

# Midwest Monthly

## A Look Back at 2008

2008 has been somewhat of a roller coaster ride with daily headlines regarding the financial situation and consumer confidence levels. While news concerning the economy has been in the forefront, innovative and exciting lens products and changes have continued to occur in the optical arena.

January began with the release of two progressive designs in sunwear: Younger Image Wrap polarized and the Varilux Physio and Physio 360° in 1.50 polarized gray and brown. The Younger Image Wrap provides another option for improved optics in popular wrap frames. Adding 1.50 polarized to the Physio lineup makes it easier to match progressive designs in multiple patient pairs increasing adaption success.

The latest version of Transitions technology, Transitions VI rolled out on February 1st. Transitions VI offered consistent performance across all materials. Previous generations of Transitions were not always available in all materials. Building on the strengths of Transitions V and Transitions Next Generation lenses, this version also claims quicker response time and darker tint in warmer weather.

The trend of increasing sun lens availability continued into March. Younger launched the Drivewear in Flat Top 28 while the Definity and Definity Short product line was expanded to include polycarbonate polarized in gray and brown. Previously available only in brown, gray was added to the Coppertone line of polarized lenses.

In April, the newest generation of our own Reliance family of anti-reflective lenses, **RELIANCE XP**, arrived. The ultimate in AR treatments, Reliance XP consists of amplified hydrophobic and oleophobic properties that result in increased antistatic, resiliency and ease of cleaning.

Shamir also released the Autograph Office in April, an individualized occupational lens specifically created for patients' visual needs in a small-environment setting.

June brought a welcome cylinder expansion to -6.00 diopters in all Varilux Physio 360° materials. The enhanced performance of the 360° design is best demonstrated in extreme Rx's. This power extension

made it easier to dispense this lens to the patients who need it the most.

Essilor launched their Varilux Sport PAL sun lenses in August. Varilux Sport™ lenses are the first progressives designed to provide patients with natural and precise vision for specific sporting activities. Offering an extra large far distance field, instant intermediate vision, and a stabilized near vision area, these polycarbonate lenses are lightweight, impact resistant, and protect from ultra-violet (UV) light. Varilux Sport lenses are available in six differently colored versions, allowing patients to choose the best lenses for their desired sport.

September kicked off the start of our 35th Anniversary celebration. Initially only processing uncut lenses, Midwest Labs opened its' doors in 1973. To commemorate this occasion, five different promotions were ran simultaneously. From Hilco product to Transitions, there were opportunities for everyone to win big!

In October, Carl Zeiss Vision announced the debut of GT2™ Short, a new short-corridor progressive lens based on the GT2 design. With a 13mm minimum fitting height—one of the lowest available on the market—GT2 Short offers patients optical performance in a broader range of fashionable frame sizes.

November was a very exciting month in the Iowa Midwest Labs location as we moved to our new 9,600 square foot state-of-the-art facility. Custom designed to streamline daily operations, a new AR coating machine was also purchased to enable us to provide you with exceptional quality, turnaround and service at even higher levels than before. More information regarding our new building will be coming soon.

There is no way to tell what 2009 will bring, but the need for quality eyecare and products will always remain. With product information literally just the internet away, consumers will continue to be aware of new and innovative optical products. You can count on Midwest Labs to continue to provide you with latest in lens technology with the quality and competitive pricing necessary to keep your business viable. We appreciate your business and look forward to continuing our partnership in 2009!

# GET YOUR RETURN EARLY



**Earn \$10**

for every pair of Varilux® Physio Lenses® purchased starting January 1 to March 31. And that's not all.

**Earn \$15**

for every pair of Varilux® Physio® with Crizal® or Reliance!



## Go Small. Live Large. PROMOTION

## With GT2, GT2 Short, GT2 3D and GT2 3D Short!



From January 1st to June 30th 2009, you will receive one game card with each pair ordered and two game cards with each pair ordered with Transitions™. Every game card can be a winner! Scratch and spell "SHORT" to win up to \$500 instantly! Additional prizes:

- \* 2 Grand prizes with up to \$24,000 value each
- \* 10 monthly prize drawings for 5 months (50 small prizes total, value \$500 per prize)

## What's New?

1.71 Ultra High Index is now available from Midwest Labs. 1.71 lenses give patients enhanced clarity of vision compared to the majority of ultra high index materials with a higher abbe value of 36. A higher tensile strength also makes 1.71 lenses ideal for drill mount frames.

SV uncut— **90.00** / 120.00  
SV complete— **102.00** / 136.00

Now you can say "YES" to patients requesting FT 28 Transitions Lenses in an impact resistant lens... in brown! Transitions Lenses in Trilogy offer the benefits of polycarbonate and more. Transitions lenses are an excellent choice for a primary pair of prescription eyewear.

Uncut— **85.13** / 113.50  
Complete— **97.88** / 130.50

Midwest Labs Iowa • 800-247-2525

Midwest Labs Chicago • 800-346-5700