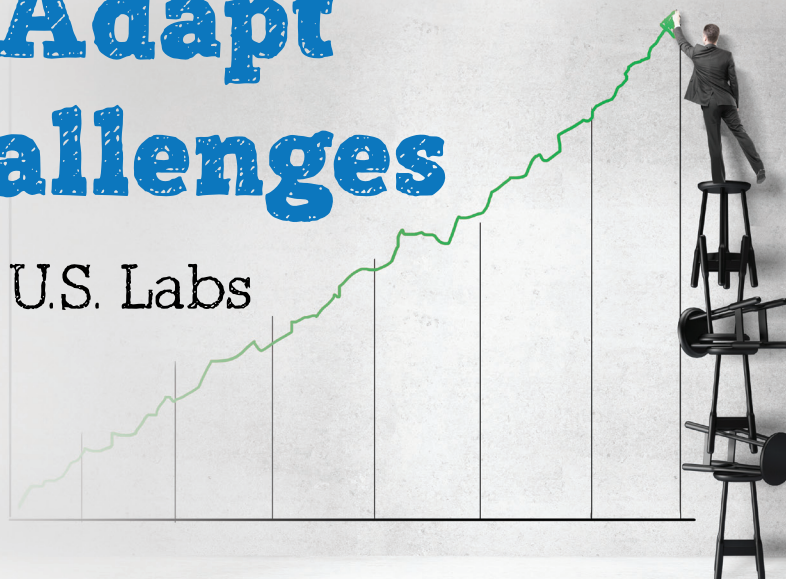


# Largest Labs Adapt to Market Challenges

## VM's Annual Report Ranks U.S. Labs

**TOP  
LABS  
VM2014**



BY ANDREW KARP / GROUP EDITOR, LENSES + TECHNOLOGY

NEW YORK—It's not easy being a wholesale lab in 2014. The business climate remains challenging, particularly for independent labs.

A number of factors are shaping the U.S. wholesale lab market and putting pressure on lab profit margins. A major factor is increasing globalization, which has brought more competition from overseas labs in China and other lower cost labor markets.

Another factor is the recent changes in federal health care laws that have allowed managed vision care companies that operate their own labs and partner with medical insurance companies to participate in state health care exchanges. This has been a boon to these labs despite the overall flatness of the prescription eyeglass market.

In addition, new alliances between managed vision care companies and large lab networks—such as the partnerships EyeMed has formed with Essilor Laboratories of America and Walman Optical—have enabled these networks to capture millions of prescriptions that were previously being processed by competitors.

The effects of these changes are being felt throughout the wholesale lab sector, particularly by smaller independent labs.

“From my lab’s perspective the greatest challenge for us and our peers is third-party managed care,” said Hal Singer, co-owner of Superior Optical in Ocean Springs, Miss., which ranks 17th among the Top 20 Independent Wholesale Labs in VM’s newly

released 2014 Top Labs Report. “Just in the last year, we have probably lost 10 percent of our gross to various managed care programs, with new ones popping up at an alarming rate. The continuing acquisition of smaller labs by our industry giants also adds to the challenges we face.”

Yet new data from the Top Labs Report shows that despite such challenges, Superior Optical is growing, as are many other independent labs. The report, which is based on an annual survey, ranks independent wholesalers and supplier-owned lab networks according to their projected Rx sales and productivity.

This year’s report shows that Rx sales for the Top 5 Supplier-owned U.S. Wholesale Lab Networks are projected to rise 10.0 percent in 2014, and Rx sales for the Top 20 Independent Wholesale Labs are expected to rise 6.2 percent. Other leading indicators such as the number of Rx jobs per day that were produced and the number of employees also are expected to show increases.

“Business is very good,” said Neil Dougherty, vice president of Luzerne Optical in Wilkes Barre, Pa., the industry’s largest single-location, independently-owned wholesale lab. “We see more opportunities than ever. We are adding 30,000 square feet to our lab to accommodate new growth and technologies.

“I believe it is a great time to be an independent,” added Dougherty. “ECPs value the independent lab more than ever with the continuing consolidation that’s happening. We are a true partner with the

ECP’s best interests in mind and provide unbiased information along with the best service available.”

Other independents have also found that positioning their labs as an alternative to supplier-owned labs is an effective business strategy.

“There is no substitution for the owner/operator model of business,” said Mike Tamerius, co-owner of Precision Optical Group in Creston, Iowa, which ranked 10th among this year’s Top Independent Labs. “The more labs that are consolidated, the more opportunities that are created for the independents.

Tamerius said he expects Precision to grow by 10 percent to 15 percent each year. “You can only do that by finding new markets, products or customers,” he said. “We work on all three constantly.”

### Industry Consolidation Slows Down

Although consolidation within the wholesale lab sector continues, the pace of mergers and acquisitions slowed this year. One reason is that many of the most profitable mid-to-small sized labs have already been acquired, mainly by Supplier-Owned Lab Networks. (A notable exception is Walman Optical’s acquisition of Rite-Style Optical last year.)

Although the number of independent labs has shrunk from a decade ago, the independent lab sector is still growing. In fact, 15 of the Top Independents posted increases in Rx sales this year, and 14 are producing more Rx jobs than they did a year ago.

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## VM's Top Labs Performance Analysis

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

	2014 (\$millions)	2013 (\$millions)	% change
<b>Total Net Sales</b>	\$1,928.0	\$1,767.0	+8.3%
<b>Total Rx Sales</b>	\$1,856.0	\$1,670.6	+10.0%
<b>Avg. Rx Sales as Percentage of Total Net Sales</b>	96.8%	94.8%	+2.1%
<b>Total Rx Jobs Per Day</b>	113,250	107,100	+5.4%
<b>Avg. Percent of Uncuts</b>	32.6%	33.4%	-2.5%
<b>Total Number of Lab Locations</b>	193	189	+2.1%
<b>Total Number of Employees</b>	9,856	9,674	+1.8%

### VM's Top 20 Independent U.S. Wholesale Labs

	2014 (\$millions)	2013 (\$millions)	% change
<b>Total Net Sales</b>	\$625.9	\$574.8	+8.2%
<b>Total Rx Sales</b>	\$449.6	\$421.7	+6.2%
<b>Avg. Rx Sales as Percentage of Total Net Sales</b>	85.4%	88.4%	-3.5%
<b>Total Rx Jobs Per Day</b>	29,621	27,578	+6.9%
<b>Avg. Percent of Uncuts</b>	39.4%	41.0%	-4.1%
<b>Total Number of Lab Locations</b>	85	74	+12.9%
<b>Total Number of Employees</b>	2,565	2,482	+3.2%

Rx sales estimates and Rx jobs per day estimates for 2014 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. Companies with the same number of jobs per day are ranked alphabetically.

Source: Vision Monday estimates

## U.S. Wholesales Adapt and Grow

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### Top Lab Performance: 2014 Versus 2013

Combined net sales for all 25 of the Top Labs, including both supplier-owned lab networks and independent labs, are expected to climb to \$2.6 billion in 2014, up 11.5 percent from 2013. The total aggregated Rx sales, which is based on the Top Labs' core business of surfacing and finishing prescription lenses and is the primary measure used to rank the Top Labs, is projected to reach \$2.3 billion collectively, a 9.3 increase over 2013. The Top Labs are expected to collectively produce a total of 143,471 Rx jobs per day, or approximately 36.3 million Rx jobs annually, a 6.1 percent increase over year-ago.

### Top 5 Supplier-Owned Networks

During the past 12 months, the Top 5 Supplier-Owned U.S. Wholesale Lab Networks collectively

produced \$1,928 million in total net sales, up 8.3 percent over year-ago levels. Rx sales totaled \$1,856 million, a 10 percent increase from year-ago.

The Top 5 collectively produced 113,250 Rx jobs per day, up 5.4 percent from year ago. Uncut lenses accounted for about 32.6 percent of all Rx jobs, slightly below the year-ago level.

The Top 5 currently operate 193 individual lab locations, four more than last year. The Top 5 work force increased to 9,856 employees, up 1.8 percent from 2013.

Among the Top 5, the biggest gains in Rx sales were made by VSPOne Optical Technology Centers. VSPOne's estimated Rx sales grew to \$228 million from \$155.1 million over the past 12 months. A company spokesperson attributed the huge rise in Rx sales to the fact that approximately 66 million people throughout the U.S. are now covered by VSP's man-

aged vision care programs, a sharp increase over the past few years.

To handle the increasing capacity, VSP Optics Group and has opened two new VSPOne Optical Technology Centers this summer, one in St. Cloud, Minn., and the other in Hawaii, and is expanding its main lab in Rancho Cordoba, Calif.

### The Top 20 Independents

Aggregate net sales for the Top 20 Independents totaled \$625.9 million in 2014, up 8.2 percent from 2013. Total aggregate Rx sales for the Top 20 grew to \$449.6 million, up 6.2 percent.

The Top 20 collectively produced 29,621 Rx jobs per day in 2014, an increase of 6.9 percent from year-ago. Uncut lenses, on average, accounted for 39.4 percent of these jobs, down 4.1 percent from year-ago. ■

More →



## Vision Monday's TOP LABS – 2014

(IN ALPHABETICAL ORDER)

### Brothers' Optical Laboratory

**Founded:** 1973**HQ./Main Lab Location:** Orange, Calif.**No. of Locations:** 1**No. of Employees:** 46**Key Executives:** Carlo Ragazzo, Tony Esposito**Owners:** Joseph M. Ragazzo, John Ragazzo

Trade Names: DuraTuff family of AR lenses, AVN (anti-visual noise) chemistry applied to lenses for office/computer usage.

**Key Markets:** Calif., Hawaii**2014 Est. Net Sales:** \$7 million**Rx Sales:** \$7 million**No. of Rx Jobs/Day:** 600**Percentage of Uncut Jobs:** 25%

**Comments:** Well-established West Coast lab; VSP-authorized. Offers online order entry, order status check capability and work in process nightly reports. Access to all lens vendors. In-house AR coating.

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

### Carl Zeiss Vision Laboratories

**Founded:** 2000**HQ.:** San Diego, Calif.**No. of Locations:** 16**No. of Employees:** 860

**Key Executives:** (North America) Uli Krauss, chairman and CEO; Joe Donahoe, president; Steve Mitrakos, senior vice president, sales; 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**2014 Est. Net Sales:** \$155 million**Rx Sales:** \$140 million**No. of Rx Jobs/Day:** 10,200**Percentage of Uncut Jobs:** 25%

**Comments:** Proprietary products include Zeiss brand lenses and coatings, PhotoFusion by Zeiss; PureCoat-Plus by Zeiss; SOLA and AO lenses, Teflon Clear Coat Lenses. Offers Zeiss Practice Advantage program.

[www.zeiss.com/lenses](http://www.zeiss.com/lenses)

### Cherry Optical

**Founded:** 1999**HQ./Main Lab Location:** Green Bay, Wis.**No. of Locations:** 1**No. of Employees:** 42**Key Executives:** Adam Cherry, Lynn Cherry, Joe Cherry**Owners:** Adam Cherry, Lynn Cherry, Joe Cherry

**Trade Names:** Quantum 2, Quantum HD, Independence, Independence HD, Eyerelax HD, Cherry Approved AR, Safety Optix, HD SV, HD Wrap SV.

**Key Markets:** Worldwide**2014 Est. Net Sales:** \$8.3 million**Rx Sales:** \$8.1 million**No. of Rx Jobs/Day:** 375**Percentage of Uncut Jobs:** 20%

**Comments:** Offers wide array of programs to support customers including co-op funding, new hire

training, marketing efforts and “What’s New University” education event held at Lambeau Field.

[www.facebook.com/thecherryopticalinc](http://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:** 100

**Key Executives:** Scott Pearl, managing director; Vince Monaghan, VP of manufacturing.

**Owner:** ABB OPTICAL GROUP**Trade Names:** None**Key Markets:** National**2014 Est. Net Sales:** \$29 million**Rx Sales:** \$29 million**No. of Rx Jobs/Day:** 1,300**Percentage of Uncut Jobs:** 50%

**Comments:** 100 percent of lenses are digitally surfaced using proprietary DXT manufacturing platform. Multiple fully automated digital fabrication lines. On-site AR coating lab as well as an extensive lens finishing center, featuring interchangeable and wrap lens finishing capability. National sales organization. “Digital Rewards” customer loyalty program. Web site features proprietary online job ordering/tracking/reporting functions built specifically for the unique needs of digital lenses. Overnight delivery across the continental U.S. on a unique mix of digital lenses from Digital 5.0, Seiko, Indo and Shamir. Continually developing next generation lens options. Proprietary products include Digital 5.0 Personalized Lens Series, Digital Master Series, Curve PAL and SV wrap designs, Claris HD AR coating and Shamir Glacier Plus AR coating.

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

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## Diversified Ophthalmics Laboratory Group

Founded: 1977

HQ./Main Lab Location: Cincinnati, Ohio

No. of Locations: 13

No. of Employees: 96

**Key Executives:** Ronald Cooke, president/CEO; Daniel Woebkenberg, VP sales and marketing; Keith Ansley, VP, operations

**Owner:** Closely held corporation

**Trade names:** PureSite Lenses, PureSite Digital, PureSite Preference AR, Practice Maximus, Elite EHR

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

**2014 Est. Net sales:** \$31.7 million

**Rx Sales:** \$15.4 million

**No. of Rx Jobs/Day:** 1,170

**Percentage of Uncut Jobs:** 25%

**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. Branded AR products includes PureSite Preference Platinum. Free-form digital surfacing, including PureSite Digital lenses, Essilor lenses, Kodak lenses, and Shamir lenses. Specializes in premium lenses. 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, Vision Council Lab Division and AR Council. 2006, 2007, 2008 and 2010 LabTalk magazine's top ten Web Site of the Year. 2009 top Web Site.

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

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## The Top 20 Independent Labs in 2014 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	300.0	55	165.0	8,600	10	1,000	99
2. Luzerne Optical	35.0	97	34.0	2,100	44	200	41
3. US Optical	34.0	100	34.0	1,900	65	106	6
4. Digital Eye Lab	29.0	100	29.0	1,300	50	100	7
5. Expert Optics	20.8	95	19.8	825	25	90	35
6. Icare Labs	19.6	85	18.6	1,550	65	95	46
7. Robertson Optical	19.1	96	18.3	1,500	30	110	56
8. Three Rivers Optical	18.8	96	18.0	1,525	45	68	45
9. Diversified Ophthalmics Laboratory Group	31.7	49	15.4	1,170	25	96	37
10. Precision Optical Group	20.1	70	14.1	1,750	60	115	22
11. Nexus Vision Group	14.2	95	13.5	780	20	89	10
12. FEA Industries	13.7	98	13.4	1,680	87	77	30
13. Rochester Optical	14.0	74	10.3	850	19	84	13
14. MJ Optical	12.8	73	9.4	1,200	53	55	26
15. Cherry Optical	8.3	98	8.1	375	20	42	13
16. Brother's Optical Laboratory	7.0	100	7.0	600	25	46	41
17. Superior Optical Labs	6.1	97	5.8	390	5	45	23
18. Vision Dynamics Laboratory	9.4	60	5.6	680	40	72	7
19. Eye Kraft Optical	6.9	76	5.2	506	1	49	60
20. Laramy-K Optical	5.4	95	5.1	340	100	26	25

Rankings are based on Rx sales. Sales estimates reflect combined sources of business for 2014 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

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## Essilor Laboratories of America (ELOA)

**Founded:** 1996**HQ./Main Lab Location:** Dallas, Texas**No. of Locations:** 134**No. of Employees:** 6,560

**Key Executives:** Real Goulet, president, Essilor Lab Group; Mike McCollum, senior vice president, ELOA Labs; Mike Nathe, senior vice president, partner labs; Alain Mathieu, vice president operations and technologies; Paul Owston, vice president lab network sales

**Owner:** Essilor International

**Trade Names:** 21st Century Optical, ABBA Contact Lens, AccuRX Inc., Advance Optical, Apex, Aspen Optical, Balester, Barnett & Ramel, Bartley Optical, Beitle-McKee Optical, Bell Optical Labs, Bristow 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, Future Optical TN, GK Optical, Gold Optical, Gulf States Optical, Heard Optical, Hi-Tech, Homer Optical, iCoat, 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, Optimatrix, Optogenics of Syracuse, Ozarks Optical, Pech Optical, Perferx Optical, Peninsula Optical, Personal Eyes Optical, Plunkett Optical, Precision Optical Company, Precision Optics, Premier Optics, Professional Ophthalmic Labs, Reliable Optics, S&G Optical, Select Optical, Southern Optical, Southwest Lens, Spectrum Optical, Sunstar Optical, Sutherlin Optical, Tri-Supreme, Truckee Meadows, Twin City Optical, Vision Craft Inc, Winchester, WOS Optical

**Key Markets:** Local and National**2014 Est. Net Sales:** \$1,261 million**Rx Sales:** \$1,210 million**No. of Rx Jobs/Day:** 77,750**Percentage of Uncut Jobs:** 30%

**Comments:** Proprietary products include Varilux, Definity, Crizal UV AR Coatings, Crizal Prevencia, XPerio UV, Optifog, LiteStyle/Ultra LiteStyle Lenses, Sharpview. Services and programs include ECP University, Needs Based Solutions, ThinkAboutYourPractice, Doctor Directed Process, PracticeBuilder. [www.eloa.com](http://www.eloa.com)

## Expert Optics

**Founded:** 1979**HQ./Main Lab Location:** Shorewood, Ill.**No. of Locations:** 2**No. of Employees:** 90

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

**Owner:** Greg Ruden**Trade names:** Expert Best, Expert Basic, Expert Essential, Expert Elite, Expert Extreme**Key Markets:** National**2014 Est. Net sales:** \$20.8 million**Rx Sales:** \$19.8 million**No. of Rx Jobs/Day:** 825**Percentage of Uncut Jobs:** 25%

**Comments:** Full service independent lab and wholesale distributor. Operates three free-form production lines that process numerous lens designs from the leading manufacturers including: AO Easy HD, Compact Ultra HD, Seiko Succeed, Seiko Supercede, Seiko Surmount, Shamir Attitude, Shamir Autograph, Shamir Element, Shamir Office, SOLA HDV, SOLA One HD, Varilux Comfort DRx, Varilux Physio DRx, Zeiss GT2 3D, Zeiss GT2 3DV, Zeiss Individual. The complete Crizal anti-reflective coating line anchors a 6,000 sq. ft. coating facility which includes three coaters capable of processing all the AR coating brands from SOLA, Zeiss, and Essilor. Distributes Kodak, Shamir, Varilux and

Zeiss progressive lenses. Hosts annual Optical Preview Day featuring A.B.O.-certified seminars. Implements environmentally-responsible business policies and promotes sustainability.

[www.expertoptics.net](http://www.expertoptics.net)

## Eye Kraft Optical

**Founded:** 1954**HQ./Main Lab Location:** Saint Cloud, Minn.**No. of Locations:** 1**No. of Employees:** 49

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

**Owner:** Patricia Negaard**Trade Names:** Eye-Lite, Eye-Lite Poly, Sun-Lite**Key Markets:** National**2014 Est. Net Sales:** \$6.9 million**Rx Sales:** \$5.2 million**No. of Rx Jobs/Day:** 506**Percentage of Uncut Jobs:** 1%

**Comments:** Full service, VBA-approved lab. Full line of digitally created lenses produced in-house. Offers lens and frame package including 130 stocked, high quality frame styles from nine manufacturers with various lens types. Accepts many forms of insurance, including MN Care. Affiliated with ophthalmic buying groups including The Alliance, America's Doctors of Optometry, Block Vision Buying Group, C&E Vision Services, Hayes Marketing, Newton Professional Purchasing, Ophthalmic Education Institute, Wisconsin Vision Associates. Offers same-day service at no extra charge. Offers various AR coatings including Crizal and Crizal Alizé.

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

## FEA Industries

**Founded:** 1984**HQ./Main Lab Location:** Morton, Pa.**No. of Locations:** 1**No. of Employees:** 77

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## VM's Top 20 Independent Wholesale Labs by 2014 Rx Sales

(\$ millions)

1.	Walman Optical	165.0
2.	Luzerne Optical	34.0
3.	US Optical	34.0
4.	Digital Eye Lab	29.0
5.	Expert Optics	19.8
6.	Icare Labs	18.6
7.	Robertson Optical	18.3
8.	Three Rivers Optical	18.0
9.	Diversified Ophthalmics	15.4
10.	Precision Optical Group	14.1
11.	Nexus Vision Group	13.5
12.	FEA Industries	13.4
13.	Rochester Optical	10.3
14.	MJ Optical	9.4
15.	Cherry Optical	8.1
16.	Brothers' Optical	7.0
17.	Superior Optical Labs	5.8
18.	Vision Dynamics Laboratory	5.6
19.	Eye Kraft Optical	5.2
20.	Laramy-K Optical	5.1

Rx sales estimates for 2014 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 estimates

## VM's Top 20 Independent Wholesale Labs by 2014 Rx Jobs Per Day

1.	Walman Optical	8,600
2.	Luzerne Optical	2,100
3.	US Optical	1,900
4.	Precision Optical Group	1,750
5.	FEA Industries	1,680
6.	Icare Industries	1,550
7.	Three Rivers Optical	1,525
8.	Robertson Optical	1,500
9.	Digital Eye Lab	1,300
10.	MJ Optical	1,200
11.	Diversified Ophthalmics	1,170
12.	Rochester Optical	850
13.	Expert Optics	825
14.	Nexus Vision Group	780
15.	Vision Dynamics	680
16.	Brothers' Optical Laboratory	600
17.	Eye Kraft Optical	506
18.	Superior Optical Labs	390
19.	Cherry Optical	375
20.	Laramy-K Optical	340

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 estimates

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**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

**2014 Est. Net Sales:** \$13.7 million

**Rx Sales:** \$13.4 million

**No. of Rx Jobs/Day:** 1,680

**Percentage of Uncut Jobs:** 87%

**Comments:** Six free-form production lines. On-site software development. Glass free-form lenses made on site. Website includes ordering, tracking reports, invoices. Participates in third-party program VBA only. Offers stock lenses, stock frames and safety frames. Handles most lens brands except Varilux. Independent AR offers lifetime warranty.

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

## Hoya Vision Care

**Founded:** 1998

**HQ./Main Lab Location:** Lewisville, Texas

**Locations:** 30

**Employees:** 1,340

**Key Executives:** Barney Dougher, president; Gregg Fowler, VP sales and marketing; Rick Tinson; VP of inventory control, Kraig Black, VP information services; Mike Dougher, VP technology and operations; Jason White, VP finance; 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; Steve Scialabba, area sales director, Eastern region

**Owner:** Hoya Corporation

**Trade Names:** Hoya Atlanta, Hoya Birmingham, Hoya Boise, Hoya Chicago, Hoya Cleveland, Hoya Dallas, Hoya Dayton, Hoya Denver, Hoya Eugene, Hoya Hartford, Hoya Iowa, Hoya Jackson, Hoya Knoxville, Hoya

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## COVER TOPIC

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Largo, Hoya Las Vegas, Hoya Lewiston, Hoya Los Angeles, Hoya Michigan, Hoya Modesto, Hoya New Orleans, Hoya Phoenix, Hoya Portland, Hoya Salina, Hoya San Antonio, Hoya San Diego, Hoya San Jose, Hoya Seattle, Hoya South Carolina, Hoya St. Louis, Hoya Corporate

**Key Markets:** National

**2014 Est. Net Sales:** \$264 million

**Rx Sales:** \$258 million

**No. of Rx Jobs/Day:** 13,000

**Percentage of Uncut Jobs:** 20%

**Comments:** Nationwide network of full-service labs with high performance proprietary free-form lens designs and patented anti-reflective coating technology. Proprietary products include iD Free Form Series: MyStyle, InStyle. LifeStyle2 Harmony and Clarity, LifeStyle and single vision; 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. Suntech photochromic. Proprietary lens materials include 1.70, Eyry, 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. Special programs include HHP (Hoya Honors Program).

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

## Icare Labs

**Founded:** 1968

**HQ./Main Lab Location:** St. Petersburg, Fla.

**No. of Locations:** 1

**No. of Employees:** 95

**Key Executives:** Scott Payne, chairman; Skip Payne, president; James Payne, director of IT; Danny Payne, director of operations; Greg Gehrig, CFO; James Stephany, director of sales

**Owners:** The Payne family

**Trade Names:** Icare Labs, ICL365, Sea Vision USA

**Key Markets:** National

**2014 Est. Net Sales:** \$19.6 million

**Rx Sales:** \$18.6 million

**No. of Rx Jobs/Day:** 1,550

**Percentage of Uncut Jobs:** 65%

**Comments:** Full-service, family owned and operated. Offers all major lens brands such as Varilux, Kodak, Zeiss and Hoya. Operates in-house Crizal AR coating center. Offers own ICE AR brand. In-house digital lab produces Essilor, Varilux, Shamir and own legacy series. Proprietary brands include ICE AR, Legacy digital lenses. Authorized distributor of all major lens brands. Manufactures specialized sport prescription lens products including SeaVision dive masks. Fully automated Digital production line along with robotic edging.

[www.icarelabs.com](http://www.icarelabs.com); [www.icl365.com](http://www.icl365.com)

## Laramy-K Optical

**Founded:** 1989

**HQ./Main Lab Location:** Indianola, Iowa

**No. of Locations:** 1

**No. of Employees:** 26

**Key Executives:** John Larson, general manager

**Owners:** Janet Benjamin, John Larson, Keith Benjamin

**Trade Names:** Integrity

**Key Markets:** Worldwide

**2014 Est. Net Sales:** \$5.4 million

**Rx Sales:** \$5.1 million

**No. of Rx Jobs/Day:** 340

**Percentage of Uncut Jobs:** 100 percent

**Comments:** Proprietary products include Integrity series free-form lenses and AR coatings. Offers online store. On-site free-form surfacing and AR. Free-form verification with A&R Dual Lens Mapper. Produces Integrity series lenses and coatings encompassing 14 lifestyle-matched freeform designs to fit every need. Available with Camber (variable front curve) lenticularization, digital slabs, and high powers. Four ultra-premium AR coatings: blue residual, ICE clear, DES (digital eye strain), and UVARity, which addresses reflected UV and HEV light, all topped with a powder coat for easy in-office processing. Open Optix online

education offering ABO and NCLE study guides with practice tests along with many other education topics. Online store for optical tools and consumables. "My Patient is Waiting" program for instant information about product availability and application.

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

## Luzerne Optical Laboratories

**Founded:** 1973

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

**No. of Locations:** 1

**No. of Employees:** 200

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

**Owner:** Dougherty family

**Trade Names:** 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

**2014 Est. Net Sales:** \$35 million

**Rx Sales:** \$34 million

**No. of Rx Jobs/Day:** 2,100

**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. Authorized empower! Life-Activated Eye-wear Laboratory. Manufactures FreeFocus, Sight-

Continued on page 52





## Top Lab Newsmakers Undertake Expansions and Improvements

NEW YORK—VM's Top Labs often make news and this year has been no exception. Here's a chronology of the acquisitions, expansions, improvements and other newsworthy activities undertaken by some of the Top Labs in recent months.

### November, 2013

Luzerne Optical Laboratories released CrownView, the first premium glass progressive and single vision free-form lenses available in the U.S. Other Top Labs, notably FEA Industries and Vision Dynamics, have also invested in technology to process glass lenses, which are re-emerging in the U.S. as a premium specialty product.

### January, 2014

VSP Vision Care announced that it planned to relocate and expand VSPOne Sacramento, its flagship prescription laboratory, from its current location in Rancho Cordova, Calif. to nearby Folsom. The new facility, which is expected to be operational by November, 2014, will occupy nearly 80,000-square-feet and will include close to 650 union jobs at full capacity, according to the Sacramento Area Commerce and Trade Organization (SACTO). The facility will have an economic impact of more than \$70 million in output (market value of goods and services produced), and further expands VSP's global and regional footprint, bringing the VSP Global companies overall regional employment count to nearly 2,500, according to SACTO.

Essilor International acquired majority stakes in two prescription laboratories—R.D. Cherry in Michigan and Plunkett Optical in Arkansas—that generate revenue of \$9.8 million and \$3.3 million, respectively. Essilor said the moves are part of its continuing strategy of forging local partnerships.

### February, 2014

Hoya Vision Care expanded its prescription laboratory network with the opening of a new lab in Tempe,

Arizona, near Phoenix. "The Phoenix market is big and getting bigger," Carson Utech, area sales director for Hoya Vision Care, told VM. "We need to have a local presence and the opportunity to service independent ECPs here is going to be exciting."



*Hoya Mississippi Laboratory Staff (l to r), Pamela Lumpkin, Chad Gillis, Mike Leach, Kim Leach Vaughan, Kenneth Picott.*



*(L to R) Carl Zeiss Vision CEO Uli Krauss with Dr. Greg Schober, Sandra Sabo, Romy Adams and Dr. Mauri Bauer of Macadam Vision Clinic in Portland, Ore.*

### March, 2014

Hoya Vision Care further expanded its network of prescription labs by opening a new lens processing facility near Jackson, Miss. "The opportunity to locally service independent ECPs in another market is exciting for us. The Jackson area is growing and we want to grow with it," said Michael Dougher, chief

operating officer for Hoya Vision Care.

VSP Optics Group opened a new VSPOne Optical Technology Center in Baltimore, Md. The new location enables faster local service for the region's dense population of federal employees and annuitants who have vision benefits through VSP Vision Care, according to VSP Optics Group.

### April, 2014

ECPs from throughout the western U.S. visited the Carl Zeiss Vision—Northwest lab in Portland, Ore. to celebrate the completion of Zeiss's two-year, \$4 million upgrade of the facility. The extensive renovation of one of Zeiss's flagship labs included state-of-the-art free-form surfacing and coating equipment, a rearrangement of the production floor to improve workflow, and a redesign of office space. All lens jobs are now surfaced using free-form generators, and overall lab capacity has been more than doubled. The lab is staffed by 160 employees working three shifts Monday through Friday, supported by 10 dedicated customer service representatives. The lab is now capable of fabricating well over a million lenses per year.

### July, 2014

US Optical installed a 1200-DLX AR coater and a VFT-Orbit lens generator, both manufactured by Satisloh. The new AR coater will add an additional 750 Crizal AR and digital AR jobs capacity per day, while the VFT-Orbit lens generator will produce an additional 350 digital surfaced jobs per day, according to US Optical.

The Syracuse, N.Y.-based lab also launched several new lens products including:

- The US Optical Personal Computer-HD (PC-HD), a new personal computer lens designed for patients requiring extra vision while working at a desk or computer. The lens comes in three modes: more reading, more desk work or more computer work.

**Continued on page 57**





### VM's Top 5 Supplier-Owned U.S. Lab Networks 2014 Rx Sales

(\$ millions)

1.	Essilor Laboratories of America	\$1,210.0
2.	Hoya Vision Care	\$258.0
3.	VSPOne Optical Technology Centers	\$228.0
4.	Carl Zeiss Vision Laboratories	\$140.0
5.	Nova Optical Lab	\$20.0

Rx sales estimates for 2014 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 estimates

### VM's Top 5 Supplier-Owned U.S. Lab Networks 2014 Rx Jobs Per Day

1.	Essilor Laboratories of America	77,750
2.	Hoya Vision Care	13,000
3.	VSPOne Optical Technology Centers	11,000
4.	Carl Zeiss Vision Laboratories	10,200
5.	Nova Optical Lab	1,300

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 estimates

Continued from page 48

Star, Polar365, PhotoFashion, Varilux, Zeiss, Definity, Transitions, Essilor, Shamir, Kodak, Hoya, Polycore, Optima, Kaenon, Seiko, Unity, Vision-Ease, Marinelli, 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 Previncia, TD2, Zeiss PureCoat, Teflon Elite, Teflon, Zeiss Allure, Zeiss Super & Gold ET, Advantage, Carat, Foundation XT, Unity: Classic/Plus/Elite 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](http://www.luzerneoptical.com)

## MJ Optical

**Founded:** 1988

**HQ./Main Lab Location:** Omaha, Neb.

**No. of Locations:** 1

**No. of Employees:** 55

**Key Executives:** Matt Hagge, Mike Hagge, Morrie Hagge, David Mize, Parke Wilkinson, Marty Hagge, Mitch Hagge

**Owner:** Mary Hagge

**Trade Names:** None

**Key Markets:** National

**2014 Est. Net Sales:** \$12.8 million

**Rx Sales:** \$9.4 million

**No. of Rx Jobs/Day:** 1,200

**Percentage of Uncut Jobs:** 53%

**Comments:** Proprietary products include MJFP frame program; Titanium drill mount frame and lens program. Safety program with frame and lenses. Glass surfacing. Services and programs include in-house AR, computerized drill mount and drill mount edging.

Produces digital SV, digital progressives (Platinum HD). Distributes contact lenses.

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

## Nexus Vision Group

**Founded:** 2004

**HQ./Main Lab Location:** Grove City, Ohio

**No. of Locations:** 8

**No. of Employees:** 89

**Key Executives:** Gerry Shaw, managing partner; executive management team: Gerry Shaw, Joey Jones, Frank Soppa

**Owner:** Privately held, seven partners

**Trade Names:** None

**Key Markets:** Ill., Ohio, N.C., S.C., Tenn., Fla., Ala., La., Minn.

**2014 Est. Net Sales:** \$14.2 million

**Rx Sales:** \$13.5 million

**No. of Rx Jobs/Day:** 780

**Percentage of Uncut Jobs:** 20%

**Comments:** Proprietary products include Nexus branded lenses and AR coating services: Proprius HD/US/DS/DH, Provetus HD, Initial, Professional, Ntermediate, Patriot, Dualtek, Carbonite, Nvision Plus, Nvision, Vision Plus, Vision, Rhythm, Nextreme. Services and programs include full digital surfacing facility, in-house AR processing, advanced edging and finishing capabilities. Nextreme Mirror lab program. Authorized lens vendor for Shamir, Seiko, Hoya, Varilux, Kodak, IOT, Younger, Vision Ease, and XCel. Nexus Vision Illinois is a VSP provider. Chemistrie Clip authorized distributor.

## Nova Optical Lab

**Founded:** 1996

**HQ./Main Lab Location:** Orangeburg, N.Y.

**No. of Locations:** 1

**No. of Employees:** 96

Continued on page 54

## COVER TOPIC

Continued from page 52

**Key Executives:** Maureen Cavanagh, president, Nassau Vision Group; Neil Rosen, vice president sales operations/marketing/IT

**Owner:** Essilor of America

**Trade Names:** Nassau Vision Group

**Key Markets:** National

**2014 Est. Net Sales:** \$20 million

**Rx Sales:** \$20 million

**No. of Rx Jobs/Day:** 1,300

**Percentage of Uncut Jobs:** 80%

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

[www.nassau247.com](http://www.nassau247.com); [www.novaopticallab.com](http://www.novaopticallab.com)

## Precision Optical Group

**Founded:** 1992

**HQ./Main Lab Location:** Creston, Iowa

**No. of Locations:** 4

**No. of Employees:** 115

**Key Executives:** Lance Christensen, Judy Hodge, Melanie Crago, Mike Kellman, Warren Herron

**Owner:** Mike Tamerius, Matt Somers

**Trade Names:** P.O.G. Labs, K Optical Laboratory, CRX Laboratories, 4You Lens

**Key Markets:** U.S., Canada, Virgin Islands, China, Puerto Rico, United Kingdom

**2014 Est. Net Sales:** \$20.1 million

**Rx Sales:** \$14.1 million

**No. of Rx Jobs/Day:** 1,750

**Percentage of Uncut Jobs:** 60%

**Comments:** Full service lab offering low pricing and same day service nationwide, customized safety Rx programs, in-house digital processing and on-site AR. Distributes semi-finish blanks and lab supplies to other wholesalers throughout the U.S., Canada, and China. Proprietary products include Zero Scratches, Zero Glare Plus UV, Zero Glare DES Plus UV, 4You Lens, Value Line frame and lens package, low cost name brand progressives. 100% FDA-compliant glass work facility. Only U.S.- authorized distributor for Ultra Optics products. VSP, VBA, and VCP authorized.

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

## Robertson Optical Laboratories

**Founded:** 1958

**HQ./Main Lab Location:** Loganville, Ga.

**No. of Locations:** 3

**No. of Employees:** 110

**Key Executives:** Owners and Glenn Hollingsworth, director of lab operations

**Owners:** Calvin W. Robertson, Jr., Richard L. Robertson, Gordon "Scotty" Q. Scott, Jr., Calvin "Chip" W. Robertson, III

**Trade Names:** Robertson Optical Laboratories, Robertson Optical Laboratories of Columbia, Rob-

ertson Optical Laboratories of Greenville.

**Key Markets:** Southeastern U.S.

**2014 Est. Net Sales:** \$19.1 million

**Rx Sales:** \$18.3 million

**No. of Rx Jobs/Day:** 1,500

**Percentage of Uncut Jobs:** 30%

**Comments:** Full service labs offering on-site free-form technology and digital grinding of Carl Zeiss customized lenses, Shamir Freeform lenses, Seiko free-form lenses, Kodak free-form lenses and ROL Coze free-form lenses. Two on-site AR coating facilities providing AR1, Royal AR coatings, RB Tech, InvigorEyes, Teflon, and Zeiss coatings. Distributes Carl Zeiss, Shamir, Seiko, Signet Armorlite, Vision Ease, Younger, Hoya, Essilor and other major lens brands. Approved VSP, VBA, VCP contract labs. Offers frame and lens packages, specializing in three-piece mounts, wraps and Chemistrie Custom Clips. Member VCA and OLA. Offers online ordering and job tracking.

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

## Rochester Optical

**Founded:** 2001

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

**No. of Locations:** 1

**No. of Employees:** 84

**Key Executives:** Patrick Ho, Peter Balash, Jeremy Gnade, Ryan Markey, Jim Norton

**Owner:** Jeremy Ho

**Trade Names:** Smart Solutions, Smart GOLD, Smart Frames, High Society, RO, Montreaux Eyewear



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**Key Markets:** National

**2014 Est. Net Sales:** \$14 million

**Rx Sales:** \$10.3 million

**No. of Rx Jobs/Day:** 850

**Percentage of Uncut Jobs:** 19%

**Comments:** Supplies eyecare professionals, state and federal agencies and corporate customers. Propriety products include Smart GOLD Lenses for smart glasses, RO Digital Free Form Progressive Lenses and Olé Diamante AR coating. Continually developing next generation lens options. Distributor of Hoya, Shamir, Seiko, Younger, Vision Ease, and multiple photochromic products. Authorized lens processor of Hoya Free Form Lenses. Offers Smart Frames for Smart Solutions, frame and lens value packages, safety frame packages, three-piece mount packages, certified continuing education seminars and staff training. Offers on-line order entry, order status, real time job tracking and remote frame tracing. Affiliated with ophthalmic buying groups and a member of the Vision Council.

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

## Superior Optical Labs

**Founded:** 1991

**HQ./Main Lab Location:** Ocean Springs, Miss.

**No. of Locations:** 1

**No. of Employees:** 45

**Key Executives:** Hal Walker, president; Jon Jacobs, vice president

**Owners:** Hal Walker, Jon Jacobs

**Trade Names:** Personalens, Exilar and Exilar Plus

**Key Markets:** Southeast

**2014 Est. Net Sales:** \$6.1 million

**Rx Sales:** \$5.8 million

**No. of Rx Jobs/Day:** 390

**Percentage of Uncut Jobs:** 5%

**Comments:** Specializes in safety contracts, VA eyeglass contracts. Offers in-house digital lens processing. Distributes Varilux Hoya, Younger and Transitions lenses. Produces Crizal coatings in-house. Offers Red Tray program and value packages. Provides ECP edu-

cation, ABO classes. VSP authorized.

[www.superioroptical.com](http://www.superioroptical.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

**2014 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.

Continued on page 56



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- We construct tools in our own tool shop
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## COVER TOPIC

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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](http://www.3riversoptical.com)

## US Optical

**Founded:** 2008

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

**No. of Locations:** 1

**No. of Employees:** 106

**Key Executives:** Robert Cotran, president; Ronald Cotran, VP; Ralph Cotran, VP

**Owners:** Robert Cotran, Ronald Cotran, Ralph Cotran

**Trade Names:** Fastest Lab in America!

**Key Markets:** National

**2014 Est. Net Sales:** \$34 million

**Rx Sales:** \$34 million

**No. of Rx Jobs/Day:** 1,900

**Percentage of Uncut Jobs:** 65%

**Comments:** Proprietary products include Ultimate HD, Advanced HD, Wrap HD, PC HD, SV HD, SVWRAP HD, PC HD and Digital AR Coating. Produces Zeiss, Hoya, Essilor, Shamir, Seiko, Kodak, Crizal, Purecoat, Optifog, Prevencia and Blu Tech lenses. Offers Carrera X-Cede sunglass package program.

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

## VSPOne Optical Technology Centers

**Founded:** 1972

**HQ./Main Lab Location:** Sacramento, Calif.

**No. of Locations:** 12

**No. of Employees:** 1,000

**Key Executives:** Don Oakley, president; Joe Maris, senior vice president, lab operations; Edward Morris, vice president, sales; Dave Delle Donne vice president, business development; Danny Singer, vice president, Eastern region lab operations, Swen Carlson, vice president, Western lab operations

**Owner:** Vision Service Plan

**Trade Names:** VSPOne Baltimore, VSPOne Charlotte, VSPOne Columbus, VSPOne Dallas, VSPOne Fort Lauderdale, VSPOne Hawaii, VSPOne Houston, VSPOne Olympia, VSPOne Sacramento, VSPOne San Diego, VSPOne St. Cloud, VSPOne Tampa Bay

**Key Markets:** National

**2014 Est. Net Sales:** \$228 million

**Rx Sales:** \$228 million

**No. of Rx Jobs/Day:** 11,000

**Percentage of Uncut Jobs:** 8%

**Comments:** Proprietary lens brands include Unity PLx, Unity PLxtra, Unity PLxpression with Cascade Technology, Unity PLxtreme, Ethos progressive lenses, Unity SVx Single Vision, Unity SVxtra Single Vision, Unity SVxtreme single vision, Unity CVx computer lenses, Unity Performance Coatings, Unity stock lenses, and Unity Lenses with blue light protection. Special services and programs include VSPOne

Rewards Program, Second Pair Program. Offers on-site AR including Unity Performance Coatings and Crizal, Purecoat, Teflon, and Zeiss. In-network digital (customized/free-form) surfacing capabilities producing Unity, Shamir, SOLA, Varilux and Zeiss customized progressives and digital single vision products. Schneider automated surfacing technology. 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](http://www.VSPOne.com)

## Vision Dynamics Laboratory

**Founded:** 2007

**HQ./Main Lab Location:** Louisville, Ky.

**No. of Locations:** 1

**No. of Employees:** 72

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

**Owners:** Robert Miniutti, Jeffrey Plank

**Trade Names:** Vision Dynamics

**Key Markets:** National

**2014 Est. Net Sales:** \$9.4 million

**Rx Sales:** \$5.6 million

**No. of Rx Jobs/Day:** 680

**Percentage of Uncut Jobs:** 40%

**Comments:** Proprietary products include Permatint, Sunsmart, Clearlight, Ultrasun. Specializes in glass lens processing. Offers pre-tinted polycar-

Continued on page 58



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## Top Labs Expand and Improve (cont'd)

Continued from page 50

- The US Optical Blu Tech lens series: A new, impact-resistant lens from Eye Solutions Technology that protects against damage from UV radiation and high energy blue light emitted by computers, digital devices, iPhones and iPads. It is now available in US Optical's branded products: The Single Vision HD, the Ultimate HD, the Wrap HD, The Advanced HD and the PC-HD.
- Shamir Duo, a Freeform bifocal that eliminates the segment line and is available from US Optical in 24 hours.
- Two new anti-reflective coatings from Essilor Lens of America: Crizal Optifog for fog-free vision and Crizal Prevencia, an AR coating that protects against harmful blue light and UV.



*Three Rivers Optical president Steve Seibert holds the lab's Unity Independent Lab of the Year award, surrounded by Three Rivers employees and VSP executives.*

- Carl Zeiss' new anti-reflective coatings Allure Plus and Purecoat PLUS which have an ultra extra tough hard coat that offers 50 percent more scratch resistance while delivering crisper vision.

### August, 2014

Three Rivers Optical was named "Unity Independent Lab of the Year" by VSP Optics Group. The award is part of a new program that recognizes the outstanding contribution of independently owned optical laboratories that sell VSP's fast growing Unity Performance Optics lens brand. To win the award, labs must demonstrate an exceptional quality of work that consistently exceeds Unity claim targets and provide superior customer service. ■

[akarp@jobson.com](mailto:akarp@jobson.com)



Continued from page 56

bonate and photochromic lenses.

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

## Walman Optical Company

**Founded:** 1915

**HQ./Main Lab Location:** Minneapolis/St. Paul, Mn.

**No. of Locations:** 40

**No. of Employees:** 1,000

**Key Executives:** Marty Bassett, president/CEO; Charles Pillsbury, EVP/CFO; Craig Giles, EVP; Jobe Sellers VP; Bryan Schueler VP

**Owner:** Employee-owned

**Trade Names:** Walman Optical, Soderberg Optical, Harbor Optical, Toledo Optical, Rite-Style Optical, SEOCO Optical, Walman Soderberg Instruments, X-Cel Contacts, Hydrogel Vision Corporation, Image-Wear, Ultra Optics, ADO Buying Group

**Key Markets:** National

**2014 Est. Net Sales:** \$300 million

**Rx Sales:** \$165 million

**No. of Rx Jobs/Day:** 8,600

**Percentage of Uncut Jobs:** 10%

**Comments:** Proprietary brands include Callaway, London Fog, Stepper Eyewear, Betsey Johnson, Sundance, Wiggles and Wildflower frames. Offers digital surfacing and AR capabilities, producing Varilux, Shamir, Zeiss, Seiko, and digital house brand lenses on-site, as well as Crizal, Zeiss, Sentinel Plus UV, 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. ADO ONE program powered by the ADO Buying Group. Produces educational seminars including Walman U, North Focus University, ADO seminars, and partners with Transitions and The Williams Group for 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 Response Element for online ordering of

marketing materials. State of the art digital surfacing and AR capabilities, producing Varilux, Shamir, Zeiss, Seiko, and digital house brand lenses on site, as well as Crizal, Zeiss, Ultra, and house brand AR. Provider lab for both VSP and EyeMed orders. Online Rx order submissions accepted through major portals including DVI Remo, Eyefinity, and VisionWeb. ADO ONE program powered by the ADO Buying Group. Featuring educational seminars Walman U, North Focus University, ADO seminars, and partnering with Transitions and The Williams Group on training and education events. Industry's largest independent consultative sales force. Proprietary products include Callaway, London Fog, Stepper Eyewear, Sundance, Wiggles and Wildflower frames. New tablet and Internet tools include the new SpecTech iPad app and system, Innexus Web site systems, and Response Element for online ordering of marketing materials. Members of Transitions Heritage Labs.

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