

Reviewed by:

Doctor  
 Optician  
 Technician  
 Other

## A Look Back at 2009

What a year it has been! The overriding concern on everyone's mind during 2009 was the health of our economy and how to adjust business strategies to accommodate the buyer's new mindset. Everyone is scrutinizing purchases and looking for ways to stretch each dollar. However, in a recent consumer poll conducted by VisionWatch, optimism reigns in the optical market as a majority predict sales to be the same or better in the first quarter of 2010.

Even in times of economic uncertainty, a bevy of new lens products and applications were introduced during 2009. A steady increase of availability and design of digital lenses led the way in new product releases.

January: Carl Zeiss Vision (CZV) began the year with the release of Zeiss Individual— a digital design progressive they claim is a personalized lens tailored to the wearer. By incorporating the patient's vertex distance, pantoscopic tilt and frame wrap and combining those measurements with a corridor that automatically expands or contracts to accommodate for the frame, this gives the patient a lens designed specifically for their viewing needs.

On the traditional surface PAL market, CZV also released the GT2 Short, a short corridor progressive that complements the popular GT2 design.

Essilor improved upon Definity lenses releasing Dual Add 2.0 Definity. According to Essilor, the new Dual Add 2.0 technology allows improved symmetry in the distance zone of the lens, improved and precise alignment between the front and back surfaces of the lens.

February: Essilor announced the availability of Varilux Physio Short 360, making it easier to match progressive designs in multiple patient pairs.

March: Heading into sun season, several sunwear specific lenses were launched. Transitions introduced SOLFX lenses. These lenses have an initial tint that self-adjusts outdoors by automatically changing the level of darkness and color providing optimal vision in sun or shade. Younger announced the availability of their NuPolar 1.67 Single Vision lenses granting thinner lenses for extreme Rx's. CZV revealed their PrescripSun lens products designed to offer a precision sun lens product for every patient's need.

In digital design, CZV also made available the GT2 and GT2 Short 3D by combining the GT2 design with back-surface digital technology.

April: With the sun season heating up, Essilor introduced their new Xperio line of polarized lenses. Featuring

industry leading designs, the Xperio line is available in a wide range of materials and coatings making it easier for the eye-care professional to provide an outdoor pair for their patients.

Midwest Labs became a distributor for atLast! Enhanced Multifocal lenses. This makes it possible for your lined bifocal wearers to experience continuous vision from close-up to five feet away combined with the cosmetic appeal of a progressive design.

May: Signet-Armorlite released Anti-Fatigue progressives that incorporate base in prism in the reading area of the lens. They boast this technology assists the normal binocular function of the patient's eye to reduce eyestrain and eye fatigue.

June: CZV entered the single vision market of digital design lenses with the Individual SV. They claim this lens will provide up to 50% clearer vision for patients over standard single vision lenses.

July: To assist our accounts in answering the demand from value conscious consumers, Midwest Labs introduced the Naturalite line of lenses. Competitively priced, Naturalite lenses are your answer for patients looking for good quality at a good price.

August: Essilor announced their first full back surface digital design progressive: Ideal, Ideal Short and Ideal Advanced. According to Essilor, the symmetrical design allows for both eyes to work together resulting in effortless vision.

October: Midwest Labs became a Hoya distributor. By adding Hoya to our offering of lens manufacturers, we can now offer availability of any lens to fit your patient's needs while remaining independent of lens manufacturer ownership.

November: Essilor addressed the problem of visual fatigue for single vision users who spend a lot of time on computers or using portable electronic devices with Anti-Fatigue single vision lenses. The benefit of these lenses is a slight power boost of +0.60 D in the lower portion of the lens that helps combat visual fatigue.

December: A niche market, Trivex is now available in a Double Seg FT 28. Perfect for industrial applications!

There were so many new releases in 2009, sometimes it was hard to keep up! New technology designed to enhance our patients lives are always welcomed and Midwest Labs will continue to provide you with information of all available lens options in 2010 while maintaining the exceptional service and quality you have come to expect. Happy New Year and thank you for your business!

# Promotions

# POLAR



# PROMOTION

Now - February 28th, 2010

## Earn Cash Rewards this winter with



### What your patients need to know

Regardless of outdoor conditions, the potential harm the sun is capable of producing remains constant – even in winter.

### HOW IT WORKS:

- \* Your lab will send you Polar Promotion job coupons with each Coppertone or SunRx polarized lens purchase you make.
- \* Collect the Polar Promotion job coupons, fill them out and send them to Vision-Ease Lens for a redemption of up to \$5.00 per coupon.
- \* VEL will confirm purchases against job coupon redemptions based on Sales Out Data or invoices from lab.
- \* Checks will be sent monthly on or about the 15th of the following month.

*Note: Please send minimum of 10 job coupons at a time, if possible. Polar Promotion participation misrepresentation will result in disqualification; rewards potentially earned by ECP will be forfeited.*

Qualifying Poly Lenses:	ECP Reimbursement:
Coppertone SFSV	\$5.00
Coppertone D28	\$5.00
Coppertone 7x28	\$5.00
Illumina Coppertone	\$5.00
SunRx SFSV	\$3.00
SunRx SFSV Mirrors	\$3.00
SunRx D28	\$3.00
SunRx 7x28	\$3.00
Illumina SunRx	\$3.00
Outlook SunRx	\$3.00



## What's New?

### Trivex Occupational DD28

Previously only available in CR-39 or Glass, X-Cel– home of “odd duck” lenses- has announced the release of Trivex Occupational DD28 lens. The purpose of the lens is to provide good "near" visual acuity both above and below eye level as well as normal distance vision. Happy users include auto mechanics, librarians, pilots, dentists, and painters.

Uncut- **\$78.00** / \$104.00  
 Complete- **\$89.00** / \$118.67

Bold pricing reflects maximum discount

