



Excellence in Sight

QUARTERLY PROVIDER NEWSLETTER | ISSUE: SPRING 2011

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Classic
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MESSAGE FROM DAWN

I am pleased to introduce "Excellence in Sight," Classic Optical's quarterly customer newsletter! Our intention with this first newsletter is to re-introduce you to our lab and the team of people that make us the preeminent wholesale ophthalmic fabrication laboratory in the nation. In this inaugural edition and successive editions we will provide you with helpful, topical information concerning the optical industry and current happenings at the lab, as well as information on products and services that we hope you will find valuable. We want this newsletter to be a resource for you, and I encourage you to submit any comments or suggestions to newsletter@classicoptical.com.

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In many ways I have been with Classic Optical since the beginning. As the daughter of the owner, I grew up in the business. My first job at Classic Optical was at the age of 11, "traying up" frames during the summer, so it was obvious that child labor laws did not apply to me! I went on to earn my Bachelor of Science degree in business from Tulane University and later a law degree from The George Washington University Law School. After a decade of working in the public and private sectors I returned home to my "Classic Family." For the last ten years, I have drawn on my business and legal education and decades of prior work experience, to move Classic into the new millennium and strategically position us for the future. We continue to be committed to ensuring optimal performance of our lab operations, while maintaining a steady focus on achieving 100% satisfaction for all of our customers.

As you may know, Classic was founded in 1970. In 2010 we not only celebrated our 40th year in the ophthalmic industry, but also were recognized as one of the Top Labs in the country, and were commended for having one of the industry's premier websites. For over four decades, Classic Optical has been serving the wholesale ophthalmic fabrication needs of the doctors we work with from coast-to-coast. Throughout that time we have sustained our reputation for quality craftsmanship and true precision with every pair of eyeglasses we make.



Dawn Friedkin
Chief Operating Officer
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Our lab today is one of the nation's largest independently owned wholesale optical laboratories. We produce close to 450,000 eyeglasses annually and, over our forty years in the business, have fabricated nearly 15 million custom eyeglass orders. We invest in the best people, the latest technology, and the most advanced equipment to craft high quality, precision-engineered eyewear for your patients. To ensure cost-containment, rapid turnaround and the best possible products, the lab is largely automated with the most advanced robotics available in our industry, which we feel is essential for the efficient manufacture of high quality, cost-effective products. We are also at the forefront of the industry with in-house digital surfacing, which is revolutionizing the way labs operate and is enabling a reduction in inventory, expanded product offerings, and the creation of the most precise Rx's. As a result, "High-definition" precision is now available from Classic!

None of this would be possible without the loyal support of our customers. From the entire Classic Family, thank you for your business. Your success is our success! Please feel free to contact me directly if I can ever be of assistance to you or your organization in any way.



CLASSIC OPTICAL MISSION STATEMENT

Classic Optical has an unwavering commitment to its Mission Statement that reads:

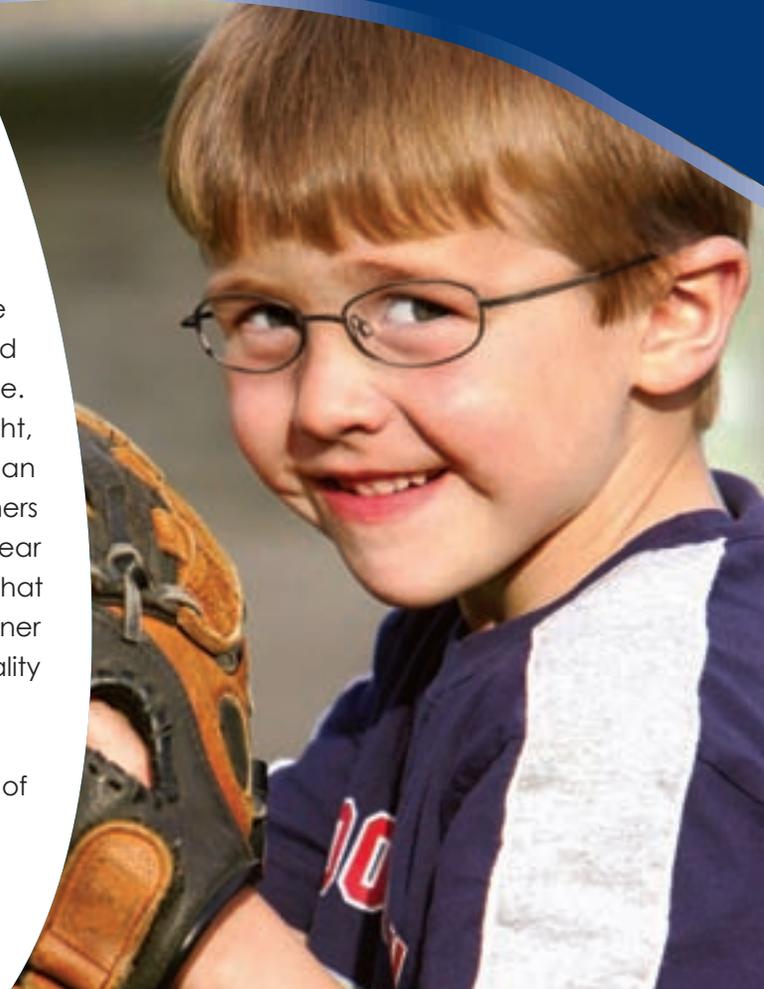
“Classic Optical’s mission since inception has been to be the preeminent wholesale ophthalmic fabrication laboratory nationally; we focus on providing the highest quality products at competitive pricing and build superior customer relationships through the delivery of unrivaled value.”

COMMUNITY OUTREACH

In 2010, Classic Optical made a charitable contribution of nearly 60,000 lenses to OneSight. OneSight exists to restore and preserve clear vision for the millions of impoverished individuals with impaired eyesight in need worldwide. According to Michele Carter, Inventory Planner at OneSight, “The bifocal lenses Classic donated will definitely have an impact on our global recipients. OneSight and our partners manufacture over 80,000 new pairs of eyeglasses each year to support our global clinics. These lenses will be used for that project.” Classic Optical is exploring other initiatives to partner locally, regionally, and nationally to make good vision a reality for all.

To learn more about Classic Optical and see a short video of the lab in action, visit “In the News” at:

www.classicoptical.com.



CUSTOM ORDERS

Every pair of eyeglasses is unique. Why? Because each pair is made to an individual's unique requirements – specific prescription measurements, eye shape and size, face shape, individual preferences and choices for special lens features and frame styles. Eyeglasses are like custom-tailored clothes – created specifically for each and every individual!

Classic Optical specializes in producing custom-made, prescription eyeglasses for each order that we receive. We then deliver those exceptionally well-crafted eyeglasses to you, the eyecare professionals we serve.



IMPORTANCE OF EYEGLASSES

Eyeglasses have changed our world and rank as one of the most important tools and inventions of all time. Without them, about a third of the world's population would spend their days wandering around in a haze. Eyeglasses have had a staggering effect on the daily lives of millions because they:

- Make workers more productive and accurate
- Allow people to work into old age
- Encourage the spread of literacy
- Prove humans can overcome their own physical imperfections

Eyeglasses are a life-style enhancing medical device, and help us fulfill our potential be it at work, or play.



PRODUCT FOCUS - SHAMIR

Classic Optical provides our customers with three key elements: cutting-edge technology, superior customer care, and the best available products in the optical market. To that end we have been working with Shamir and have been very impressed with their lens designs. Development of the Shamir lens designs begins with their proprietary software program, which simulates the movement of the human eye. The resulting lenses provide patients with uncompromised visual acuity. Many of the Shamir lenses have won the OLA's Award of Excellence for Best Lens Design.

The Shamir Freeform® lens known as Autograph II® is branded as Your Personal Lifestyle Lens™. It comprises a family of individually back-side designed lenses that include the patient's personal attributes in each lens, along with the following two built-in technologies: As-Worn Technology™ fine-tunes a patient's Rx by calculating three distinct measurements into the design (vertex distance, pantoscopic tilt and panoramic angle); FreeFrame Technology™ provides an even better visual experience by taking the patient's frame choice into account to adjust the design of the lens to match the frame fitting and height. We believe that through these advancements, Shamir has taken Freeform® lenses to the next level. Our customers continue to comment that these lenses truly give patients a "Wow" experience with the clarity and visual acuity that was not possible prior to this technology.

THE FUTURE IS HERE

Today we work with ever thinner and lighter lenses made of plastics instead of glass. At Classic Optical we are digitally transforming the way people see. Since 2009 we have been digitally surfacing lenses in-house. This current evolution in the optical industry is analogous to what has taken place with television - from black & white to color, from analog to digital and now to high-definition.

Free-form lenses allow for clarity in vision that was never before possible. Classic Optical has proven expertise using the very latest advances in ophthalmic lens fabrication. Free-form technology allows us to create sophisticated ophthalmic surfaces on the spectacle lens. Using a precise diamond tool that cuts curves with a single point, Classic Optical can reproduce virtually any complex multi-curve surface ordered.



MEET OUR LAB TEAM



LABORATORY OPERATIONS

*Rodney Remsey, L.D.O.
Director, Laboratory Operations*

Classic Optical's daily laboratory operations are managed by Rodney Remsey, who joined Classic Optical in 1986. Rodney is a licensed optician. He brings his lifetime of optical experience to Classic, having performed every position in the lab and worked his way up to his current position as Director of Lab Operations. Rodney's hands-on experience at Classic is perfectly complemented by his years of participating in numerous optical equipment training seminars and regular visits to optical labs around the world. Rodney oversees all laboratory operations including production, process management and quality control. Rodney manages close to 100 Classic lab technicians, providing direction, organization and coordination. Rodney has built a cohesive team and manages lab operations directly through an experienced group of senior managers, most of whom are licensed opticians, and each of whom have been with Classic in excess of 20 years. Rodney's responsibilities also extend to oversight of the manufacturing equipment acquisition team where he helps define output requirements and performance standards in the machinery evaluation process.



SURFACING

*Harold Sample, L.D.O.
Manager, Surfacing
Assistant Laboratory Operations Manager*

Harold Sample started at Classic Optical in 1986 as an Optical Technician on wash-up, and over the years has worked his way up into his current lab management position. In 1988, Harold moved into the surfacing department as a master in blocking, generating, fining, and polishing; he also assumed the lead as the surface unit's machine repair technician. Harold has attended various technical schools and has obtained manufacturer certification in the calibration and repair of every machine in the surfacing department, as well as almost every machine throughout the optical manufacturing process. In

2007, he earned his L.D.O. certification and became the surface department manager, overseeing all surfacing processes from pre-inspection, blocking, taping, generating, fining, polishing, wash-up, coating and surface inspection. Harold is highly skilled in both traditional and digital surfacing. He is expert at and oversees the surfacing of all complex prescriptions, including myodiscs and slaboffs. With his promotion to Assistant Laboratory Operations Manager, Harold is now responsible for overseeing the manufacturing process in both the surface and the finish departments.



FINISHING & QUALITY CONTROL

*Tina Colburn, L.D.O.
Manager, Quality Control
Manager, Finishing*

Classic Optical recognizes that its reputation and success depend on the quality of the goods and services it produces. To ensure that its goods are of the highest possible quality, Classic Optical's Quality Control Team, headed by the Quality Control Manager, Tina Colburn, a licensed optician, monitors quality and efficiency throughout the production process. Tina has been with Classic Optical since 1990 and is cross-trained to perform every position within the lab. Tina manages all of Classic Optical's COLTS-related certifications and implementation. In the Finish Room, Tina manages a completely automated finish line and dozens of experienced lens inserters. Under Tina's guidance, highly skilled craftspeople, using the most advanced robotic blocking, verifying and edging systems available on the market produce thousands of pairs of perfectly assembled eyewear daily. Tina also oversees a team of highly skilled, experienced inspectors who conduct a comprehensive final check on every order. Every job is assessed for both optical and cosmetic perfection, including a 14-point final inspection and assessment of power, axis, prism, centration, seg heights and all optics, as well as a cosmetic inspection of alignment, coatings, bevel, and surface quality. Tina's team thoroughly cleans, cases and packages each pair of eyeglasses for shipment. If the eyeglasses are not perfect, Classic Optical does not ship them until they are.

SERVICE EXCELLENCE

Letter of Recommendation

Provider Office - Santa Barbara, California

"Our company has been doing business with Classic Optical for more than five years now. I personally have shopped for wholesale labs and have done business with more than I cared to. Since we switched to Classic Optical, they have been our only wholesale lab that we will outsource to. Their quality and turnaround is exceptional. Their competitive low pricing is a bonus that makes them stand out above the rest.

"The real reason that makes them exceptional though is their customer service. Their team handles our account with extreme efficiency. Their information seems instant and they always follow up as needed. On many occasions they have gone above and beyond to help us out. I can very easily say Classic Optical is one of the best companies that we do business with."



CUSTOMER SERVICE

Mary Anne O'Toole

Manager, CSR Team

E-Mail: maryanne@classicoptical.com

Phone: 330.759.8245 ext. 311

Under Mary Anne O'Toole's leadership, we have developed a customer-service team that is expert in each client group's specific requirements. On average, our devoted customer-service team members have held their positions for more than ten years and they work together to deliver the highest level of customer service. These highly skilled and dedicated associates have a singular goal to exceed customer expectations on every call, for every patient. This exceptional team of knowledgeable, caring, helpful individuals listens closely to our customers and strives to do whatever it takes to ensure both satisfaction and total delight. Be sure to contact any of the following team members if you have a question about an order, want to learn about a new product, or any other way we can be helpful. They are awaiting your call.

Lynn Dean, ext. 320

Della Guzman, ext. 317

Theresa Jaskowiak, ext. 323

Karla Moore, ext. 318

Mary Louise Shipley, ext. 308

Kathie Wachter, ext. 319

Shelly Zareva, ext. 316



CLASSIC GREEN

Starting with this issue, Classic Optical is going green. Instead of mailing copies we will email future issues to as many of you as possible. This not only saves paper, ink and postage, but also means quick delivery.

If you're not reading this on your computer (via email delivery), please send us your email address to service@classicoptical.com. We thank you and Mother Earth thanks you too!