

## A Look Back at 2011

We anticipated 2011 would be an exciting year in optical and we were not mistaken! The landscape of our industry is evolving and many new advancements in technology both within and outside of optical are the catalyst of this change.

2011 will be remembered as the breakout year of digital processing and designs. Just a year ago, one in ten progressives ordered was a digital design. Now, this statistic shot up to one in four progressives. The broad availability of digitally designed progressives combined with superior optics has made this new product the choice of many businesses.

Initially launched in June 2010, our Naturalite family of digital designs has expanded to include offerings for all patients:

- ▶ Naturalite Single Vision
- ▶ Naturalite Eye App
- ▶ Naturalite Professional
- ▶ Naturalite Digi Seg
- ▶ Naturalite Digital
- ▶ Naturalite Digital Advanced

The Naturalite family of lenses is the perfect choice for patients who are uncomfortable with the price difference between a name brand digital progressive and their old traditionally surfaced PAL. This allows you to offer a more cost-effective design without sacrificing the newest technology.

Due to the increasing popularity of digital, Midwest Labs installed a digital generator in November and we are now processing the Naturalite digital on-site with the Shamir designs to follow soon. Additional digital designs will be processed on-site per customer demands.

In August of 2011 we proudly released the newest AR of our Reliance Easy Care AR Products—Reliance LuxAr. Our goal when we began developing LuxAr was to formulate the slipperiest AR on the market. We succeeded in accomplishing this task and likewise have produced one of the most scratch resistant AR's available in the market! Upon testing at COLTS laboratories, the LuxAr scored an 11.2 on the Bayer

abrasion test. To put this in perspective, uncoated plastic scores a 1 and glass a 12.

During the past year, the conversations concerning on-line eyewear sales have become more prevalent. This new competition is challenging many of you to re-evaluate how to handle situations of PD measurements and requests to adjust or repair eyewear purchased on the net. As this topic continues to grow, we will keep you informed as to how your peers are handling these situations and marketing strategies to keep those purchases in your dispensary.

Social media was also a hot topic in 2011. A website alone is no longer sufficient to connect with your patients. Today, many offices also have a Facebook page and a Twitter account to reach out to their patient base. It is especially important to utilize this media if you have a younger based clientel. If you have not yet ventured into social media, you can find many resources on-line by searching “social media marketing in optical” to get you started.

And speaking of social media, a new product category of lenses designed to aid eye fatigue for frequent users of computers, tablets and smartphones was introduced this year. The Shamir Relax, Essilor Anti-Fatigue and Naturalite Eye App are single vision lenses that give non-presbyope patients a small boost of add power in the bottom portion of the lens. The small boost of power can reduce the demand of accomadation by up to 30 percent. If you haven't checked these lenses out yet, give us a call!

Midwest Labs is now on Facebook and we invite you to “like” us and join the conversations! This is a great way to hear what your peers are experiencing on a day to day basis and pick up ideas that may work in your practice. You can also take a peek inside Midwest Labs as we post pictures of frequent events.

We look forward to working with all of you in 2012 and will continue to add products and equipment designed to keep you ahead of the pack. Midwest Labs appreciates your business and the relationships we have established— here's to another great year!



Midwest Labs is now offering Chemestrie "Eyewear that Clicks"! Chemestrie is a magnetic lens system that offers your patients the option of a polarized, reader or even 3D lens addition to their everyday eyewear. Lightweight and designed to fit virtually any frame, Chemestrie is the answer to frustrations your patients may have previously experienced with clip-on sunglasses.

Available products:

- Polarized Chemestrie
- Polarized Chemestrie with backside AR
- Gradient polarized Chemestrie with backside AR
- Mirror polarized Chemestrie with backside AR
- 3-D Chemestrie
- Reader Chemestrie
- Permanent or magnetic Swarovski Crystals
- Case with cleaning cloth

Tower display

- Purchase of tower display includes: 2 vouchers for free Chemestrie's, 5 free demo's for the dispensary and one free Chemestrie for each staff member!

**Contact us today to receive pricing information on Chemestrie eyewear!**

## Support Our Troops!

Midwest Labs and Fantom have partnered to help support our troops. When you purchase a case of Fantom lens cleaner, ten cents from each bottle purchased will go towards serving our troops.

A case of 144 (2 oz.) Support Our Troops bottles of lens cleaner costs \$0.77 ea / \$110.88 per case. To order your case and help support this worthy cause, contact Deb at 800-247-2525 today!

More information can be found at [www.servingourtroops.com](http://www.servingourtroops.com)



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- ▶ Nose Pads

All Western Optical Supply purchases will receive a 10% discount from catalog pricing when purchased through Midwest Labs (\$25 minimum order.)

**Call today & request your catalog!**

[www.westernoptical.com](http://www.westernoptical.com)

**Kick off the New Year with Savings from Western Optical Supply! Through January 31st, you will receive an additional 5% off all orders from Western Optical Supply placed through Midwest Labs!**

