



Pech Optical Corp. Newsletter

1st Quarter 2021



**PECH OPTICAL CORP.**

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## Onward & Upward

Are you ready to jump start 2021 and leave the past year behind? You're definitely not alone! It's been a tough one, with most of us still recovering and trying to stay afloat, protect our businesses, and increase revenues. Here are some tips on pushing your business forward and achieving success!

### SPEND QUALITY TIME

One of the challenges ECPs continue to encounter is sufficient face-time with the patient. What seemed to be minimal time before the pandemic has now become increasingly shorter due to timed entrances, temperature checks, screening scripts, and lots and lots of cleaning!

We encourage you to try and make the most of your time with individual patients by interviewing them and getting to the "nitty-gritty" of what their individual needs are. Be sure to discuss the benefits of No-Glare treatments and Transitions lenses. This will not only provide them with the best vision solution, but will increase revenue for your practice.

While you have the patient at the practice, have them select frames and take measurements for a "wish list" of multiple pairs. Find out what their interests and hobbies are. You may find that they are into sewing or mechanics and you can recommend a pair of task-specific lenses to suite their needs.

If the patient is unable to purchase multiple pairs on the day of their appointment, keeping the information on file will make for a smoother ordering process over the phone.



### PACKAGE PRICING

Simplifying your pricing and offering a "bundle" package presents a uniform message and makes the patients' purchase decision seamless while increasing average sales with premium product. We recommend limiting each package to no more than three options and make sure your staff is well educated on all of the products being offered.

Our marketing department is available to assist committed accounts with custom designed dispensing mats to promote your bundle pricing! Dispensing mats are a great way to have options upfront and center to easily discuss with the patient.

### BACK TO THE BASICS

Get your name back out in front of consumers. Let them know that you are open and accepting patients! Social media is an easy and efficient way to get your business noticed. Keep the content light and fun and get your staff involved. This can offer an opportunity to showcase a warm and welcoming practice.

Social media users are more likely to "like" or "share" content when it's directly relevant to them. Introducing a Referral Program that offers discounts to the patient and their friends and family can help boost your business quickly!

## Spotlight Product



### CUTTING EDGE LENS TECHNOLOGY FOR COLOR BLINDNESS



Lens: Chemistrie Color Outdoor Moderate

The new **Chemistrie Color**, by Eyenavision, offers a versatile solution for patients who are color blind, also referred to as Color Vision Deficiency (CVD).



#### Chemistrie Color options include:

- **CUSTOM CLIP** - Fits 99% of all patient frames; Clips are attached via micro magnets embedded in the primary RX lens.
- **FRAME** - Available in three fashionable ready-to-wear sunglass styles with plano lenses.
- **UNCUT LENSES** - For in-office finishing; Choose any frame from your board or inventory to make into a CVD solution for your patients.

Outdoor and indoor lens colors allow you to provide your patient with the best vision solution. Outdoor lenses (severe or moderate) are darker, while the indoor lenses are less tinted.

#### Purchase a Chemistrie Color POP Display!

- 3 sample frames with Chemistrie Color lenses in each of the 3 Chemistrie Color strengths.
- Two ready-made styles and one frame with a clip sample.
- A sample of the Chemistrie Color packaging.
- Registration card for inclusion on the Chemistrie Color Retailer Locator.
- Lens testing image for patients to experience Chemistrie Color. Best viewed in natural light or a well-lit area.



**\$285 net**

Contact [carrie@pech.com](mailto:carrie@pech.com) to order a display or for more information.

## Featured Lens

# SHAMIR RELAX™

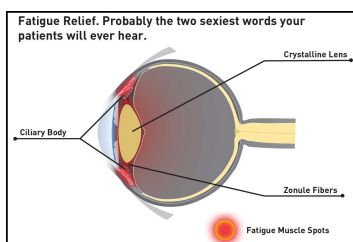
### A HIGHLY PERSONALIZED SV LENS FOR THE DIGITAL LIFESTYLE

Do your single vision patients complain of feeling tired after a long day at the office? Probably not. We're sure they would mention it to you, except they don't realize they feel tired because of their eyes. So, just do like Frankie says and "Relax"... Because with Shamir Relax™ lenses you can help your patients feel energized at the end of their work day, and trust us, they will love you for it!

#### Now Available In Three Powers:

- Relax 50 **NEW!** • Relax 65 • Relax 80 **NEW!** •

Shamir Relax™ provides relief and greatly minimized eye dryness, fatigue, tearing, headaches and blurry vision at the end of long days in front of the computer and digital device screens.



#### Conquer Fatigue By ADDING Energy To Your Day

Shamir Relax™ has 0.65[D] gentle increase in power in the lower part of the lens; it's a small enough amount

to allow for clear distance vision, and just enough power to relieve eye strain. Because the power is so slight, Shamir Relax™ is the perfect replacement for your patients standard single vision lenses.



#### Features & Benefits

- High personalization, with lenses customized to eyeglass wearers' visual requirements
- The broadest possible fields of clear vision
- Unprecedented support for comfortable digital handheld device and computer viewing
- Greatly reduced eye strain and fatigue

Contact CS for more information and availability.

# Mark Your Calendars!

## 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, Mar 9	8:30am, 10:30am & 12pm CST	"Handling the Difficult Patient" (ABO Approved) 1 hour
Tues, Apr 13	8:30am, 10:30am & 12pm CST	"Sunglass Trends for 2021" (Tidbit Tuesday) 15-20 min
Tues, May 11	8:30am, 10:30am & 12pm CST	"A Plan for the New Dispenser" (Tidbit Tuesday) 15-20 min
Tues, Jun 8	8:30am, 10:30am & 12pm CST	"Understanding Our Seniors Eyewear Concerns" (ABO) 1 hour

**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).

## Education Corner

### Anti-Fog Lenses: Special Handling Required

With the introduction of Anti-Fog products comes an important reminder that these lenses and coatings require special handling in order to keep them working at their fullest potential. Here are some things to know when dispensing or cleaning the following products:



**\*\*\*\* DO NOT INK-MARK BACK SURFACE of the lenses for measuring purposes! \*\*\*\***

*Due to special anti-fog treatment, marking with ink will ruin the lenses creating unwanted delays and costs associated with redoes.*

### Essilor® Anti-Fog AR

**Frontside:** No-Glare coating / **Backside:** Anti-Fog coating  
*Doesn't Require Wipes or Drops for Activation*

#### Handling & Care:

- It is recommended to clean front and backside of lens surfaces separately.  
**For the BACKSIDE**, use a wet/damp cloth first, then wipe with a dry cloth.
- DO NOT** soak or rinse with water.
- DO NOT** clean with acetone.

### Essilor Optifog® / TD2 Optifog®

**BOTH SIDES:** Premium No-Glare lens w/ anti-fog  
(TD2 Optifog includes a hardcoat treatment on both sides)  
*Comes with (4) Optifog® Smart Textiles (1-yr supply) which are used to activate the anti-fog topcoat*

#### Handling & Care:

**\*OK to mark on the back surface of the lens**

- EVERY 1 DAY** - Clean lenses using the Optifog Activator Cloth.
- EVERY 2 WEEKS** - Wash your lenses with Water.
- EVERY 3 MONTHS** (up to 450 activations) - Replace your Optifog Activator Cloth.
- After washing lenses with water, or after they have been in contact with any liquid, dry them before reactivating them with the Optifog Activator Cloth.
- When not in use, keep cloth in its original plastic pouch
- DO NOT** wash the Optifog Activator Cloth. It will remove its activation efficiency.

#### Useful Tip:

- Not following the 1-2-3 steps will reduce the performance of the lenses.
- The Optifog Activator Cloth is only compatible with Optifog lenses.

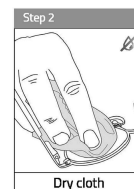
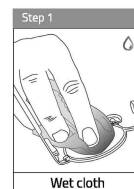
### Shamir Glacier™ Anti-Fog

#### \*DUPLEX-TECHNOLOGY\*

**Frontside:** Glacier Plus™ AR / **Backside:** Permanent Anti-Fog  
*No Initial Spray/Cloth Activator or Re-Activator Required*

#### Handling & Care:

- It is recommended to clean front and backside of lens surfaces separately.  
**For the BACKSIDE**, use a wet cloth first, then wipe with a dry cloth.
- Denatured alcohol, isopropyl alcohol or lens cleaning solution **without** acetone are **OK** to use.
- DO NOT** soak or rinse with water.
- DO NOT** clean with acetone.



#### Useful Tip:

- During extended periods of high humidity, the lens coating may reach its absorption capacity which may cause lenses to be covered with a thin layer of water or begin to fog.
- In such cases, simply wipe the lens with any available soft cloth (even a shirt), and normal fog absorption will be restored.

### iCoat No-Fog Elite™

**Frontside:** NO COATING / **Backside:** Anti-Fog coating  
(Can add coating options such as AR, blue filtering, various mirror colors to front or can remain without)  
*Doesn't require wipes, drops or sprays for activation*

#### Handling & Care:

- To maintain optimum performance, clean lenses with warm water and a neutral soap when needed.
- DO NOT** use any solvent-based cleaning solutions on the lenses.

# 2021 pair50

**Don't forget to enroll your practice in the 2021 Pair50 Program!** Prescribe a primary pair and save 50%\* on additional pairs.

Enroll today at: [www.PartnershipRewardsPortal.com](http://www.PartnershipRewardsPortal.com)  
Follow instructions to the right. Email [carrie@pech.com](mailto:carrie@pech.com) for further assistance.

*\*If your practice is receiving other discounts from Essilor, the Pair 50 discount will be applied so the total discount does not exceed 50%. See terms and conditions for more details.*

## Enrollment Instructions for 2021 Pair50 Program

- 1) Visit [www.PartnershipRewardsPortal.com](http://www.PartnershipRewardsPortal.com)
- 2) Type your Username (email) in the first white box\*
- 3) 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*)
- 4) Once logged in you will be able to view and enroll in all available promotions.
- 5) 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 HYPHEN (if necessary)**
- If your account number is recognized a pop-up box will appear with your office information, if everything is correct click "Confirm"

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## SELECTING FRAMES BY YOUR FACE SHAPE



### round

You have full cheeks, rounded chin and your face is equally proportioned.

=



### square

You have a prominent jawline, angular features and a wide forehead.

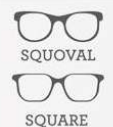
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### heart

You have a broad forehead, pointed chin and high cheekbones.

=



### oval

You have balanced features, high cheekbones and chin that's narrower than your forehead.

=



ANY FRAME SHAPE. TRY OVERSIZED BOLD SHAPES AND COLORS

