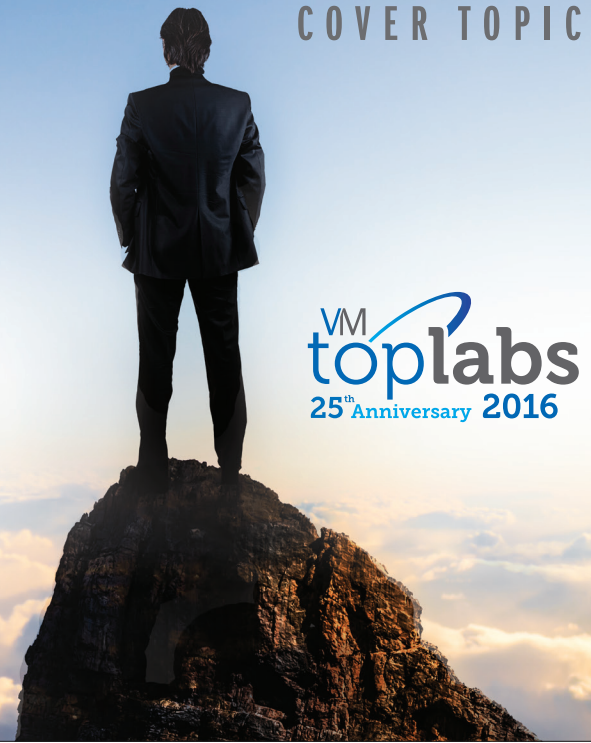


Charting the Changing 'Landscape'

VM's 25th Top Labs Report



BY ANDREW KARP / GROUP EDITOR, LENSES + TECHNOLOGY

NEW YORK—Vertical integration. Consolidation. Digital design and manufacturing. Breakthroughs in new materials and processes. The growth of managed vision care. Increasing venture capital investment.

It's hard to think of a major optical industry trend over the past 25 years that wholesale labs haven't been in the middle of and impacted by. That's because wholesale labs are the industry's middlemen, the conduit between manufacturers and the eyecare professionals and optical retailers that buy their products and services.

Centrally positioned in the optical industry's distribution chain, wholesale labs are affected by trends both upstream and downstream. Some of the most influential trends, such as those mentioned above, have actually reshaped the "landscape" since 1992, when VM first published the Top Labs Report.

This year, as in every year since 1992, VM's Top Labs Report tracks the progress of the industry's largest wholesale labs, collectively and individually. The exclusive Report ranks the labs by Rx sales and job output and provides a detailed summary of the products and services they offer, a listing of their management and ownership, and vital statistics, such as the number of employees at each lab.

It also chronicles the mergers, acquisitions and other newsworthy developments that have occurred among the Top Labs over the past year. The 2016 Top Labs Report includes comments from veteran wholesalers who offer insights about the changes they have witnessed in the lab business since 1992. ■

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Top Labs' Vital Stats

- The total net sales for the Top Labs, which consist of the Top 5 Supplier-Owned Lab Networks and Top 18 Independent Labs, will hit \$2.9 billion in 2016, up almost 4 percent from 2015. The Top 5 accounted for 78 percent of the total net sales, versus 76 percent in 2015.
- The total Rx sales for the Top Labs will climb to \$2.6 billion in 2016, a 4.3 increase from last year. The Top 5 accounted for 82 percent of Rx sales, versus 80 percent in 2015.
- Collectively, the Top Labs will produce a total of 164,011 Rx jobs in 2016, up 7 percent from 2015. The Top 5 Supplier-Owned Lab Networks will produce 82 percent of the Rx jobs, versus 79 percent in 2015.
- The Top 5 operate 208 lab locations, up from 190 in 2015. The Top 18 operate 76 lab locations, down from 81 last year. The shift is mostly due to acquisitions of Independent Labs by Supplier-Owned Lab Networks.
- The Top 5 employ 10,455 workers, up 5 percent from 2015. The Top 18 employ 2,585 workers, down 4.4 percent from last year.
- There were no Supplier-Owned Lab Networks in 1992, the first year VM published the Top Labs Report.

VM's Top Labs Performance Analysis

VM's Top 5 Supplier-Owned U.S. Wholesale Lab Networks

	2016 (\$millions)	2015 (\$millions)	% change
Total Net Sales	\$2,250.1	\$2,110.4	+6.2%
Total Rx Sales	\$2,154.4	\$2,011.9	+6.6%
Avg. Rx Sales as Percentage of Total Net Sales	95.2%	95.2%	-0%
Total Rx Jobs Per Day	135,416	121,300	+10.4%
Avg. Percent of Uncuts	34.0%	33.0%	+2.9%
Total Number of Lab Locations	208	190	+8.6%
Total Number of Employees	10,455	9,936	+5.0%

VM's Top 18 Independent U.S. Wholesale Labs

	2016* (\$millions)	2015** (\$millions)	% change
Total Net Sales	\$647.7	\$673.6	-4.0%
Total Rx Sales	\$459.4	\$489.9	-6.6%
Avg. Rx Sales as Percentage of Total Net Sales	84.6%	90.6%	-7.1%
Total Rx Jobs Per Day	28,595	31,285	-9.4%
Avg. Percent of Uncuts	42.0%	39.4%	+6.2%
Total Number of Lab Locations	76	81	-6.6%
Total Number of Employees	2,585	2,699	-4.4%

Source: Vision Monday estimates

Estimates for calendar year 2016 are based on information from a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same estimated Rx sales are ranked by Rx jobs per day.

*Estimates based on 18 labs

**Estimates based on 20 labs

Top Lab Execs Reflect on 25 Years of Changing 'Landscape'

VM's 25th annual Top Labs Report wouldn't be complete without the perspective of wholesale lab executives who have experienced the changes that have reshaped the "landscape" over the past quarter century. So we asked some lab veterans what changes they think have been most significant, and why. Here's what they told us.



Brian Lynch
Winchster Optical

"The consolidation of individual practices into much larger groups

is very significant. We used to help eight to ten new optometrists set up their practices as soon as they had graduated. Today, almost no new graduates set up a private practice. They generally have a very large debt to pay off and need to work for

someone until they build up enough resources to buy their own practice. Most end up in commercial settings or large group practices. This means the labs are dealing with business managers instead of the ECPs when trying to get business.

The tremendous sophistication in lab equipment is also significant. Twenty-five years ago a complete lab could be set up for less money than it now costs for some of the individual generators or edgers. It is more difficult for individual owners to finance all this equipment, and this has helped contribute to a consolidation of the lab business into a very few major companies."



Greg Ruden
Expert Optics

"I believe the most significant changes have come within the

past five to seven years. In particular, the level of involvement that lens manufacturers have with optometric buying group networks has increased to unprecedented levels. As a result, the cost of doing business with these groups has gone up for independents, and that limits our access to them. Also, these groups are now relying more on the lens manufacturers' labs and products.

Another issue is that closed insurance networks have led to the reduction in value of many laboratories. In several cases, it has forced independent lab owners to sell their business. For the eyecare professional, this had led to a reduction in choice when it comes to where and by whom their patients' eyewear prescriptions are processed.

There has also been a resurgence of consumers wanting to buy local. Some eyecare professionals

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Vision Monday's TOP LABS – 2016

(IN ALPHABETICAL ORDER)

Carl Zeiss Vision Laboratories

Founded: 2000
HQ./Main Lab Location: San Diego, Calif.
No. of Locations: 16
No. of Employees: 860

Key Executives: (North America) Jens Boy, president; Steve Mitrakos, senior vice president retail; Claude Labeeuw, vice president marketing; Ulrich Schneider, director Rx operations.

Owner: Carl Zeiss AG, Germany

Trade Names: Carl Zeiss Vision—B&W, Carl Zeiss Vision—California, Carl Zeiss Vision—Cumberland, Carl Zeiss Vision—Georgia, Carl Zeiss Vision—Great Lakes, Carl Zeiss Vision—Iowa, Carl Zeiss Vision—Kansas City, Carl Zeiss Vision—Kentucky, Carl Zeiss Vision—North Central, Carl Zeiss Vision—Northeast, Carl Zeiss Vision—Northwest, Carl Zeiss Vision—Siouxland, Carl Zeiss Vision—Southeastern, Carl Zeiss Vision—Texas, Carl Zeiss Vision—Virginia

Key Markets: Nationwide
2016 Est. Net Sales: \$158 million
Rx Sales: \$143 million
No. of Rx Jobs/Day: 10,250
Percentage of Uncut Jobs: 25%

Comments: Zeiss brand lenses and coatings, Zeiss Individual 2, PhotoFusion by Zeiss, Duravision Platinum by Zeiss, Duravision BlueProtect by Zeiss, DriveSafe lenses, SOLA and AO lenses.

www.zeiss.com/lenses

Cherry Optical

Founded: 1999
HQ./Main Lab Location: Green Bay, Wis.
No. of Locations: 1
No. of Employees: 47

Key Executives: Adam Cherry, Lynn Cherry, Joe Cherry.
Owners: Adam Cherry, Lynn Cherry, Joe Cherry
Trade Names: Cherry Approved, Safety Optix, Independence, Quantum HD

Key Markets: Worldwide
2016 Est. Net Sales: \$11.8 million
Rx Sales: \$11.4 million
No. of Rx Jobs/Day: 600

Percentage of Uncut Jobs: 30%

Comments: Offers a wide scope of training and educational services for independent, private practice optometry, such as “What’s New University.”

Proprietary products include Truly Unlimited No-Fault Warranty Policy. Services and programs include Assure Ability and Safety Optix.

www.facebook.com/thecherryopticalinc

Digital Eye Lab

(a division of ABB Optical Group)

Founded: 2007
HQ./Main Lab Location: Hawthorne, N.Y.
Number of Locations: 1
No. of Employees: 130

Key Executives: Angel Alvarez, CEO; Scott Pearl, managing director; Vince Monaghan, VP of manufacturing.

Owner: ABB Optical Group

Trade Names: Digital Eye Lab

Key Markets: National
Est. Net Sales 2016: \$40 million
Rx Sales: \$40 million
No. of Rx Jobs/Day: 1,950
Percentage of Uncut Jobs: 48%

Comments: Proprietary products include Digital Master Series, Digital 5.0, Claris AR, Claris Plus AR, Claris bluDEFENSE, SECTOR, CURVE, bluDEFENSE Lens Materials. Services and programs include

Unity Enabled Lab, Shamir Glacier fabrication, DEL Rewards Program, EZCONNECT.

www.Digitaleyelab.com

Diversified Ophthalmics Laboratory Group

Founded: 1977
HQ./Main Lab Location: Cincinnati, Ohio
No. of Locations: 13
No. of Employees: 89

Key Executives: Ronald Cooke, president/CEO; Daniel Woebkenberg, VP sales and marketing.

Owner: Closely held corporation

Trade names: DLAB, DO Southeast, DO Washington, OptiSource, PureSite, Salt Lake Optical, Summit Optical, TriOptics, Firestone Optics

Key Markets: Ga. Idaho, Ill., Ind., Kan., Ky., La., Mo., Mich., Mont., N.C., Ohio, Pa., S.C., Tenn., Texas, Utah, Va., Wash., Wis., W.Va.

2016 Est. Net sales: \$32.8 million
Rx Sales: \$16.2 million
No. of Rx Jobs/Day: 1,230

Percentage of Uncut Jobs: 33%

Comments: Full service labs with ophthalmic lens and RGP manufacturing capabilities. 2012 and 2005 Transitions “Lab of the Year.” Transitions Platinum Elite Laboratory. Transitions Heritage Lab. Authorized Varilux distributor. VSP contract lab. Signet Armorlite partner lab. Operates in-house Crizal coating center. AR branded products includes PureSite Preference Platinum. Free-form digital surfacing, including PureSite Digital lenses, Essilor lenses, Kodak lenses and Shamir lenses. Specializes in premium lenses. Proprietary products include PureSite Lenses, PureSite Digital, PureSite Preference AR, Practice Maximus Elite HER. Services and programs include Transitions with AR Programs,

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Frames Travel Programs, Seminars, Loyalty Program, Perfect View, DBAN, Eye to the Sky. Offers eyeglass and contact lens packages, Perfect View frame-and-lens value packages, certified continuing education seminars and staff training. Markets PureSite brand of stock lenses. On-line and electronic ordering. Remote frame tracing. Member of The Vision Council, The Vision Council Lab Division and AR Council. 2006, 2007, 2008, 2010 and 2013 LabTalk magazine's top ten Web Site of the Year. 2009 top Web Site.

www.divopt.com

Essilor Laboratories of America (ELOA)

Founded: 1996

HQ./Main Lab Location: Dallas, Texas

No. of Locations: 134

No. of Employees: 6,895

Key Executives: Steve Nussbaumer, President Essilor Lab Group; Mike McCollum, SVP Lab Operations; Mike Nathe, SVP Regional Management; Paul Owston, VP Lab Network Sales.

Owner: Essilor International

Trade Names: 21st Century Optical; ABBA Contact Lens; AccuRX Inc.; Advance Optical; Apex; Aspen Optical; Bal-ester; Barnett & Ramel; Bartley Optical; Beitler-McKee Optical; Bell Optical Labs; Bristow Optical; Brothers Optical; Central One Optical; Cherry Optical; Classic Optical; Collard Rose Optical; Crown Optical; CSC; Custom Eyes; Dash Lab; DBL Labs; Deschutes Optical; Duffens Optical; Dunlaw Optical; e.magine; East Coast Ophthalmic; Elite Optical; ELOA Boston; ELOA New Jersey; Empire Optical; Epic Labs; Eyecare Express; Focus Optical; Future Optical FL; Gold Optical; Gulf States Optical; Heard Optical; Hi-Tech; Homer Optical; iCoat; IcareLabs; Jorgenson Optical; Interstate Optical; Kosh Ophthalmic; LensTech; Meridian Optical; McLeod Optical; MGM Optical; Midland Optical; Milroy; NEA Optical; New City Optical; Omega Optical; Omni Optical Lab; Optic Blue; Optical Suppliers Inc.; Optical Supply; Opti-Craft; Optogenics of Syracuse; Pech Optical; Perferx Optical; Plunkett Optical; Precision Opti-

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The Top 18 Independent Labs in 2016 at a Glance

Lab	Net Sales (millions)	Rx Sales (% of Net)	Rx Sales (millions)	Rxs Per Day	% of Uncuts	# of Employees	Years in Business
1. Walman Optical	350.0	50	175.0	8,600	15	1,100	101
2. Luzerne Optical	42.5	97	41.2	2,300	44	220	43
3. US Optical	41.0	100	41.0	2,300	60	140	8
4. Digital Eye Lab	40.0	100	40.0	1,950	48	130	9
5. Robertson Optical	20.6	98	20.3	1,550	33	115	58
6. Expert Optics	20.9	97	20.3	815	25	95	37
7. Three Rivers Optical	18.8	96	18.0	1,525	45	68	47
8. Precision Optical Group	23.6	75	17.8	2,100	60	160	24
9. Diversified Ophthalmics Laboratory Group	32.8	49	16.2	1,230	33	89	39
10. FEA Industries	14.2	98	13.9	1,730	86	72	32
11. Cherry Optical	11.8	97	11.4	600	30	47	15
12. Identity Optical	7.9	100	7.9	780	16	55	4
13. Rochester Optical	13.0	54	7.0	600	50	75	15
14. Vision Dynamics Laboratory	11.1	60	6.7	800	40	75	9
15. Eye-Kraft Optical	8.9	73	6.5	585	1	54	62
16. MJ Optical	6.7	85	5.7	460	40	41	28
17. Optical Prescription Lab	5.7	95	5.4	350	30	23	39
18. Laramy-K	5.2	98	5.1	320	100	26	27

Rankings are based on Rx sales. Sales estimates reflect combined sources of business for calendar year 2016 and are calculated based on information from a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same estimated sales are ranked alphabetically.

Source: Vision Monday estimates

VM'S TOP LABS REPORT

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cal Company; Precision Optics; Premier Optics; Professional Ophthalmic Labs; Reliable Optics; S&G Optical; Select Optical; Southern Optical; Spectrum Optical; Sunstar Optical; Sutherland Optical; Tri-Supreme; Truckee Meadows; Twin City Optical; Vision Craft; Winchester; WOS Optical; Katz & Klein; Lenco; Opti-Port, LLC; Manhattan Lens Express; Prescription Optical; Sunland Optical; The Lens Connection

Key Markets: Local and National

2016 Est. Net Sales: \$1,428.5 million

Rx Sales: \$1,382.8 million

No. of Rx Jobs/Day: 84,500

Percentage of Uncut Jobs: 30%

Comments: Proprietary products include Varilux Lenses, Crizal UV Anti-Reflective Coatings, Definity Lenses, Kodak Lenses, Shamir Lenses, Xperio UV Polarized Lenses, Opti-Fog Lenses, Transitions Photochromic Lenses, Sharpview Anti-Reflective Coating, Airwear Lenses, LiteStyle and Ultra LiteStyle Lenses, Eyezen+ Lenses. Services and programs include PracticeBuilder, MarketBuilder, ECP University, Pair 50, Doctor Driven Process, Essilor Edge, Office Partnership Training.

www.essilorlabs.com

Expert Optics

Founded: 1979

HQ./Main Lab Location: Shorewood, Ill.

No. of Locations: 2

No. of Employees: 95

Key Executives: Greg Ruden, president; Don Ruden, CEO; Bob Pommier, director of laboratory operations; Bob Hughbanks, manager of training and education.

Owner: Greg Ruden

Trade Names: EXPERT BEST, EXPERT DNA, ESSENTIAL, ELITE, ELITE C, EXTREME, RELIEF, TWEEN

Key Markets: National

2016 Est. Net sales: \$20.9 million

Rx Sales: \$ 20.3 million

No. of Rx Jobs/Day: 815

Percentage of Uncut Jobs: 25%

VM's Top 5 Supplier-Owned U.S. Lab Networks 2016 Rx Sales

(\$ millions)

1.	Essilor Laboratories of America	\$1,382.8
2.	Hoya Vision Care	\$337.0*
3.	VSPOne Optical Technology Centers	\$275.0
4.	Carl Zeiss Vision Laboratories	\$143.0
5.	Nova Optical Lab	\$16.6

Rx sales estimates for calendar year 2016 are based on information from a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same estimated Rx sales are ranked by Rx jobs per day.

Source: *Vision Monday estimate

Comments: Key U.S. distributor for eye-safe blue light filtering screen covers for digital devices.

www.expertopectics.net

Eye-Kraft Optical

Founded: 1954

HQ./Main Lab Location: Saint Cloud, Minn.

No. of Locations: 1

No. of Employees: 54

Key Executives: Floyd Lehne, president; Michael Moeller, treasurer; Jason Sharpe, vice president.

Owner: Patricia Negaard

Trade Names: DSL, Eyelite, Eyelite Poly

Key Markets: National

2016 Est. Net Sales: \$8.9 million

Rx Sales: \$6.5 million

No. of Rx Jobs/Day: 585

Percentage of Uncut Jobs: 1%

Comments: Full service, VBA-approved lab.

www.eyekraft.com

VM's Top 5 Supplier-Owned U.S. Lab Networks 2016 Rx Jobs Per Day

1.	Essilor Laboratories of America	84,500
2.	VSPOne Optical Technology Centers	15,000
3.	Hoya Vision Care	14,500
4.	Carl Zeiss Vision Laboratories	10,250
5.	Nova Optical Lab	1,170

Rx jobs per day estimates were calculated based on a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same number of jobs per day are ranked alphabetically.

Source: Vision Monday

FEA Industries

Founded: 1984

HQ./Main Lab Location: Morton, Pa.

No. of Locations: 3

No. of Employees: 72

Key Executives: Chrystal Colflesh, general manager; Chris Heeney, operations manager; William H. Heffner, IV, IT and marketing.

Owner: William H. Heffner, III

Trade Names: Independence AR lenses, Eagle free-form lenses, HD bifocals, Constitution free-form

Key Markets: National

2016 Est. Net Sales: \$14.2 million

Rx Sales: \$13.9 million

No. of Rx Jobs/Day: 1,730

Percentage of Uncut Jobs: 86%

Comments: Proprietary products include Eagle Lenses, Independence AR Coatings, NuanceRT, Serenity HEV.

www.feaind.com

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Hoya Vision Care

Founded: 2000

HQ./Main Lab Location: Lewisville, Texas

Locations: 42

No. of Employees: 1,400

Key Executives: Barney Dougher, CEO; Jason White, CFO; Gregg Fowler, VP sales and marketing; Rick Tinson, VP, inventory control; Kraig Black, VP information services, Mike Dougher VP technology and operations; Don Dakin, director of sales analysis; Greg Hicks, OD, director of professional affairs; Anne Marie Lahr, OD, director of education; Carson Utech, area sales director, Western region; Travis Labreck, area sales director, Eastern region.

Owner: Hoya Corporation

Trade Names: Hoya Atlanta, Hoya Asheville, Hoya Baltimore, Hoya Birmingham, Hoya Boise, Hoya Buffalo, Hoya Chicago, Hoya Cleveland, Hoya Columbus, Hoya Dallas, Hoya Denver, Hoya Eugene, Hoya Greenboro, Hoya Hartford, Hoya Houston, Hoya Iowa, Hoya Knoxville, Hoya Largo, Hoya Las Vegas, Hoya Lewiston, Hoya Los Angeles, Hoya Minneapolis, Hoya Michigan, Hoya Mississippi, Hoya Mobile, Hoya Modesto, Hoya New Orleans, Hoya Phoenix, Hoya Portland, Hoya Salina, Hoya San Antonio, Hoya San Diego, Hoya Seattle, Hoya St. Louis, Hoya Corporate, Hoya IMC Central, Hoya DFW Distribution Center

Key Markets: National

2016 Est. Net Sales: \$355 million*

Rx Sales: \$337 million*

No. of Rx Jobs/Day: 14,500

Percentage of Uncut Jobs: 20%

Comments: Hoya Vision Care is a nationwide network of full-service labs with high performance proprietary freeform lens designs and patented anti-reflective coating technology. Proprietary products include iD Free Form Series: My Style, In Style, LifeStylez Harmony and Clarity, LifeStyle and Single Vision; iD Screen; Space and Zoom; Array Free-Form Series; iQ Free Form Series: Summit ecp iQ, Summit cd iQ, ST28 iQ, Single Vision; Amplitude Free-Form Series; Distortion Free Optics - Free Form Vision System; Performance Designs: Summit ecp, Summit cd, GP Wide; New

Media Optics: SYNC BKS, SYNC, TACT BKS, TACT. Proprietary lens materials: 1.70, Ery, 1.67 Eynoa, 1.60 Eyas, 1.53 Phoenix, 1.50. Proprietary Lens Coatings: Super HiVision EX3, Super HiVision, Recharge EX3, Recharge, HiVision, View Protect, Diamond Tint UV. Sensity photochromic; Spectagle Pro automated measuring and advanced demonstration; Hoya DF optics in partnership with Advantek; Hoya in Partnership with Frameri interchangeable frame designs. Services and programs include Empower U educational program.

Seiko proprietary products include Seiko Superior, Seiko Surmount, Seiko Supernal. Supercede II, Superior SV, Seiko SV HD, Seiko SV Wrap and Seiko Atoric (LX). Proprietary lens materials: Hi-Index 1.67 and Hi-Index 1.74; Proprietary lens coatings: Super Resistant, Super Resistant Blu; special programs include Seiko EliteDiamond Tint UV, Suntech photochromic. Special Services/Programs include HHP (Hoya Honors Program).

www.ecpally.com

*Vision Monday estimates

Identity Optical

Founded: 2012

HQ./Main Lab Location: Normal, Ill.

No. of Locations: 1

No. of Employees: 55

Key Executives: Peter Kimerling, Dan Stevens, Adam Rosengren, Nick Williams.

Owners: Harlan Hankins, Chad Wolenhaupt

Trade Names: Identity Optical, a division of Acuity Optical Labs

Key Markets: National

2016 Est. Net Sales: \$7.9 million

Rx Sales: \$7.9 million

No. of Rx Jobs/Day: 780

Percentage of Uncut Jobs: 16%

Comments: Proprietary products include LifeScape progressives, Titanium AR, Office Space, Serenity NOW, Thermicore HC.

www.identityoptical.com

Laramy-K Optical

Founded: 1989

HQ./Main Lab Location: Indianola, Iowa

No. of Locations: 2

No. of Employees: 26

Key Executives: John Larson, general manager

Owners: Janet Benjamin, John Larson, Keith Benjamin.

Trade Names: Integrity, Optician Works

Key Markets: Worldwide

2016 Est. Net Sales: \$5.2 million

Rx Sales: \$5.1 million

No. of Rx Jobs/Day: 320

Percentage of Uncut Jobs: 100 percent

Comments: Family owned and operated. Proprietary products include Integrity Series including full back side progressives and AR coatings. Services and programs include opticianworks.com updated ABO study guide and practice test along with information on many subjects with new videos to be added constantly. Producing on-site AR coatings for 16 years including flash mirrors in blue, gold and silver. Two Schneider lines providing on site freeform lenses for eight years including Integrity line of lifestyle lenses. The website has been in LabTalk's top ten since 2007. Laramy-K acquired OpticianWorks.com and retained John Seegers as director of education and will continue adding new content. Full access is complimentary for Laramy-K customers.

www.laramyk.com

Luzerne Optical Laboratories

Founded: 1973

HQ./Main Lab Location: Wilkes-Barre, Pa.

No. of Locations: 1

No. of Employees: 220

Key Executives: Jack Dougherty, president; Lorraine Dougherty, VP; Neil Dougherty, GM; John Dougherty, VP purchasing.

Owner: Dougherty family

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Trade Names: TheraBlue, TheraBlue Sun, iFit Dispensing System (iFDS), CrownView, FreeFocus, FeelSoft Plasma Treatment, BlueScreen, Polar365, SightStar, PhotoFashion, DuraCurve, Crizal Easy UV, Crizal Alizé UV, Crizal Avancé UV, Crizal Sunshield UV, Crizal UV with Optifog, Crizal Prevencia, TD2, Teflon, Advantage, Carat and Foundation XT, EVC-enhanced visual clarity, Zeiss PureCoat, Teflon Elite, Zeiss Allure, Unity

Key Markets: National

2016 Est. Net Sales: \$42.5 million

Rx Sales: \$41.2 million

No. of Rx Jobs/Day: 2,300

Percentage of Uncut Jobs: 44%

Comments: Family-owned and operated lab; offers wide range of exclusive promotions, customer incentive and educational programs. Has field-consultant force offering practice development, business reviews and private consultations. Leading producer specializes in processing all major brands of free-form progressive lenses in-house. Offers digital iPad based iFit dispensing system. Manufactures TheraBlue, FreeFocus, SightStar, Polar365, PhotoFashion, Camber, Crossbows, Varilux, Zeiss, Definity, Transitions, Essilor, Shamir, Kodak, Hoya, Polycore, Optima, Pixel Optics, Kaenon, Seiko, UNITY, Vision-Ease, DriveWear premium lenses and difficult Rx's. Offers frames, frame/lens package programs, Chemistrie eyewear, stock lenses, sunglasses, safety eyewear, soft contacts, low vision and pharmaceuticals. Operates in-house AR facilities producing EVC-enhanced visual clarity, Crizal Easy UV, Alizé UV, Avancé UV, Crizal Sunshield UV, Crizal UV with Optifog, Crizal Prevencia, TD2, Zeiss PureCoat, Teflon Elite, Teflon, Zeiss Allure, Zeiss Super & Gold ET, Advantage, Carat, Foundation XT, Unity: Classic/Plus/Elite UV, Kodak Clean&CleAR UV, and Mirror coatings. Award-winning in-house gas perm contact lens facility produces custom DuraCurve aspheric GP's. Offers complex wrap Rx sunglass finishing services. Provides advanced remote ordering with RxWizard, Visionweb, Paradeyes and Eyefinity software via the web. Vendor lab for BLOCK and most major buying groups. VSP & VBA approved lab.

www.LuzerneOptical.com

VM's Top Independent Wholesale Labs by 2016 Rx Sales

(\$ millions)

1.	Walman Optical	175.0
2.	Luzerne Optical	41.2
3.	US Optical	41.0
4.	Digital Eye Lab	40.0
5.	Robertson Optical	20.3
6.	Expert Optics	20.3
7.	Three Rivers Optical	18.0
8.	Precision Optical Group	17.8
9.	Diversified Ophthalmics	16.2
10.	FEA Industries	13.9
11.	Cherry Optical	11.4
12.	Identity Optical Labs	7.9
13.	Rochester Optical	7.0
14.	Vision Dynamics	6.7
15.	Eye-Kraft Optical	6.5
16.	MJ Optical	5.7
17.	Optical Prescription Lab	5.4
18.	Laramy-K Optical	5.1

Rx sales estimates for calendar year 2016 are based on information from a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same estimated Rx sales are ranked by Rx jobs per day.

Source: Vision Monday

VM's Top Independent Wholesale Labs by 2016 Rx Jobs Per Day

1.	Walman Optical	8,600
2.	Luzerne Optical	2,300
3.	US Optical	2,300
4.	Precision Optical Group	2,100
5.	Digital Eye Lab	1,950
6.	FEA Industries	1,730
7.	Robertson Optical	1,550
8.	Three Rivers Optical	1,525
9.	Diversified Ophthalmics	1,230
10.	Expert Optics	815
11.	Vision Dynamics	800
12.	Identity Optical Labs	780
13.	Cherry Optical	600
14.	Rochester Optical	600
15.	Eye Kraft Optical	585
16.	MJ Optical	460
17.	Optical Prescription Lab	350
18.	Laramy-K Optical	320

Rx jobs per day estimates were calculated based on a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same number of jobs per day are ranked alphabetically.

Source: Vision Monday

MJ Optical

Founded: 1988
HQ./Main Lab Location: Omaha, Neb.
No. of Locations: 1
No. of Employees: 41

Key Executives: Marty Hagge, Matt Hagge, Mike Hagge, Morrie Hagge.

Owner: Mary Hagge
Trade Names: None
Key Markets: National

2016 Est. Net Sales: \$6.7 million

Rx Sales: \$5.7 million

No. of Rx Jobs/Day: 460

Percentage of Uncut Jobs: 40%

Comments: Proprietary products include MJFP frame program, Titanium drill mount frame and lens program, safety programs, W Frames and Lenses, glass surfacing. Services and programs include IM house AR, computerized drill mount and drill mount edger, Digital SV, digital progressives (Platinum HD), contact lenses

www.mjoptical.com

Nova Optical Lab

Founded: 1996
HQ./Main Lab Location: Orangeburg, N.Y.
No. of Locations: 1
No. of Employees: 90

Key Executives: Jeff Duncan, president, Nassau Vision Group; Neil Rosen, vice president of operations.

Owner: Essilor of America
Trade Names: Nassau Vision Group
Key Markets: National

2016 Est. Net Sales: \$16.6 million

Rx Sales: \$16.6 million

No. of Rx Jobs/Day: 1,170

Percentage of Uncut Jobs: 80%

Comments: Nova Optical Lab is a division of Nassau Vision Group. Proprietary products include

The Top 5 Supplier-Owned Labs in 2016 at a Glance

Lab	Net Sales (millions)	Rx Sales (% of Net)	Rx Sales (millions)	Rxs Per Day	% of Uncuts	# of Employees	Years in Business
1. Essilor	1,428.5	97	1,382.8	84,500	30	6,895	20
2. Hoya Vision Care	355.0*	95*	337.0*	14,500	20	1,400	16
3. VSP Technology Centers	292.0	94	275.0	15,000	15	1,200	44
4. Carl Zeiss Laboratories	158.0	90	143.0	10,250	25	860	16
5. Nova Optical Lab	16.6	100	16.6	1,170	80	90	20

Rankings are based on Rx sales. Sales estimates reflect combined sources of business for calendar year 2016 and are calculated based on information from a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same estimated sales are ranked alphabetically.

Source: *Vision Monday estimate

Shoreview Digital lenses, Shoreview Digital Advanced lenses, AR Triumph+, AR Synergy Crystal UV. Services and programs include surfacing, in-house AR coating, finishing, online ordering, same day shipping. Offers 24- to 48-hour processing of select proprietary products with in-house digital and AR lens capabilities.

www.nassau247.com

Comments: The only independent lab still operating in Alabama, Mississippi and North Florida. Offers in-house digital processing, in-house Crizal processing center. Products include Shamir, Seiko, Varilux digital lenses manufactured in-house. Other products include Hoya, UNITY, BluTech and Carl Zeiss. Transitions Lab of the Year in 2011 and 2013. Voted "Best Customer Service" in Southeast by independent marketing group.

www.opticalprescriptionlab.com

Optical Prescription Lab

Founded: 1977
HQ./Main Lab Location: Pelham, Ala.
No. of Locations: 1
No. of Employees: 23

Key Executives: Brian Conley, director of operations.
Owners: Sherry Pugh, CEO; Danny Pugh, president

Trade Names: OPL

Key Markets: Ala., Ga., Tenn., Miss., Fla., Ky., Ark.

2016 Est. Net Sales: \$5.7 million

Rx Sales: \$5.4 million

No. of Rx Jobs/Day: 350

Percentage of Uncut Jobs: 30 percent

Precision Optical Group

Founded: 1992
HQ./Main Lab Location: Creston, Iowa
No. of Locations: 4
No. of Employees: 160

Key Executives: Lance Christensen, Judy Hodge, Warren Herron, Bob Sypniewski.

Owner: Mike Tamerius

Trade Names: P.O.G. Labs, OptiCote, CRX Labs

Key Markets: National, Canada, South America

2016 Est. Net Sales: \$23.6 million

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VM'S TOP LABS REPORT

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Rx Sales: \$17.8 million

No. of Rx Jobs/Day: 2,100

Percentage of Uncut Jobs: 60%

Comments: Full-service lab with custom coating facility. Proprietary products include FOG Free, Tzovorite AR, Zero Glare AR, 4-You Digital. Offers industrial safety program.

www.poglabs.com

Robertson Optical Laboratories

Founded: 1958

HQ./Main Lab Location: Loganville, Ga.

No. of Locations: 3

No. of Employees: 115

Key Executives: Calvin W. Robertson, Jr.; Kelly R. Bowling; Calvin "Chip" W. Robertson, III; Glenn Hollingsworth, director of lab operations; Danny DeVito, VP of sales and marketing; Chuck Bohler, lab manager.

Owners: Calvin W. Robertson, Jr., Kelly R. Bowling, Calvin "Chip" W. Robertson, III

Trade Names: Robertson Optical Laboratories, Robertson Optical Laboratories of Columbia, Robertson Optical Laboratories of Greenville

Key Markets: Southeastern U.S.

2016 Est. Net Sales: \$20.6 million

Rx Sales: \$20.3 million

No. of Rx Jobs/Day: 1,550

Percentage of Uncut Jobs: 33%

Comments: Offers CZV Customized lenses, Shamir Freeform lenses, Seiko Freeform lenses, Kodak Freeform lenses, Authorized Unity distributor, Younger Optical Camber lenses and ROL Coze Freeform lenses. On-site AR coating facilities providing Royal AR coatings, RB Tech, InvigorEyes, Zeiss coatings and in-house mirror coatings. Distributes CZV, Shamir, Seiko, Signet Armorlite, Vision Ease, Younger, Hoya, Essilor and other major lens brands. Approved VSP, VBA, VCP con-

tract labs. Offers frame and lens packages, specializing in three-piece mounts, complex wraps, Chemistri Custom Clips. Member VCA. Offers online ordering and job tracking. 2016 Unity Independent Lab of the Year.

www.robertsonoptical.com

Rochester Optical

Founded: 2001

HQ./Main Lab Location: Rochester, N.Y.

No. of Locations: 1

No. of Employees: 75

Key Executives: Peter Balash, Barbara Welty

Owner: Patrick Ho

Trade Names: Smart Solutions, Smart GOLD, Smart Frames, PolyShade85, High Society, Montreaux Eyewear and ROMCO

Key Markets: Worldwide

2016 Est. Net Sales: \$13 million

Rx Sales: \$7 million

No. of Rx Jobs/Day: 600

Percentage of Uncut Jobs: 50%

Comments: Proprietary products include Smart GOLD lenses for Smart Glasses, RO Digital Free Form Lenses, Ole Diamante AR coating, PolyShade85 Sun Lenses. Services and programs include supplying state and federal agencies, ECPs and corporate customers with optical eyewear necessities.

www.rochesteroptical.com

Three Rivers Optical

Founded: 1969

HQ./Main Lab Location: Pittsburgh, Pa.

No. of Locations: 1

No. of Employees: 68

Key Executives: Mary Ann Zappas, Joe Seibert, Steve Seibert.

Owner: Seibert Family

Trade Names: none

Key Markets: Mid-Atlantic, Southeast, Midwest, Northeast

2016 Est. Net Sales: \$18.8 million

Rx Sales: \$18 million

No. of Rx Jobs/Day: 1,525

Percentage of Uncut Jobs: 45%

Comments: Operates in-house Crizal coating facility. Produces Essilor and Shamir Freeform lenses as well as Varilux, Zeiss, Crizal, See More Easy Clean top coat. Transitions, and proprietary TR O Seg bifocal and TR O SEG in all resin materials. Offers private label Discovery brand progressive lens and See More Valuehd and See More ICU backside fully digital progressives.

www.3riversoptical.com

US Optical

Founded: 2008

HQ./Main Lab Location: East Syracuse, N.Y.

No. of Locations: 1

No. of Employees: 140

Key Executives: Ralph Cotran, Ron Cotran, Robert Cotran.

Owners: Essilor of America

Trade Names: Fastest Lab in America!

Key Markets: National

2016 Est. Net Sales: \$41.0 million

Rx Sales: \$41.0 million

No. of Rx Jobs/Day: 2,300

Percentage of Uncut Jobs: 60%

Comments: Proprietary products include Ultimate HD, Advanced HD, Wrap HD, PC HD, SV HD, SVWrap HD, PC HD and Digital AR coating. Offers Varilux S series, Comfort and Physio digital HD and traditional lenses; Zeiss, Hoya, Shamir, Seiko, Kodak, Crizal, Purecoat, Optifog Prevencia, Blutech, Duravision Silver, Thin Wrap.

www.usoptical.com

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Top Lab Execs Reflect on 25 Years of Change

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have rolled out marketing campaigns or joined forces with other merchants who have embraced this concept. However, this has not trickled down to the independent wholesale labs, since many ECPs are not buying local themselves. In some cases, their prescription laboratory is actually having their orders produced outside the U.S.”



Joe Cherry
Cherry Optical
Manufacturers Purchasing
Wholesale Labs

“This topic has changed its perspective to me personally since I was involved in one of the first lab acquisitions. The concept made total sense, as I believed this would create the leadership for our profession to unite and build a public relations campaign that would increase awareness to the professional value to consumers. That didn’t happen.

Then there was the fear of the manufacturers taking over the industry, but that hasn’t happened, either. Just look at all the startup independent laboratories. Now I wonder what our profession would look like without the manufacturers’ investment that has improved lens optics with digital designs and improved AR?”

Trained Lab Personnel Becoming Scarce

Even though we have great technologies for processing lenses, basic optics skills seem to be slipping away. As a great football coach from Brooklyn would say to his Green Bay Packers at the beginning of each training camp, ‘Gentleman, this is a football.’ Optics professionals remained a valued necessity in solving vision challenges for the patient in relationship to their eyewear.

Advances in Laboratory Equipment and Lens Management Systems

The progress made in this area by so many companies around the world allow us to create lenses we could hardly dream of. Today’s laboratory opticians are machinists with unique CNC skills and not afraid of computer technologies.

LASIK

Many thought this was going to be a huge effect, but the body still changes, and we welcome back those patients who now need reading powers.

The Growth of Retail Optical

Everyone expected this would replace personal, professional care of the independent clinics, but it has improved consumer awareness to eyewear.

New and Better Lens Materials

The introduction of polycarbonate, Trivex, 1.60, 1.67, 1.70, 1.74 and improved Transitions lenses have transformed the industry, although Rx sunwear has lagged behind. For those that believed we were going to use one blank that makes everything, they have not been to Global Optics recently, which stocks over 185,000 SKUs and is increasing each year.

The www Factor

Communications around the world of optics, and the ability to communicate a common language of optics has also been transformative. I never thought so many people would want to follow a laboratory on Facebook. Could you imagine thinking of something like Facebook for your laboratory or your clinic 25 years ago?

Future Outlook

Our profession is still a great one for the young folks that want a trade that isn’t boring, ever changing, with challenges.”



Ralph Cotran
US Optical

“AR quality has improved dramatically. The quality and durability of the high end AR coatings like Zeiss PureCoat Plus and Crizal Avance have allowed ECPs to sell these enhancements with confidence. This has helped sales overall at both the ECP and wholesale lab level.

Optical Equipment has improved substantially, allowing for better cosmetics, ease of manufacturing thanks to the advanced edgers, such as the MEI Bisphera, and has allowed for faster turnaround and less rejections. Freeform technology has revolutionized the optical industry, creating improved vision in our lenses. An incredible amount of materials are now available with endless freeform designs.”



Stuart Kosh
VSP Optics Group

“Just as new technology has forced huge change on many industries, the optical lab business is no different. From new lens materials, to the transition from conventional surfacing to the more precise digital surfacing, we have gone through an amazing amount of change over the last 25 years.

Despite that change, what has remained constant dates back all the way to 1926 when my family founded their first optical manufacturing lab: It’s all about having a passion for the customer. Whether you’re an independent or part of a larger lab network, you can be successful if you keep the voice of the customer top of mind. In the end, the lab is an extension of the doctor’s office, and we play a critical role in helping make sure their patients can see it all from the moment their new eyewear arrives.” ■

VM'S TOP LABS REPORT

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VSPOne Optical Technology Centers

Founded: 1972

HQ./Main Lab Location: Sacramento, Calif.

No. of Locations: 15

No. of Employees: 1,200

Key Executives: Don Oakley, president; Edward Morris, senior vice president sales; Joe Maris, senior vice president lab operations; Swen Carlson, vice president west region; Danny Singer, vice president East region.

Owner: Vision Service Plan

Trade Names: VSPOne Columbus, VSPOne Sacramento, VSPOne Dallas, VSPOne Fort Lauderdale, VSPOne Tampa Bay, VSPOne Olympia, VSPOne San Diego, VSPOne Hawaii, VSPOne St. Cloud, VSPOne Los Angeles, VSPOne Denver, VSPOne Baltimore, VSPOne New York, VSPOne Charlotte, VSPOne Houston, UNITY PLx, UNITY PLxtra, UNITY PLxpression with CASCADE TECHNOLOGY, UNITY PLxtreme, and Ethos Progressive Lenses, UNITY SVx Single Vision, UNITY SVxtra Single Vision, UNITY SVxtreme Single Vision, UNITY CVx and CVxpression Computer Lenses, UNITY Performance Coatings, TechShield and sunsync light-reactive lenses.

Key Markets: National

2016 Est. Net Sales: \$292 million

Rx Sales: \$275 million

No. of Rx Jobs/Day: 15,000

Percentage of Uncut Jobs: 15%

Comments: Proprietary include UNITY PLx, UNITY PLxtra, UNITY PLxpression with CASCADE TECHNOLOGY, UNITY PLxtreme, and Ethos Progressive Lenses, UNITY SVx Single Vision, UNITY SVxtra Single Vision, UNITY SVxtreme Single Vision, UNITY CVx and CVxpression Computer Lenses, UNITY Performance Coatings, TechShield and sunsync light-reactive lenses. Service and programs include VSPOne Rewards Program, Second Pair Program, on-site AR including UNITY

Performance Coatings, Crizal, Purecoat, Teflon, and Zeiss. In-network digital (customized/free-form) surfacing capabilities producing UNITY, Hoya, Shamir, SOLA, Varilux and Zeiss customized progressives and UNITY digital single vision products. MEI and A&R automated finishing technology. Distributors of Hoya, Seiko-Pentax, Signet Armorlite, Transitions, Varilux, Vision Ease, Younger and Zeiss Products.

www.VSPone.com

Vision Dynamics Laboratory

Founded: 2007

HQ./Main Lab Location: Louisville, Ky.

No. of Locations: 1

No. of Employees: 75

Key Executives: John Dippold, president; Mike Yager, VP sales; Eric Lindquist, national accounts manager.

Owners: Robert Miniutti, Jeffrey Plank

Trade Names: Vision Dynamics, Vision Dynamics Laboratory

Key Markets: National

2016 Est. Net Sales: \$11.1 million

Rx Sales: \$6.7 million

No. of Rx Jobs/Day: 800

Percentage of Uncut Jobs: 40%

Comments: Proprietary products include PermaTINT, SunSMART, ClearLIGHT, UltraSUN. Specializes in glass lenses, pre-tinted 1.67, Trivex, polycarbonate, photochromics.

www.visdynlab.com

Walman Optical

Founded: 1915

HQ./Main Lab Location: Minneapolis/Minn.

No. of Locations: 38

No. of Employees: 1,100

Key Executives: Marty Bassett, president/CEO; Dustin LaValley, VP/CFO; Craig Giles, EVP; Doug Schlauderaff, EVP; Lynn Askew, VP; Derrell James, VP; Bryan Schueler VP; Jobe Sellers, VP; Dominick Splendorio, VP; Jim Weiler, VP.

Owner: Employee-owned

Trade Names: ADO Practice Solutions, ImageWear, Walman Instruments, Nouveau Eyewear, Walman Optical, X-Cel Specialty Contacts, Ultra Optics

Key Markets: National

2016 Est. Net Sales: \$350 million

Rx Sales: \$175 million

No. of Rx Jobs/Day: 8,600

Percentage of Uncut Jobs: 15%

Comments: Proprietary frame brands include Callaway, London Fog, Stepper Eyewear, Betsey Johnson, Revolution Eyewear, Wildflower, Real-tree, Van Heusen, Nickelodeon. Proprietary digital lenses including Acclaim, Visionaries, and Tailored-Rite. Proprietary non-glare coatings including Acclaro and Exceed XTC. Proprietary contact lens brands include FlexLens, Altantis Scleral, and Extreme H2O. Ultra coatings, UV/NV, 44R system. Services and programs include digital surfacing and AR capabilities, producing Varilux, Shamir, UNITY, Zeiss, Seiko, and digital house brand lenses on site, as well as Crizal, Zeiss, Sentinel Plus UV, UNITY and house brand AR. Provider lab for both VSP and EyeMed orders. Online Rx order submissions accepted through major portals including DVI RxWizard, Eyefinity and VisionWeb. DONE4YOU customized marketing programs from ADO. Featuring educational seminars Walman U, ADO seminars, and partnering with Transitions and The Williams Group on training and education events. Industry's largest independent consultative sales force. New tablet and Internet tools include the new SpecTech iPad app and system, Innexus Web site systems, and Rendia media systems.

www.walman.com ■



Top Labs That Made News This Year

NEW YORK—Since *VM* published its 2015 Top Labs Report, several of the wholesalers in our ranking have made expansions and acquisitions. Here's a brief recap of the Top Labs that made news during the past year.

September, 2015

VSP Optics Group announced the opening of a new VSPOne Optical Technology Center in Los Angeles. The new lab was established to help meet growing demand for its UNITY lenses and coatings in Southern California, VSP said.

With the addition of the Los Angeles location, VSPOne Optical Technology Centers now has a national network of 15 locations, including Baltimore, Charlotte, Columbus, Dallas, Denver, Fort Lauderdale, Hawaii, Houston, New York, Olympia, Sacramento, San Diego, St. Cloud and Tampa Bay.

Walman celebrated its 100th anniversary with a weekend-long series of events in its hometown of Minneapolis. The festivities included a tour of Walman's recently re-engineered OSC (Optical Service Center) lab, a cocktail party at the historic Mill City Museum, a picnic, the 9th annual Twin Cities Vision-Walk and a fundraiser for the Foundation for Fighting Blindness. The events brought together current and former Walman employees and their families, vendors and assorted well-wishers.

Walman was founded in 1915 by J.A.L. Walman, an optician and jeweler. The company, now owned by its employees, grew to become the largest independent optical wholesaler in the U.S., with estimated net sales of \$350 million in 2016 and Rx sales of \$175 million.

October, 2015

Hoya Vision Care North America acquired **Optics Plus**, a wholesale lab in Tonawanda, N.Y., near Buffalo. The purchase price was not disclosed. Hoya territory managers Paul Manfredi and Julie Harlach will be the primary local representatives

for the lab, which will continue to be managed by Forrest Reukauf, *VM* reported.

December, 2015

Walman acquired **Nouveau Eyewear**. Founded in 1985, Nouveau Eyewear was previously a portfolio company of SunTx Capital Partners based in Dallas. Terms of the agreement were not disclosed.

"Nouveau Eyewear is a natural addition for Walman," said Marty Bassett, CEO and president of Walman. "Nouveau has a 30-year tradition of excellence in the frame industry. Together we can leverage our combined strengths to offer customers unmatched quality and convenience in every category of the optical business."

Bassett told *VM* that Nouveau's current management team will remain in place.

February, 2016

Essilor announced that it had acquired a majority interest in **Icare Industries**, a Florida-based wholesale lab with around \$14 million in annual revenue. Icare Industries ranked seventh among *VM*'s Top Labs in 2015.

Hoya Vision Care acquired the **Nexus Vision Group**, headquartered in Grove City, Ohio, and its affiliated laboratory partners in five states. The purchase price was not announced. Nexus Vision Group was ranked 12th among U.S. independent wholesale laboratories in Vision Monday's 2015 Top Labs Report, based on estimated Rx sales of \$14.5 million.

March, 2016

Essilor acquired **Superior Optical**, a mid-sized lab in Ocean Springs, Miss. that services customers throughout the Southeast. The terms of the transaction were not disclosed.

Superior Optical was founded in 1990 by industry veterans Hal Walker, who served as president and Jon Jacobs, who served as vice president. Both retired from the business following the acquisition. The lab is cur-

rently being managed by Morgan Braley, a long-time employee.

Vision Monday ranked Superior Optical as the 11th largest independent U.S. wholesale lab in its 2015 Top Labs Report, with Rx sales of \$14.7 million and production of 850 Rx jobs per day. The lab had 123 employees as of August, 2015.

July, 2016

Essilor acquired a majority stake in **US Optical**, the third largest independent lab in the country, according to this year's Top Labs Report. The East Syracuse, N.Y.-based lab is expected to generate Rx sales of \$41 million in 2016.

US Optical was founded in 2008 by three brothers, Ralph, Ronald and Robert Cotran. An Essilor spokesperson confirmed that the Cotrans will continue to manage US Optical. The Cotrans stressed that the lab will remain independently managed, and will not be part of ELOA.

This is the second major transaction between the Cotran brothers and Essilor. In 1999, the brothers sold Optogenics, a Syracuse, N.Y. wholesale lab they founded in 1986, to Essilor.

August, 2016

VSP Optics Group named **Robertson Optical Laboratories** the UNITY Independent Lab of the Year for 2016. The annual accolade is awarded to an independent optical laboratory that has demonstrated exceptional quality of work, consistently beating UNITY targets, and providing superior customer service.

Robertson Optical was founded in 1958, and has since grown to become one of the leading independent labs in the U.S. In addition to its optical lab in Loganville, Ga., Robertson Optical also operates labs in Columbia, S.C. and Greenville, S.C. It ranked fifth among *VM*'s Top Independent Labs in 2016, with Rx sales of \$20.3 million. ■

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