Cherry Optical, Inc Visits STATE Optical

During the last week of October, we had the pleasure of touring Europa Eyewear’s facility in Vernon Hills, IL; including an in-depth tour of the STATE Optical Co. manufacturing process. Regional Europa representatives Jill Hiller and Sara Jacobs set up the trip.

The tour was an outstanding look inside the manufacturing process of high-quality acetate frames. From sheets of acetate to completed frames, the steps are numerous and attention to detail high. STATE is the only large-scale frame manufacturing facility in the US. The quality materials, skilled craftsman and exacting standards produce eyewear that can be proud to say, “Made in the USA.” We encourage you to visit www.stateopticalco.com and reach out to your Europa representative to learn more.

NEW: No Tricks, Just a Treat! – Cherry Optical, Inc Improves Multi-Pair Discount Program

Effective November 1st, Cherry Optical, Inc will be improving our multi-Rx discount program. Our goal is to offer the best program possible to our supportive customers. Nearly 100% of the orders we process are for private-pay patients. Offering aggressive multi-pair discounts for these patients is important for the continued success of our customers. Additionally, we understand the performance and fashion benefits of delivering multiple pairs of eyewear to patients. Without further ado, let us introduce the “Unbelievable Multi-Pair Discount Program”:

Multi-Pair orders (2+ pair)

- Orders must be submitted within 90 days of one another
- Most expensive pair will be billed “normal” and qualify for EOM discount
- Equal or lesser priced pairs will be invoiced with a NET 50% discount
- Orders must have some type of add-on or upgrade: Examples include performance-materials, AR, Transitions/Photochromic and/or polarization. Package programs are excluded. Contact Customer Service or your Sales Representatives for additional details that may pertain to your orders.

What’s New University 2018 – Saturday, March 10th

Let the countdown begin! Cherry Optical, Inc’s What’s New University is happening at Lambeau Field on March 10th. We are actively gathering programs to offer and reaching out to vendors that will be interested in exhibiting. At this stage in the process, we can use your help to spread the word. Please be sure to ask your frame, lens, contact lens and equipment vendors to attend and support WNU. The more vendors you invite, the more you’ll have to see and experience at Lambeau. Have some recommendations? Send your requests to wnu@cherryopticalinc.com.
Varilux X Series & ULP Service Levels

The launch of Varilux X is off to a nice start. Early reviews are extremely positive and demonstrating that X really is the top Varilux design available. Additionally, the success of the Ultimate Lens Package BOGO program is impressive. The only hiccup has been the processing of ULP orders through Essilor’s Sapphire processing facilities. We see much longer-than-normal delays on these orders. All X Series orders being produced 100% on-site are seeing great service levels. We hoped to be producing Sapphire on-site by the end of October, but that technology installation has been moved to December. We will be monitoring the situation closely and providing solutions as necessary to mitigate delays.

PPG Trivex & PPG Tribrid – Performance Lens Material

It is hard to believe it has been 13+ years since the release of Trivex lens material by PPG. Most recently, PPG has released Tribrid material; an equally impressive lens material. Utilizing Trivex for your low powered Rxs and Tribrid for your mid-range Rxs means you are providing the best performance materials available to your patients. When used correctly, Trivex & Tribrid deliver lightweight, thin and safe lenses with optimal optical quality. The use of these materials also provides differentiation for your optical as all online and “retail optical locations” primarily use polycarbonate and mid-index plastic materials. Be a leader, utilize Trivex and Tribrid to deliver uncompromised performance.

Quick Questions to Promote Multi-Pair Sales

Now armed with Cherry Optical, Inc’s exclusive Unbelievable Multi-Pair Discount Program, you’re more ready than ever to meet the performance and fashion needs of your customers. Here are a few thought-provoking questions that can help you present pertinent solutions:

1. Do you spend a lot of time on the computer? – If yes, recommend a 2nd pair for extended computer use such as eyeRelax HD and BluTech.

2. Do you drive a lot? - If yes, consider polarized IOT Drive lens for a progressive lens and AR coating for sure on clear lenses.

3. Do you work in a dirty environment or have outdoor/workshop hobbies? - If yes, strongly encourage a pair of inexpensive safety eyewear to not only protect their eyes but protect their dress eyewear.

Do you have some second-pair pick-up lines? If so, we’d like to hear them. Email abbey@cherryopticalinc.com with your 2PPUL for a chance to win $100 gift card. Entries accepted through December 31st.