vision over standard single vision.

The Eyezen+ 4 design introduces a new accommodative relief of +1.10D. This will especially help 45-50 year old patients protect against the effects of digital eye strain.

### THE EYEZEN+ FAMILY

- Eyezen+ 0 (+0.00D) - patients aged 17 & Under
- Eyezen+ 1 (+0.40D) - patients aged 18-34
- Eyezen+ 2 (+0.60D) - patients aged 35-39
- Eyezen+ 3 (+0.85D) - patients aged 40-44
- **Eyezen+ 4 (+1.10D) - patients aged 45-50**

All Eyezen+ lenses also come with embedded blue light protection that is clear in color and appearance, reducing exposure to Harmful Blue Light\* by at least 20%.

\*Harmful Blue Light is the blue-violet wavelengths between 415-455nm on the light spectrum believed most toxic to retinal cells.

### AVAILABILITY

Launching July 10, 2019

- Plastic - Clear, Transitions® Signature® GEN 8™ (G/B)
- Poly - Clear, Transitions Signature GEN 8 (G/B/GRN)
- 1.60 - Clear
- 1.67 - Clear, Transitions Signature GEN 8 (G/B)
- 1.74 - Clear

Additional materials/colors will be available Q4 2019.

Fitting height must be included when ordering any Eyezen+ lenses. Recommended minimum fitting height is 15mm.

**Contact your Sales Representative for more information or to schedule a training for your practice.**

### DISCUSSION STARTERS:

**What types of digital devices (smartphone, tablet, etc.) do you use?**

**How many hours a day do you use your digital devices?**

**How do your eyes feel after looking at digital devices for long periods of time?**

# Mark Your Calendars!

## CONVENTIONS / EVENTS

DATE	DESCRIPTION	CITY
July 19-20	Iowa Optometric Association - Summer Meeting	Omaha, Nebraska
September 18-21	Vision Expo West	Las Vegas, Nevada
October 17-18	Iowa Optometric Assoc Hawkeye Institute	Coralville, Iowa
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, July 9	8:30am, 10:30am & 12pm CDT	Introducing Transitions Signature GEN 8 (ABO Approved - 1hr)
Tues, Aug 13	8:30am, 10:30am & 12pm CDT	Back to School (Tidbit Tuesday, 15-20 min)
Tues, Sept 10	8:30am, 10:30am & 12pm CDT	Shamir Intelligence (Tidbit Tuesday, 15-20 min)

**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

### Tips for Closing the Sale



**EDUCATION**

**CHALLENGE:** The patient is having difficulty selecting the “right” frame

**SOLUTION:** Narrow down the selection by dividing the process into two steps

- 1) *General Selection* - Have the patient limit their choices to four of their favorite frames
- 2) *Final Selection* - Eliminate frames one at a time by asking which one is better, frame 1 or frame 2. You can also encourage them to take selfies and share with family and friends to get recommendations.

**CHALLENGE:** Patient’s fear of being “sold” a bill of goods

**SOLUTION:** Patients are able to “see” the difference between products and which one will actually help them have clearer, sharper vision. Your job is to help them understand why a certain product is better than another. Using appropriate POP demos or dispensing mats may help with the process of educating the patient.

**CHALLENGE:** Patient’s fear of spending money

**SOLUTION:** The total cost of eyewear, including frame, lenses and additional options, can be overwhelming for some patients. Try to break down the cost (per day/per month) compared to how much they spend on items such as coffee every day before work, cell phone or gasoline prices. In the long run, the cost of their glasses is much less! You could also offer a “prompt pay discount” if they pay for their eyewear up front. Receiving an extra discount may help set their mind at ease.



It is always important to have good communication skills and properly interpret the patient's new prescription. When an optician explains the benefits and features of a product, it allows the patient to make an educated decision about what is available to fit their needs. You must remember that each patient has a unique set of needs and expectations, and they are increasingly knowledgeable. They can ask Siri just about anything and get the answer immediately....don't give them the feeling that they need to visit Siri! Be sure to create a safe environment so the patient understands that you are well educated and knowledgeable in your field, it is vital to sales and overall patient satisfaction.

July 1 through October 31, 2019

KIDS  
XRAZY  
DAYS!



SV POLY or TRIVEX LENSES  
WITH NO-GLARE COATING  
and your choice of frame from any  
of our kid-friendly collections!

ONE LOW PRICE  
+

FREE Transitions® Signature® Upgrade!  
Contact your Sales Rep for pricing and details.

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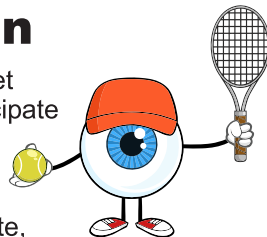
Visit us at our website  
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## Sports Protection

Summer is a great time for kids to get out and enjoy the weather and participate in organized sports such as soccer, baseball, golf and much more.

You should highly recommend to parents that children wear appropriate, sport-specific protective eyewear that fits properly to avoid potential eye injuries. Here are some helpful tips to consider when dispensing protective eyewear:



- Everyday fashion eyewear does NOT offer proper protection.
- All protective eyewear should meet the impact standards of the American Standards for Testing and Materials (ASTM).
- Lenses should be made from polycarbonate materials because they provide the highest level of impact protection and are available in both clear and polarized lenses.
- Be sure that sports safety eyewear that will be used outdoors also protects from UV rays.

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Eddie had lived a long life, which was drawing to its end. As his family surrounded him on his deathbed, he asked to see his optometrist.

"Optometrist?" they asked. "Why in the world do you want to see your optometrist?"

"Just get him for me."

So they go get Dr. Kaplan, who, upon seeing Eddie about to depart this life, asked, "Eddie, it pains me to see you like this. What can I possibly do for you?"

Eddie opened his eyes slightly and said, "Doc, before I go, there's one thing I have to know. Which one was clearer – A or B?"