

Midwest Labs Goes Digital!



It has been obvious to us for some time that digital lens processing is the way of the future. When Naturalite Digital progressives became our number two most requested lens design only six months after introduction, our decision to install digital equipment was validated. In fact, we have witnessed the percentage of digital progressives grow from just 5% of progressive lens purchases to 35% in just eighteen months!

We have hinted about the next big announcement from Midwest Labs and now it is official: We are digital! Our digital generator, polisher and laser marker have been installed and we could not be more excited. By installing this equipment, we are able to break free of the limitations of traditional surfacing and provide the customized and precise optics your patients deserve with unparalleled turnaround time. The Naturalite Family of Lens Solutions and Shamir lens designs will be the first to be produced from Midwest Labs. Additional lens manufacturer's designs will be added in the future.

It is important to remember that digital is a manufacturing process, not a design. Any conventional progressive design on a semi-finished blank can be digitally surfaced. This only improves power tolerance and operational efficiencies, but does not improve the overall design. Designs, such as the Naturalite family, have been developed to utilize all of the benefits of the digital fabrication process resulting lenses that provide your patients with crisp, comfortable vision previously unattainable. There has been an explosion in new digital designs not only for progressive lens wearers, but task specific products for the younger eyewear crowd such as the Shamir Relax. One thing is for sure, as free-form lens design software continues to evolve, virtually any eyewear need will be addressed and solved!

If you have any questions about digital products or would like to personally come see our generator in action, let us know!

