

TOLEDO OPTICAL

IN-SIGHT

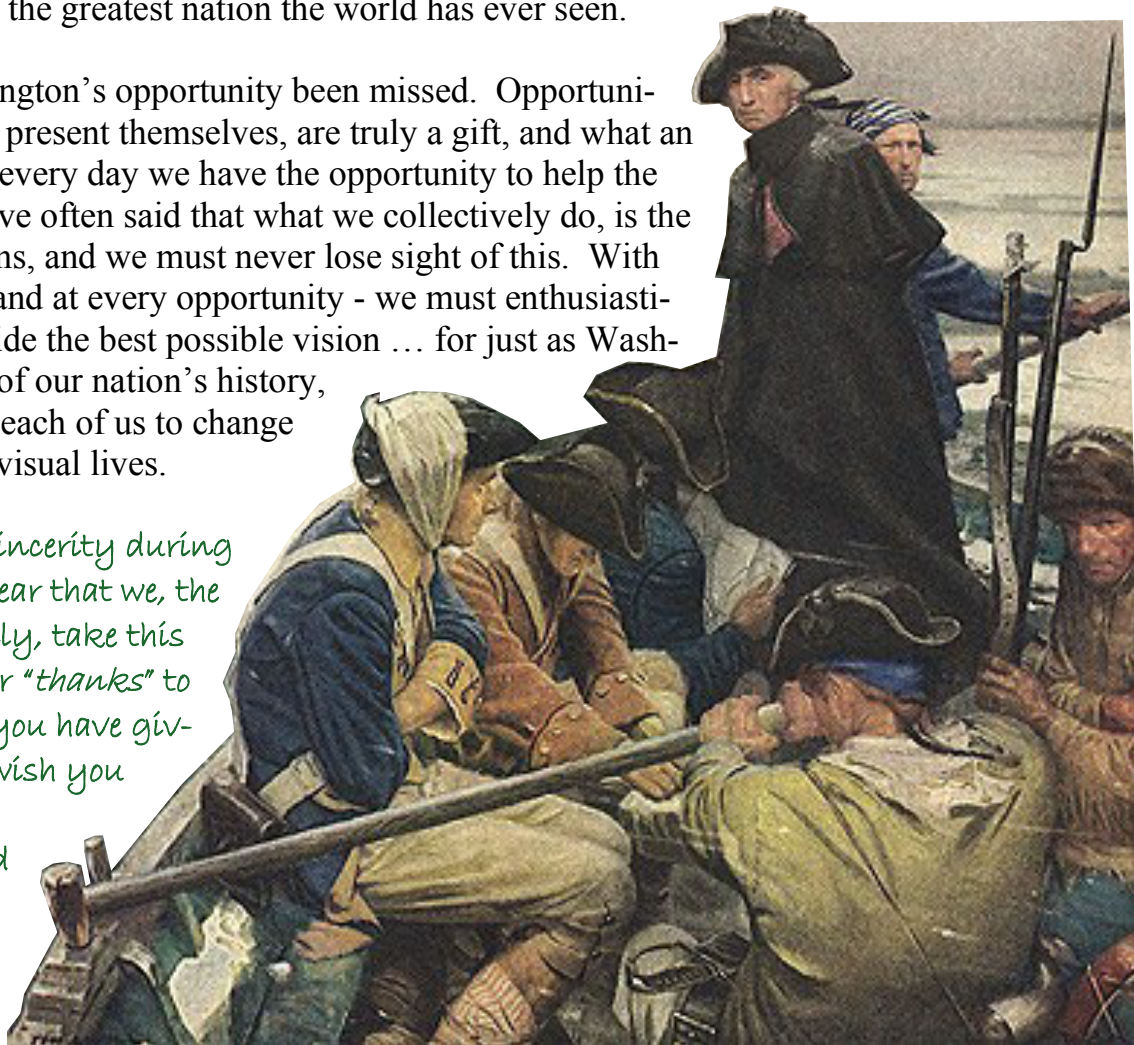
Winter 2011

An Opportunity Sparks A Revolution

The battlefield was cold, the morale was waning and the outlook for victory was bleak. Through casualties, sickness and desertion, Washington had lost nearly 90% of his fighting force -- as America waged their war for independence. The year was 1776, and while many saw defeat as inevitable -- George Washington saw an opportunity. The British forces stationed in Trenton, New Jersey, and led by Johann Rall -- planned to celebrate Christmas with feasts and plenty of beer. In a surprise attack, Washington would famously cross the Delaware, march an additional nine miles in blizzard conditions and defeat his enemies in a battle which would re-energize the fight for independence and ultimately set us on the path to becoming the greatest nation the world has ever seen.

Just imagine had Washington's opportunity been missed. Opportunities, in whatever form they present themselves, are truly a gift, and what an industry we have -- in that every day we have the opportunity to help the world to see better. We have often said that what we collectively do, is the most noble of all professions, and we must never lose sight of this. With every patient, on any day, and at every opportunity - we must enthusiastically wage the war to provide the best possible vision ... for just as Washington changed the course of our nation's history, the opportunity lies within each of us to change the course of our patient's visual lives.

It is with the greatest sincerity during this precious time of the year that we, the entire Toledo Optical family, take this "opportunity" to extend our "thanks" to all of you for the support you have given us over the years. We wish you all the joys and blessings which life has to offer, and all the very best for a healthy, prosperous and joyous New Year.



What's really in a name? At the heart of every successful brand beats a name which evokes a certain set of core principles. In addition, when the performance of a brand can further be described as *technologically advanced, revolutionary, proven, and trusted* – success is sure to follow. And so it is that we proudly announce the introduction of the industry's newest “digital” progressive lens design, exclusively from Toledo Optical ... The Visionary family of lenses:



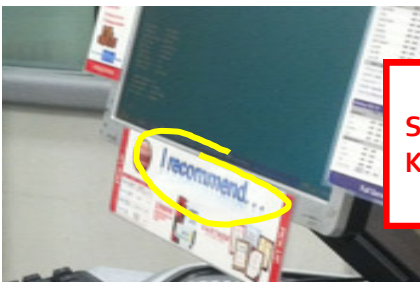
Our Visionary brand will debut by featuring two distinctly unique Freeform® designs – the Visionary Max and the Visionary Focus. In order to maximize the visual world of your patients, these two progressive lens styles will allow your office to hone in on specific wearer habits ... in a way which has never been done before. After conducting clinical studies and analyzing wearer responses in real world situations, we have found adaptation and satisfaction rates to soar in stark contrast to traditional progressives. The Visionary family of lenses will also include an outdoor polarized lens, a task-specific lens and a customized single-vision lens.

Visionary Progressives --By Toledo Optical
Where Vision Becomes Clear

Look for exciting launch details to be forthcoming

ALL THE GOOD ONES – “RECOMMEND”

We've all been there; the stressful feeling and taxing anxiety that comes from being surrounded by the unknown, and during a recent trip to the local FedEx/Kinko's store to make a simple laminated copy – this reality blasted to life.



Signage on every
Kinko's computer

Whether having to choose between four epoxied laminates, eight stock densities and three trim options... when needing a simple lamination, or hearing about our visual solutions ... life's choices can be a challenge for those who lack the knowledge specific to a given industry.

The good folks at Kinko's have found that the complexity of their industry requires their professionals to “recommend” products based on the consumer's needs, and our industry should be no different. As industry professionals, we are obviously very aware of our profession and its choices (do you sense a big “but” coming here) BUT for our patients – buying their eyewear can be overwhelming. Just as other industries have successfully done, be sure to properly educate, guide and then recommend our options to your patients.

GO AHEAD AND FLY ...

BUT THERE'S A 45% CHANCE YOU'RE GOING TO CRASH

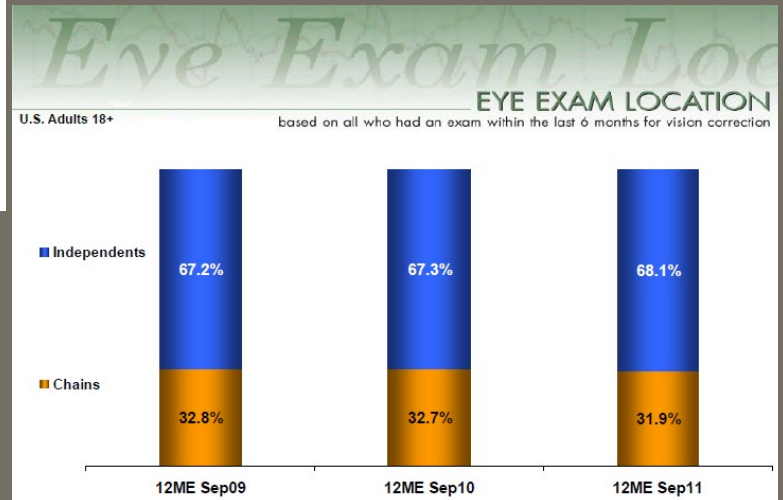
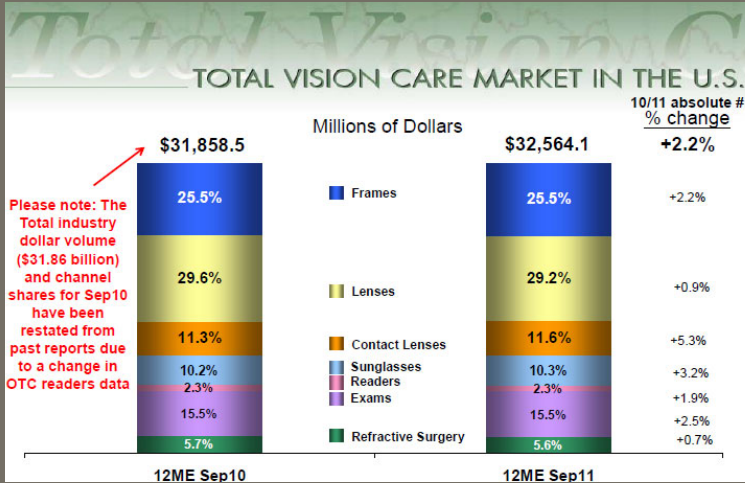
Well, given these facts, perhaps no one in their right mind would fly if there really was a near 50% chance of not landing safely. Fear not, however, as the real chance of crashing in an airplane is only 1 in 9.2 million.

What if, however, the chance of having a problem when ordering eyewear online really was 45%? Would your patients still go through with this purchase? While some may, the reality is that many would not, and through a recent study conducted by the OLA (Optical Laboratories Association) and the AOA (American Optometric Association) that is exactly the percent of Rx's delivered with a problem.

During 2011, the OLA and the AOA (supported by the VCA) conducted a study of glasses ordered online. This comprehensive study featured 200 pairs of glasses and was conducted using baseline and acceptable statistical analysis procedures. The findings of this study show that many different types of errors were found when glasses were purchased online, including powers, thickness, missing or substituted add-ons and multiple failures for the most basic minimum impact testing. All said, 45% of all the glasses ordered online contained some type of error and this is worth telling **EVERY** patient who might be considering the online option. As a member of both the OLA and the VCA, Toledo Optical has been given special access to this full report and we are now making it available at no charge to all supporting customers. Please contact our laboratory for a copy and consider setting up an appointment to have Toledo Optical present our exclusive *Confronting the Competition* program.

Industry Snapshot

Hey! We have access to a cornucopia (isn't that just a great word? It's one of those words which sound so cool, but you rarely get a chance to use it.) of industry statistics through our standing as a Vision Council Association (VCA) member. Despite a sagging economy, industry stats continue to reflect an uptick across the board for all segments of the optical industry. Be sure to contact our sales force for more insight.






The way in which we communicate has come a long way over the years, and information now flows more rapidly than at any time in our past. Scan our newest QR code for immediate access to our Facebook page and be kept up to date by "liking" your favorite, always in the forefront, independently-owned and good looking group of folks at Toledo Optical.





FAST FACT

Hey, did you know that snow reflects 80% of the sun's light, while the beach and sand only reflect 15%?

Now, how many patients left your office this week without being educated about polarized sun options? Hmmmmmm?! Seize the day, friends – while your patients have a *choice* to buy or not ... we have the *obligation* to educate them about all their options.

News Digest

Hip-Hoppin' Our Way To Fashion – through the release of Argyleculture by Russell Simmons now available exclusively from Toledo Optical. Reflecting class, stature and respect, this new men's line embodies the very luxury and sophistication demanded by today's American male. European colors and masculine ... OK enough of that "spin" and marketing mumbo-jumbo. The bottom line is that these frames are simply cooler than hell(icopters).

Contact Sheila Dempsey at our laboratory to check it all out.



That's "Fishy", but it's also the perfect way to motivate your office to perform beyond expectations. That's right ... "PLAY", "BE THERE", "MAKE THEIR DAY", "CHOOSE YOUR ATTITUDE" and allow Toledo



Optical to present and facilitate a discussion featuring the world-renowned Fish™ philosophy. Call us today.

Come Out Of The "Fog" with Optifog™, a patented fog-free topcoat now available through Toledo Optical. For years, fogged lenses have been a headache for consumers who have the luxury of living in parts of the country that experience a change in seasons, and now we have the answer. Contact our laboratory for more information on the Optifog™ product.



Hey here's hoping for a truckload of snow this winter!

Be A Star with Toledo Optical and Transitions® Star Partner Program, available only for premium Transitions® users and offering exclusive practice-building benefits. Membership definitely has its privileges here. To find out more, contact your Toledo Optical Sales Consultant or visit www.transitionsstarpartner.com.

Transitioning Into and Out of Private Practice: The Michigan Optometric Student Private Practice Association (MOSPPA) has announced their 2nd annual Private Practice Conference to be held Saturday, April 14, 2012, at the Holiday Inn, in Big Rapids, Michigan. This is a free conference and will be headlined by Bill Nolan of the Williams Group and sponsored by Toledo Optical. For more information, please visit www.mosppa.org.

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D'elite^{ful} Dining

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Perhaps we've finally lost it, as we have never made it SO easy to achieve rewards in our annual Delightful Dining program. That's right, from now through February, you need only to sell three Physio DRx™ or Comfort DRx™ with Transitions® and Acclaro Elite® to qualify for a \$50 dining certificate.

Hey ... did you hear that? ONLY 3 Rx's! Provide your patients the very best visual solution by offering full back-side Freeform® lenses, Transitions® – the world's best photochromic, and Acclaro Elite® – the industry's finest A/R - featuring three times more scratch resistance than average lenses.

Bon Appetite!



"Acclaro Elite is the best A/R our office has ever used and we have great confidence in its performance, durability and the overall satisfaction it provides our patients".



Dr. Mark Pifer practices with his partner Dr. Mark Motley at Advanced Family Eyecare in Bellevue, Ohio. His office generates a whopping 51.2% A/R penetration rate.

Gosh, thanks Dr. Pifer and CONGRATULATIONS on your performance in this category. For more information on either Acclaro Elite®, or how your office can be this successful with anti-reflective lenses, please contact our laboratory.

GROOVY MAN

Do you trust us? Well let's hope so, and as such, please allow us to make this recommendation. Traditional plastic lenses continue their slide towards becoming completely irrelevant as better and more economical material choices take hold. (If plastic lenses still represent the majority of your usage – stop what you're doing right now and call us for help – we mean it – because you are now part of the minority.) In addition, certain mountings such as grooved rimless magnify the performance inequities of plastic lenses, and we now have quantifiable evidence to confirm that failure rates are considerably higher when grooved rimless are ordered in plastic rather than in either polycarbonate or hi-index materials. Now get your groove on, pull your tie dye out and make polycarbonate lenses standard on all rimless Rx's.

THE GREATEST OPPORTUNITY

With versatility, fashion and a dose of frugality driving this category forward, it's no wonder that according to the VCA, clip-ons are the industry's most popular accessory. At nearly 10% of the market, patients intuitively understand the value of clip-on's and how they meet the demands of an active life.

With the release of our new display, artfully featuring all of the lens color options available, your practice can now begin to better position customized sun-clips. While many clip-on choices exist, our greatest success has been with positioning customized, magnetically secured - **Chemistrie™** sun-clips. As an introductory offer, we will be selling this beautiful new display for our true cost ... and at only \$250, this investment is sure to pay off in a BIG way. Contact Sheila Dempsey at 800.472.0107, ext. 251 for information.



... AND SERVICES

Throughout the business world – the manufacturing, selling and consumption of goods and services creates the foundation of our capitalistic system. While it is common for every business to focus on the “services” side of this equation, not every business has the opportunity to feature the “goods”.

Eye Care Professionals remain unique in all of healthcare in that while we feature a health component, we also have the luxury of selling goods which complement our services. According to the VCA, the “goods” side our industry – more commonly referred to as the dispensary – generates 65% of all revenue for the average ECP.

During a recent training program, explaining the benefits of the “digital” lens revolution and its effects on the practice, a well-established and rather dynamic Optometrist acknowledged that he “had no idea” how far lens technology had advanced. Unfortunately, he was missing the opportunity to engage in discussions, with patients, which support the largest profit center in his office.

Ultimately, it lies with the captain of the ship to keep the rudder pointed in the right direction and to recommend to patients directly - what they, AS THE DOCTOR, think is valuable. At the end of every precious day, we are blessed to work in an industry where we have the opportunity to provide BOTH goods and services.

Imagine The World's Most Powerful Vacuum

.... hooked up directly to your practice's P & L (Profit & Loss) statement, sucking the very life out of your business. This is exactly what can happen when warranties and remakes spin out of control. Do you know what your percent of remakes and warranties are? Well, WE do, and we can compare your numbers to both regional and national benchmarks in order to help you to better control this potential drain on your success.

We can help, call us today at 800.472.0107 — call us now





TOLEDO OPTICAL

For many years now, Toledo Optical has shared our quarterly newsletter with independent Eye Care Professionals throughout the states of Ohio, Michigan, Indiana and West Virginia. We have tried to be professional in how we both educated and entertained your offices, and with great sincerity we would like to thank you for your continued readership. We have been truly humbled at the many compliments we have received over the years.

As our industry continues to change, we passionately and consistently have adhered to a business model based on integrity, delivering a customer experience which is second to none, building an educational platform to position our customers in a turbulent marketplace, and an overall commitment to ensuring the success of our customers, all while giving back to an industry and a region which has been so good to us. We have done this, also, as only an independently-owned laboratory can do.

As we look towards the future, we are looking to build relationships with Eye Care Professionals whose focus is not one based on “buying cheap” or insincere backroom deals, but one defined by principle, honesty and a commitment to providing quality, service and a patient experience beyond measure.

If you're interested in learning more about Toledo Optical, please contact Brian Green (Director of Sales) at 419.392.6134, Kelly Wasserman (Customer Support Liaison) at 800.472.0107, ext. 215, or Jeff Szymanski (Vice President) at 419.466.7149, for a brief conversation. We will also be making available a free customized Visionary® progressive lens featuring our exclusive Acclaro Elite® A/R, for anyone interested in having this discussion, and setting up an account.

Thank you and best wishes from all your friends at Toledo Optical
Independently owned and operated since 1947



ISLANDERS UNITE

2011 marked the 10-year anniversary of our Toledo Optical and Transitions Put-in-Bay Grand Event; and with a record number of attendees, we wanted to take a moment to recognize those offices who qualified to attend. Without question, this year's event exceeded all expectations and we look forward to seeing you all in 2012 ... at the Bay!

Ackerson Eye Care Center
Adrian Eyecare & Optical
All Eyes
Drs. Archer and Bruijic
Associated Eye Care
Auglaize Family Eye Care
Drs. Bauer and Dible
Drs. Belanger & Marra
Dr. Bloom
Brodie Optometry
Dr. Cable & Associates
Dr. Chambers
Cherry Vision Center
Club View Vision
Dr. Crawford
Defiance Optometric Group
Drs. Dickman, Kettler & Bruner
Done Right Optical
Eye Centers of Northwest Ohio
Eyes and ENT
Eyes on Main
Eyewear Unlimited
FamilyEye Care Clinic
Family Vision Care
Findlay Clinic
Fostoria Eyecare
Frenchtown Optical
Genoa Family Eye Care
Drs. Gillin and Anklin

Dr. Hathaway
Horizon Eyecare
James Optical
K's Optical
Drs. Kime & Kopan
Dr. Kling
Lake Erie Family Eyecare
Drs. Laub & Kegerize
Dr. Mathewson
Maumee Bay Vision
Maystead Optical
Meridian Eyecare
Modern Eyecare
Napoleon Family Vision
Dr. Neville
North Central Eye Associates
North Shore Optical
Nowak-Morey Opticians
Drs. Oates & Oates
Optometric Associates
Oracle Vision
Paulus Eyecare Associates
Perrysburg Eye Center
Personal Eyecare
Drs. Pifer & Motley
Pinnacle Eye Group (Dr. Kruszewski)
Pinnacle Eye Group (Drs. Zysik & Zysik)
Powell Vision Clinic
Premier Vision Group

Professional Vision Services
Pro-Vision
Quality Family Eyecare
Reed Vision
Drs. Robinson & Robinson
Romanoff Optical
Dr. Rosebrook
Sauder Dispensary
Drs. Shilling & Peiffer
Spectrum Eye Care
Sunforest Vision Center
Dr. Tope
Dr. Topolewski & Associates
Village Vision Center
Vision Associates
Visual Eyes
Dr. Warner
Westgate Vision Center
Dr. Wilken



QUOTE OF THE DAY



Penned by Henry Wadsworth Longfellow during the height of the Civil War, this excerpt from *I Heard the Bells* speaks to the very heart of mankind and offers a message of hope and joy to all.

“Then pealed the bells more loud and deep:
“God is not dead, nor doth He sleep;
the wrong shall fail, the right prevail,
with peace on earth, good will to men.””

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