



# Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION

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# WHAT'S NEW

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FULL MOON ALERT: November 4<sup>th</sup>



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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](http://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 1<sup>st</sup>, 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 10<sup>th</sup>

Let the countdown begin! Cherry Optical, Inc's What's New University is happening at Lambeau Field on March 10<sup>th</sup>. 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](mailto:wnu@cherryopticalinc.com).



### 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.





## AssureAbility, Inc – Making Sense of the Managed Care Maze

From Eyecare Business – August 2017 “I’ve heard it called the “veil of confusion.” It’s that seemingly intentional, vaguely defined, changing, and/or frustratingly complex way that insurance companies set up their rules and regulations. How do they determine whether you will get paid this time (or not) for the services and materials that you have already provided your patient, anyway?”

The ever-increasing strain that managed care puts on the eye care industry is maddening. Hiring, training and recruiting someone to stay up-to-date on all things insurance is no easy task and certainly not a profit-generating proposition. But, there is a solution; AssureAbility, Inc. With AssureAbility, Inc your practice can have a dedicated team of professionals constantly working for you to ensure your programs are being administered properly and that you are getting every dollar owed to you.

Cherry Optical, Inc endorses AssureAbility’s services. Plan to improve claim handling, clean up insurance accounts receivable and accelerate cash flow in 2018. Check out [www.assureabilityinc.com](http://www.assureabilityinc.com) to learn more. Or reach out directly to COO & Founder Amy Kraemer [amy@assureabilityinc.com](mailto:amy@assureabilityinc.com).

### 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 2<sup>nd</sup> 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](mailto:abbey@cherryopticalinc.com) with your 2PPUL for a chance to win \$100 gift card. Entries accepted through December 31<sup>st</sup>.

### WHAT IS THE ULTIMATE OFFER?



**THE ULTIMATE OFFER FOR YOUR PATIENTS**  
The Ultimate Offer is a consumer offer in which the patient can purchase an Ultimate Lens Package (ULP) and get a 2nd pair of lenses on us.\*  
\*Equal or lesser value; frame purchase required for both pairs.

**THE ULTIMATE OFFER FOR YOUR PRACTICE**  
The ECP purchases an Ultimate Lens Package and gets a 2nd pair of lenses for free. The free pair is then passed on to the patient.\*\*

### 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.

**VARILUX**  **series**™ 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 Tribid – 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 Tribid material; an equally impressive lens material. Utilizing Trivex for your low powered Rx’s and Tribid for

your mid-range Rx’s means you are providing the best performance materials available to your patients. When used correctly, Trivex & Tribid 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 Tribid to deliver uncompromised performance.



**It might be early, but we’d like to wish you and yours a very Happy Thanksgiving. Enjoy and be safe! Cherry Optical, Inc will be closed in observance of the holiday both November 23<sup>rd</sup> & 24<sup>th</sup>.**