



Pech Optical Corp. Newsletter

December 2021



PECH OPTICAL CORP.

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Jumping Into the New Year!

Many people use the fresh beginning and clean slate of a new year as reason to set personal goals towards positive change in their lives. However, instead of simplifying things, we often wind up dumping more tasks, challenges, or projects on our "to do" list. We think that by achieving more, our lives will be more secure and prosperous.

Here are some ideas to help make life more fulfilling and successful without becoming overwhelmed.

- **Quit tolerating.** List things that currently limit your productivity, cause stress, and waste both your time and energy. Determine what changes you can make to decrease or eliminate your tolerance to them.
- **Play "your" game.** Discover what YOU truly want to accomplish in life. Align your goals with your priorities instead of worrying about the "should have, could have, would have".
- **Create a winning routine.** Develop healthier relationships in work, home, and play. Avoid overextending yourself with personal and professional deadlines, that way time becomes your ally instead of an adversary.
- **Have fun.** Find time every day to do something you enjoy!
- **Deepen your learning.** Accelerate your success on a new path by learning from the people and experiences around you. Make the most of every situation.
- **Expand your vision.** Clarify what success looks like in every area of your life (career, relationships, environment, health, enjoyment). Victory looks different for everyone.
- **Transcend your beliefs.** Create better opportunities by releasing old and confining beliefs that may keep you from growing.
- **Do complete work.** Commit to seeing a project through from start to finish. You will feel more accomplished than stopping and starting multiple things at once.
- **Focus on the present.** Live in the here and now as opposed to thinking about yesterday or worrying about tomorrow.
- **Fear Less.** Shift your focus to the positive outcomes of a situation instead of fearing the worst.



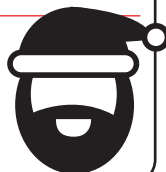
Laboratory Holiday Hours



CHRISTMAS

Thursday, December 23:
Operating Normal
Business Hours

Friday, December 24:
CLOSED ALL DAY
No delivery or pickup
of mail service



NEW YEAR'S

Friday, December 31:
Operating Normal Business Hours
Pick Up and Drop off of Air Only

Monday, January 3:
CLOSED ALL DAY
No delivery or pickup
of mail service



Contact Customer Service at 800-831-2352 if you have any questions or concerns.

Featured Lens

Transitions® XTRActive® Polarized™

PHOTOCHROMIC POLARIZED LENSES

The **NEW** Transitions XTRActive Polarized lenses are specially designed for wearers who are very light sensitive and are frequently exposed to very bright light and reflective glare. Driving, harsh indoor light, heavy screen use, bright sunlight and harsh reflective glare are all examples of light environments that patients who frequent them would benefit from a higher level of protection. These lenses help to reduce the glare, empowering the wearer to see through reflective surfaces and improve their visibility.

Transitions XTRActive Polarized lenses are clear indoors with a hint of a protective tint and no polarization when the lens is not activated. They become dark outdoors and behind the windshield with the level of polarization depending on the activated darkness level. The polarization properties of these lenses provide the wearer clear, sharp vision in bright sunlight and make the world more vivid and colorful.























FEATURES & BENEFITS:

- Improved Polarization
- Darker Than Ever Before
- Activates In The Car
- Blocks 100% UVA & UVB
- Blue Light Protection Indoors
- Faster Fadeback

AVAILABILITY:

- **Color** - Gray
 - **Materials** - Plastic, Poly, High Index 1.67
 - **Lens Style** - Eyezen+, Single Vision, Essilor Ideal, Varilux Comfort DRx, Varilux Physio DRx, Accolade
- Visit www.EssilorPro.com for a full list of availability.

Contact your Essilor Sales Consultant for more information!

Transitions Signature GEN8	Transitions XTRActive	Transitions XTRACTIVE® NEW GENERATION	Transitions XTRACTIVE® POLARIZED™	Transitions Drivewear
OUR BEST OVERALL PHOTOCHROMIC LENSES*	LENSES FOR EXTRA PROTECTION, EVEN IN THE CAR	BEST XTRA DARKNESS AND BEST XTRA LIGHT PROTECTION**	OUR ONLY AND BEST EVER PHOTOCHROMIC LENSES***	OUR BEST ADAPTIVE SUNGLASS LENSES FOR BEHIND-THE- WHEEL
 Iconic Colors: Gray, Brown, Graphite Green	 Iconic Colors: Gray, Brown, Graphite Green	 Iconic Color: Gray	 Olive Green to Copper to Dark Red-Brown	
Style COLORS  Sapphire, Amethyst, Amber, Emerald	Style MIRRORS  Gold, Silver Shadow, Pink, Red, Green, Blue			
 Fully clear indoors	 Clear with a hint of protective tint indoors	 Clear with a hint of protective tint indoors	 Tinted not recommended for indoor use	
 Darkens outdoors in seconds	 Dark in hot temperatures	 Activates in the car	 Activates in the car	
 Blocks 100% UVA & UVB Filters harmful blue light indoors & outdoors	 Blocks 100% UVA & UVB Filters harmful blue light indoors & outdoors	 Blocks 100% UVA & UVB Filters harmful blue light indoors & outdoors	 Blocks 100% UVA & UVB	
 Returns clear faster than ever	 Darkens in the car	 Up to 90% Polarization efficiency	 Always polarized	

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
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WATCH FOR NEW WEBINARS & TOPICS COMING IN FEBRUARY 2022!

JOIN US TO LEARN! Register for sessions by visiting www.pechoptical.com or email carrie@pech.com.

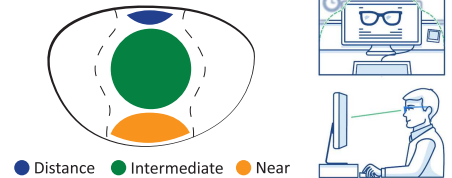
Education Corner

Near Variable Lenses...So Many Uses

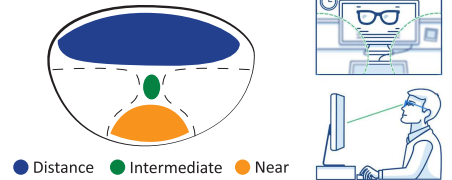
Near Variable Lenses (NVL) are different from traditional progressives in that they have a much larger intermediate viewing zone, creating a more relaxed, comfortable visual experience for wearers who need to see things at close distance. These types of lenses are often referred to as "computer" lenses. Although they are great at helping relieve the pain of digital eye strain, they have so many more uses and benefits beyond the computer screen!

NVL are often underutilized in most offices. It is important to talk with your patients and ask questions about their work activities and hobbies. A "Patient Lifestyle Questionnaire" is a simple and effective way to discover if task specific lenses should be recommended. Some wearers that might benefit from NVF lenses include artists, dentists, mechanics, editors and more.

OFFICE / COMPUTER / TASK



PROGRESSIVE



NEW! Text with Customer Service

We are excited to introduce another quick and easy way to communicate with Customer Service! The texting function is a great way to check on job status, provide missing information or ask a question about a job in process. Send text messages to 712-277-3937 and include your Pech Account Code. A representative will respond as quickly as possible.



VOSH Frames

VOSH is a Non-Profit Organization on a Mission to bring Vision to Every Person on the Planet

We have some mens, womens and kids VOSH frames available for donation.

Please contact Barb in Frames at 800-831-2352 for more information.

EssilorPro®

EssilorPRO is an online resource for ECPs and includes many benefits such as:

- Access to digital marketing assets for use on social media
- Ability to order printed marketing pieces and have them delivered directly to your practice at no cost to you
- Points balance for Essilor Preferred Rewards® and more

Find everything you need from a single dashboard tailored to your practice! Visit www.EssilorPro.com to sign-up.



2022 pair50

Don't forget to enroll your practice in the 2022 Pair50 Program! Prescribe a primary pair and save 50%* on additional pairs.

Enroll today at: www.PartnershipRewardsPortal.com
Follow instructions to the right. Email 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 2022 Pair50 Program

- 1) Visit 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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U.S. Postage
PAID
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Visit us at our website
or email us:

www.pechoptical.com
carrie@pech.com

FOR SALE

Reichert (AO) Ultramatic Phoropter
with Minus Cyls. Model #11625.
Great condition, never used.
Asking \$2,000.00. Contact
Norman at 308-382-7223.



Watch for updates to Pech Optical's
standard & customary price list
coming soon. Current pricing can
be found at **www.PechOptical.com**.
Email carrie@pech.com for access.



CHRISTMAS SONG SCRAMBLE

1. REHE MSECO NTSAA USLAC
2. EASEPL OMCE OMHE ORF ASCRISHTM
3. ANSTA LACUS SI INCOMG OT TWNO
4. TLITLE MRUMERD BYO
5. HTEWI RHICSASTM
6. LSTA SMTCRIASH
7. GLEJIN LBEL RKOC
8. NFILES GTNIH

