

# eye 2 eye

Pech Optical Corp. Newsletter

3rd Quarter 2021



## PECH OPTICAL CORP.

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## Tots to Teens



Children's eyes are more exposed than adults to the light, both indoors and outdoors, which means they need more protection to maintain healthy vision. Their eyes are not fully developed, so they are less protected from the harmful effects of UV and Blue-Violet light.

### EDUCATING PARENTS

It is important to remind parents that they don't have to wait until their child starts school to begin healthy habits with an annual eye exam. Children can have their eyes tested at any age!

### SEEING IS SUCCEEDING

Poor vision can have a huge impact on how successful a child is in, and out of, the classroom. 80% of what we learn is through our eyes!

- Vision problems that go undetected can create social and athletic performance barriers
- Vision issues make it hard to focus on school work

- Poor vision can mean poor hand-eye coordination
- Reading comprehension and vision go hand in hand

Healthy vision helps boost a child's confidence and creates a productive and successful learning environment.

### PECH KIDS PROGRAM

The Pech Kids Program offers great products and packages at an affordable price! Order Single Vision Poly or Trivex lenses with EZ-C No-Glare Coating AND kid-friendly frame for **ONE LOW PRICE!**

We are also offering a **Back-to-School Special from August 1 - October 31, 2021.** Email [carrie@pech.com](mailto:carrie@pech.com) for details and pricing!

Join us for our "Back-to-School Eyewear" webinar on Tuesday, August 10 at 8:30am, 10:30am or Noon CST. Visit

**[www.PechOptical.com/Events](http://www.PechOptical.com/Events)** to register for this short and informative event!

**CHANGING LIFE THROUGH LENSES**

**FREE**

**An Hour Of Your Day Can Change Their Life**

1 in 4 children can't see clearly

Get up to **\$1500 in CLTL Relief Funds** to help patients in need.

Sign-up today at [evfusa.org/relief](http://evfusa.org/relief)

**ESSILOR**

Essilor proudly supports Essilor Vision Foundation's Changing Life through Lenses program.

Available June 1<sup>st</sup> – December 31<sup>st</sup> 2021

Limited time campaign to help support, restart, and expand your ability to provide vision services in response to the increasing need.

Many families and children are in greater need than ever before and you can help!

"Changing Life through Lenses" helps provide your practice with free glasses and lab services to help your patients in need.

Find out more information or sign-up today at:

**[evfusa.org/relief](http://evfusa.org/relief)**

## Spotlight Product



### RAY-BAN® AUTHENTIC COMPLETE PAIR

The perfect match of Ray-Ban's legendary style and Essilor's expertise in sight!

Essilor has introduced a unique and authentic Ray-Ban experience for prescription wearers in sun, Transitions® and clear lenses. By combining branded frames made to the highest standards and cutting edge lens technologies, eyeglasses transform from simple objects needed to improve eyesight into functional accessories that guarantee maximum comfort, allowing your customers to express their own personal style.

#### GENERATE TRAFFIC

**Attract** customers with a unique offer

**Rely** on the strength of the most loved brand and Essilor lens designs

**Provide** a reimagined customer experience

**Contact your sales representative for more information!**

#### GROW YOUR PRACTICE

**Develop** the sun Rx category

**Leverage** single vision trade up opportunities with Transitions lenses

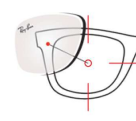


ICONIC RAY-BAN FRAME SHAPES

#### INCREASE CUSTOMER LOYALTY

**Differentiate** your practice with the iconic & innovative Ray-Ban complete pair offer

**Provide** customers with top quality offers



PERFECT FIT



RAY-BAN SIGNATURE

## Featured Lens

### KODAK Easy Lens

EASY FIT FOR EASY VIEWING

KODAK Easy Lens is a great first progressive and ideal for bifocal conversions. It's soft design makes it easy to adapt to and includes two corridor lengths to cover most prescriptions:

- KODAK Easy Lens 18
- KODAK Easy Lens 14

#### Availability:

- Plastic (clear/polarized)
- Poly (clear/polarized/KODAK Total Blue®\*)
- 1.67 High Index (clear)

Photochromic materials to be added later.

\*KODAK Total Blue Lenses filter HEV blue light up to 80% between 380-440nm.

### VARILUX® COMFORT MAX

ALL DAY LONG VISION COMFORT

New Varilux® Comfort Max lenses are designed to adjust to your patient's unique natural postures, and not the other way around, providing more flexibility to change postures and see sharply, for all day long vision comfort.

Varilux Comfort Max lenses utilize a new design approach that focuses on maximizing the patient's useful vision zone, not just providing the largest area of 20/20 vision (i.e. normal resolution).

#### WHY RECOMMEND VARILUX COMFORT MAX?

- Easy to present to ALL patients because of its attractive price that is covered by major managed vision care plans
- Approved by wearers who have never tried progressive lenses before
- Easy to dispense and fit with no additional measurements required

# 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, Aug 10	8:30am, 10:30am & 12pm CST	"Back-to-School Eyewear" (Tidbit Tuesday) 15-20 min
Tues, Sept 14	8:30am, 10:30am & 12pm CST	"How to Combat Online Eyewear Ordering" (ABO Approved) 1 hour
Tues, Oct 12	8:30am, 10:30am & 12pm CST	"Near Variable Lenses: So Many Uses" (Tidbit Tuesday) 15-20 min
Tues, Nov 9	8:30am, 10:30am & 12pm CST	"What's New for 2022" (Tidbit Tuesday) 15-20 min

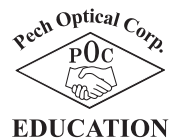
**JOIN US TO LEARN!** Register for sessions by visiting [www.pechoptical.com](http://www.pechoptical.com) or email [carrie@pech.com](mailto:carrie@pech.com).

## Education Corner

### Resources for Your Practice

The Vision Council website is a great place to access **FREE**, printable materials that can be utilized to train and educate office staff as well as advise your customers on the range of eyewear options available to them. A few of the items available include:

- **Clear Choices Consumer Brochure:** Features information about the importance of owning multiple pairs of glasses for different activities, digital eye strain symptoms and solutions, finding the right frame based on face shape and the various lens options available.
- **Indispensable Dispensing Guide Book:** A basic dispensing handbook for eyecare providers that offers a complete overview of eye anatomy, relevant terminology, lens materials, designs and treatments, prescriptions, frame selections, fittings and final adjustments. Great for training new dispensers!
- **Electronic Progressive Identifier Chart (EPIC):** One of the most requested resources! The electronic version allows for real-time updates, so even the most recently released lens designs are included. Easy to navigate and search for the information you are seeking. [Visit epic.thevisioncouncil.org](http://visit.epic.thevisioncouncil.org).



## Lab Update: No-Glare Coating

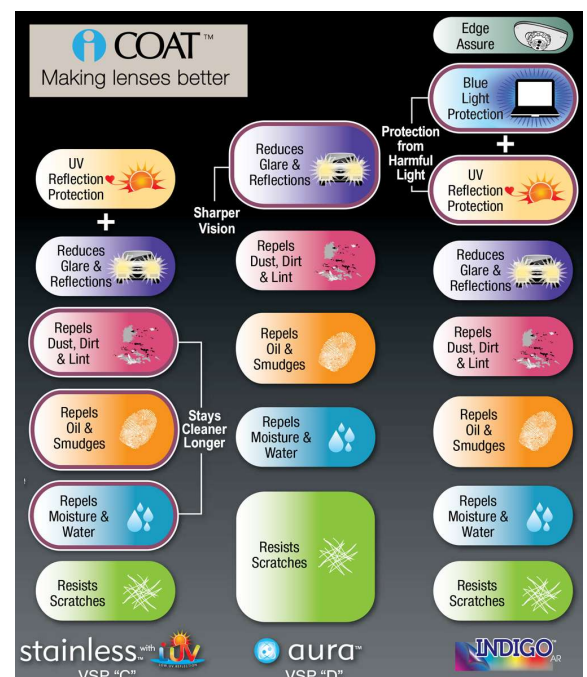
We have recently made some updates to our house no-glare offerings. We have discontinued the Retinal Bliss and Sentinal coatings and replaced them with the following:

- Old: Sentinal ⇒ **New: Stainless (2yr warranty)**
- Old: Sentinal+ ⇒ **New: Aura (2yr warranty)**
- Old: Retinal Bliss\* ⇒ **New: Indigo\* (1yr warranty)**
- Old: Retinal Bliss\* ⇒ **New: Indigo HD\* (2yr warranty)**

*\*Blue light filtering technology*

New coatings will be priced the same as the old products and are available on a wide range of lens types and materials!

Email [carrie@pech.com](mailto:carrie@pech.com) for more information.



## Creative Ideas to Help Employees Relieve Stress at Work

Stress can negatively impact the productivity and overall health of your employees. Finding creative ways to battle back against stress can help employees feel better and get through their day with less anxiety. Consider some of the following ideas to get you started:

- **Introduce Walking Challenges**

Lack of mobility during the workday is one of the leading causes of stress in the office. Structuring a reward or incentive for the most stairs, miles, or minutes walked during the day/month is a fun way to motivate movement!

- **Melt Away Stress with Ice Cream in the Summer!**

- **Organize a Fun Team Outing**

Getting together with employees in a fun, relaxed environment outside of the office is great for morale and team building.

- **Invite Employees to a "Pop & Chip" Party**

Cover the lunch/break room in bubble wrap and bring every flavor of chip you can think of. Invite employees to stop by to "pop" some bubble wrap and enjoy some delicious snacks. Let me tell you, popping bubble wrap as an adult is just as fun as when you were seven!

- **"Theme Day" Fridays**

If your employees wear a uniform, give them one day a month/week to show off some more personality! Invite everyone to rep their favorite team or dress up as their favorite superhero. Supply prizes/treats for participants.

*Sometimes it is the simple things that make for a lasting impression!*



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spectera

## Brain-Twister



Can you draw 2 squares in the "schoolyard" in order to separate all students from each other?