

BLOCKBUSTERS



Practice Management and Purchasing Services for Independent Eye Care Professionals

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Blocknotes

Spring Cleaning

Spring is in the air and it's a good time to think about sprucing up your office. Often we are so busy on a day to day basis working with patients, doing paperwork, and spending time with sales reps that we don't have a chance to take an objective look at our offices.



Michael Block

We tend to take for granted how others view the physical appearance of our dispensary, exam rooms and even our laboratories. People have confidence in an office that is neat, clean, modern and up-to-date. As an example, walk into a high-end jewelry store or a designer boutique or a department store such as Neiman Marcus and look at the walls, look at the floors, and even look at the ceiling. The executives of these retailers know the value of making sure that everything is neat, clean and current. By that I mean, no stains on the carpeting, no marks on the walls, and no stains on the ceiling tiles from an old leak. Personally, when I go to the office of a doctor or dentist and it isn't current, neat and clean, it causes me to question the competency of the practitioner and his or her staff.

All this being said, walk into your office one day (I recommend doing this on a day off) and just look around your waiting area, dispensary and exam room, and ask yourself objectively if your location is one that you would feel comfortable trusting with your eye health.

Your waiting area should be comfortable, spotless and stocked with current magazines and contain neat, current point of purchase materials. The dispensary should include well-stocked and organized frame displays. High end products if you carry them, should be prominently located in appropriate displays in a special location. Dispensing tables should also be clinically clean and wiped down with disinfecting wipes after each patient.

Your exam room should always look perfect. Your chairs and exam equipment should be up to date and the room should be clutter free and professional.

Also, make sure that your laboratory is kept neat, clean and current. Oftentimes patients will walk by or they may ask to see where the eyeglasses are assembled. The machinery should be current, neat and clean, tools should be hanging on appropriate racks, and trays should be in neat, organized stacks. And while you're in there, take a look at your edging equipment and make sure that it is state-of-the-art. It will not only impress your patients, but will also help to improve your bottom line by reducing breakage, spoilage, and be a great time saver.

If you feel comfortable that your office passes the so-called 'white glove test' and you are in compliance with all the suggestions stated above, then you need read no further. If however, your objective assessment of your office is less than perfect,

continued in box to right...

...continued from left

spring is the perfect time to prepare to make changes during the slower summer season.

This would be a good time to contact Fashion Optical Displays, one of our Block Practice Builders, who can assist you with every facet of office renovation. Dispensary design service is free to Block members. And if you're considering new exam room equipment or have been thinking about a new edger, contact Block Practice Builder Briot / Visionix. Both of the above offer excellent savings to Block members.

It's a well-known fact in retail that updates and renovations lead to increased consumer confidence and ultimately improved sales. **BBG**

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Elite Vendor News

Lafont Adds Handcrafted PLAIRE for Spring

"When I design each frame, my goal is to enhance a woman's natural beauty, taking careful consideration to complement rather than overpower," says chief designer Thomas Lafont. "The PLAIRE was designed specifically to mimic mascara - taking a bright-eyed look into play with half a dozen colorful options to choose from. Two-toned layers of acetate finish off the makeup look with a contrasting eye shadow effect." Visit lafont.com or call 800-832-8233.



WestGroupe Adds FYSH UK Model F-3536

This full rim acetate frame features a modified retro shape. Geometric press pattern on the front and temples adds style and texture. The unique acetate moves from a smoky solid shape on the top and temple to a gradient, translucent pattern on the bottom. In soft, neutral spring colors of purple smoke, black cognac, grey smoke and nude blush. WestGroupe customers call 855-455-0042. U.S. Western states customers call Clasique Eyewear 866-604-5700. Visit fyshuk.com.



Safilo Introduces Kids by Safilo Devoted to 0-8 Year Olds

Frames are flexible, safe and free from sharp surfaces and edges, and are also lightweight and stable thanks to the lower bridge and the special design of the temples with a horizontal bend. The lenses cover the entire field of vision ensuring effective correction. Frames are made with flexible, stable and washable materials, and are discreet on the child's face, almost invisible, especially for the youngest ones. All frames are 100% made in Italy and developed in light, safe and bio-based materials. Call 800-631-1188 or visit safilo.com.



Aspex Eyewear Adds BMW Styles

Unisex sunglass model B6512 is made of acetate and features polarized lenses. In colors dark brown & marble brown, dark grey & light green & crystal, and black. Men's sunglass model B6515 is also made of acetate and features 360° Turboflex hinges and mirror lenses. This model comes in demi amber, marble blue & black, and black. Visit aspexeyewear.com or call 888-416-3937.



Luxottica Announces Naomi Campbell & Jourdan Dunn in Burberry Campaign

For Spring / Summer, Burberry introduces The Gabardine Collection of sunglasses and optical frames for women. This collection references the brand's iconic fabric which was invented by its founder Thomas Burberry in 1879. New models feature two distinctive gabardine-inspired temples - a draped temple created using a casting process traditionally used in fine jewelry and sculpture, and a twisted temple. Available in a range of materials, colors and styles including polished metal and acetate frames. The collection also includes a limited edition oversized round frame with an 18K gold-plated draped gabardine temple. Visit luxottica.com or call 800-422-2020.



Tura Adds Humphrey's Style 583051

This women's frame features an uplifting brow-line with rounded lens corners. Frame front includes an inlaid pop-of-color metal top bar while temples feature pop-of-color metal inlay along the bottom edge. Spring hinges are colored to match color metal inlays. The Humphrey's "H" emblem is blind lasered on the temple. In colors brown and blue. Call 800-242-8872 or visit tura.com.



Morel Releases the Koali Chloris

With the help of Mazzucchelli, Morel has created a material made up of acetate strands in opaque colors that are embedded in a translucent colored base. The Chloris concept is fitted with thin temples and a flex hinge, and is available in three models and colors ranging from purple and plum, to bright red, black, blue and hazelnut tones. Call 800-526-8838 or visit morel-france.com.



Ogi Eyewear Adds Charismatic Model

This vivid rectangular cat eye shape features unique triple layered acetate in bold and energetic colors. Matching striped temples add an extra pop of color. In brown/tan, purple/blue, burgundy/green, and green/yellow. Call 888-560-1060 or visit ogiframes.com.



Elite Vendor News

ProDesign Adds Essential Models 1406-1408

These titanium frames emphasize coloration. Fronts and temples are colored separately and assembled after. The temple is colored in reversed order of the front, and the endtip reverses the colors again. Titanium parts are finished with rubbercoat while the endtips are sand-blasted. Two shapes for women, one semi-rimless and fullrim, and one shape for men, semi-rimless in two sizes. Call 800-654-6099 or visit prodesigndenmark.com.



Rem Eyewear Adds John Varvatos Styles

John Varvatos and his trademark detailing have become synonymous with cool. Three optical and four sun additions include an assortment of high quality materials and iconic elements unique to the four John Varvatos Eyewear collections - Soho, Artisan, Classic and Bowery. Featured left are V204, V205, and V796, and right, V797 and V603. Visit remeyewear.com or call 800-423-3023.



Altair Unveils Tommy Bahama for Spring

This collection delivers refreshing modern shapes, crisp coastal colors and elevated tropical patterns. For men, handsome horn patterns, fresh matte finishes and iconic basket weave designs complement new contemporary shapes with an introduction to XL sizing. The women's collection features tropical tortoisés, oceanic prints and nautical design details. Featured are TB4033, TB4036, TB4040, TB5036, TB5037 and TB5039. Call 800-505-5557 or visit altaireyewear.com.



ClearVision Optical Adds OP Eyewear Styles

With a nod to the brand's vibrant styling splashed with a tropical vibe, the three Op "Sherbet" releases light up youthful faces with colorful sweet, on trend designs. Featuring "frozen treat" shades like chocolate, mint, cherry and blueberry, and each full acetate style comes in six colors and one size each. Featured are Gelato, Popsicle and Sherbet. Call 800-645-3733 or visit cvoptical.com.



Charmant Introduces CHARMANT TITANIUM for Spring / Summer

CHARMANT TITANIUM wearers seek out high-quality, practicality, and beauty to enrich their daily lives. Their fashion choices are contemporary and comfortable. Featured are women's styles CH12122 and CH12123, and men's styles 11430 and 11431. Visit charmant.com or call 800-645-2121.



Marchon and Salvatore Ferragamo Extend Licensing Agreement

The agreement will now run until December 2021. Produced exclusively in Italy, the Salvatore Ferragamo eyewear collections are the perfect interpretation of the brand's history, heritage and style. The collections are distributed world over in Salvatore Ferragamo mono-brand boutiques, leading stores and specialist optical shops. Featured are SF767S and SF724S. Call 800-645-1300 or visit marchon.com.



Spy Optic Adds Weston

The Weston offers a touch of flair and strong lines. Fashioned from hand-made acetate with spring hinges, the Weston is a classic fit for any face in matte black, classic camo tort, and pink sunset. Visit spyoptic.com or call 855-655-8980.



Modo Extends Super Thin Plastic Collection

The new additions to this acetate collection embrace the color story of marbled hues and patterns and feature the signature metal on metal hinge. The two men's shapes are classic squares re-designed with a modern touch. Both shapes have a straight yet casual brow line. Cat-eye inspired, the two women's shapes are rectangular with a flattering upsweep. Featured are models 6522, 6520, 6519 and 6521. Call 800-223-7610 or visit modo.com.



Fatheadz Delivers Oversized Frames

Fatheadz is the original cost effective solution to price sensitive buyers, featuring a full line of metal and plastic over-sized frames with eye sizes up to 65mm. **Now through May 31, buy 10 frames and get 2 free!** Call 800-561-6640 or visit fatheadzeyewear.com.



Elite Vendor News

Silhouette Releases adidas Evil Eye Evo

During riding, vision can be compromised by head-and-body position, weather, and light conditions. The evil eye evo offers a huge field of vision and delivers excellent protection from sun glare and wind thanks to its extreme wrap-around design. The unique dynamic shape creates more air volume behind the lenses, which combined with the air circulation created by the climacool® ventilation reduces fogging and maintains clear vision. Four-position Nose Bridge™ and the three positions of the adjustable temples allow perfect fit. Features detachable sweat bar. Visit adidas.com/eyewear, silhouette.com or call 800-223-0180.



Eastern States Bows Spring Chantal Thomass Collection

Chantal Thomass is noted throughout Paris for feminine, sexy lingerie. The new six frame collection utilizes bright new colors for a fresh, inspired vibe. Purple, violet, green, pink, cream, and red combine with traditional acetates like black and tortoise. The brand diversifies its selection of shapes with several modified rectangles and squares which complement the French inspired upsweeps and cat eyes. Brand themes from the lingerie inspire the design of the eyewear. Model CT14053 features a corset on its endpiece while model CT14052 uses a tiny bowtie on its temples. Call 800-645-3710 or visit eseyewear.com.



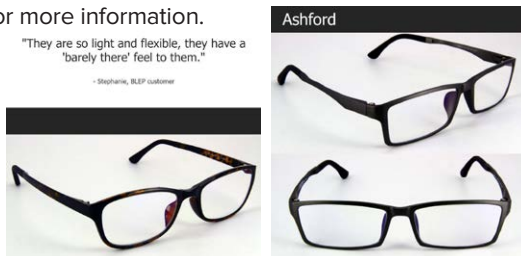
Supplier Announcements



Blue light is the high-energy visible (HEV) wavelength in the 400nm-500nm spectrums, which gets emitted from digital devices such as televisions, computers, tablets, smartphones, and fluorescent lights. Medical studies have shown that overexposure to HEV light causes oxidative damage to the retinal cells increasing the long-term prevalence of Age Related Macular Degeneration (ARMD). Kids and the aging population are even more at risk due to the lack of retinal pigment density. The average person views digital devices for 6-7 hours at close proximity. BLEP, Inc. is the first and only company that offers CLEAR blue light protection in premier computer glasses in magnification +.5 to +3.00 in .25 increments and non-Rx glasses for adults and kids that are heavy digital users. BLEP Eyewear offers protection, increased contrast, and high quality frames for ALL your patients. Set up your account at blepeyewear.com or e-mail blepeyewear@gmail.com for more information.

"They are so light and flexible, they have a 'barely there' feel to them."

*Stephanie, BLEP customer



Revolution Introduces Carbon Fiber Model

Carbon Fiber models have the strength of metal and are almost weightless. The temples have rubber tips for a comfortable grip. Along with Revolution's Patented Bottom Mounted Clip-ons and built-in magnet embodiment these models are a win-win. Featured is RCF209GUN. Visit revolutioneyewear.com or call 800-986-0010.



Allure Eyewear Offers First Order Specials

Allure Eyewear offers quality branded products at incredible value. Each collection incorporates trend right shapes and design elements that encompass the brand's individual design philosophy. Styles are contemporary, modern and appealing to a wide variety of consumers. First order specials: 30-60-90 terms or buy 10 frames, get 1 free. Call 866-255-8738 or visit allure-eyewear.com.



Wiley X Introduces Changeable Series WX Valor

CHVAL05 pairs new bold, eye-catching Polarized Crimson Mirror lenses with a stylish new black 2-Tone Changeable Series frame. Rx ready WX Valor models are popular with hunters, shooting sports enthusiasts and tactical users for providing sharp vision and advanced eye protection. Call 800-776-7842 or visit wileyx.com.



Modern Optical Introduces Four Modern Art Styles

Beautiful laser-engraved stainless steel styles feature unique patterns that texturize each frame surface from brow lines to the thin graduated temples. With matte-finished neutral tones along with varying shades of blue and purple. All styles use silicone pads and two include spring hinges. Call 800-323-2409 or visit modernoptical.com.



Alternative Eyewear Adds Clip Tech Models

Model 3772 features a bold, retro shape combined with cool temple details and a keyhole bridge. The 3774 and 3775 feature the chunky acetate look with interesting patterns and eye-catching color. All three are made from high-quality acetate and come with a rimless, light, back mounted polarized magnetic clip-on. Call 888-399-7742 or visit alternativeeyes.com.



Zyloware Adds Invincilites Model

The customizable Sigma O is a 3-piece compression rimless metal front. This geometric shaped frame features an ultra-thin stainless steel endpiece and colorful Grilamid® temples that hold flat, and snap-in nose pads. Call 800-765-3700 or visit zyloware.com.



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Supplier Announcements

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Opticote™ designed Fog Free coating with wearer safety in mind. Accidents happen more frequently when vision is obstructed - just because you're wearing safety glasses doesn't mean you're protected. Fog Free prevents the dangerous and blinding 'white wall effect' that impairs vision. Don't chance your safety in the workplace - make sure your lenses are coated with Fog Free by Opticote™. Visit opticote.com, call Michael 800-248-6784 x 103, or e-mail rxsales@opticote.com.



Smilen Introduces Red Carpet Collection

The name Red Carpet has always been synonymous with high fashion and celebrity status. With innovative new designs and provocative colors this collection lives up to its name. The five models featured epitomize the sophisticated look of this series (RC66, RC67, RC68, RC69, RC71). Call 800-887-5675 or visit smileneycwear.com.



Clariti Adds Konishi and Monalisa styles

Konishi acetate KA5810 is designed with fashionable accent stones on the front and temples, and is available in sugar plum, mocha with cream and ebony black. Monalisa M8822 is a brilliant oval frame designed with Spring's most charming colors of pretty in pink, luscious purple and mocha, with lovely colorized floral accents with stones on the temples that shine. Call 800-372-6372 or visit claritiewear.com.



L'Amy Launches KENZO Eyewear

KENZO Eyewear consists of ophthalmic and sunwear. The KENZO trademark is spontaneity and fun, with a fresh attitude with respect for the heritage of the brand. This collection is for the woman or man who's not afraid of colors and prints, and will launch with 23 styles. Featured are models KZ315601, KZ315801, KZ221903 & KZ221801. Call 800243-6350 or visit lamyamerica.com.



Best Image Adds Plume Paris Ville

Unisex Plume Paris model is made of stainless steel. Ville comes in colors of brown/chocolate, violet/purple, and red/wine with size 50/18/138. Call 800-688-7661 or visit bestimageoptical.com.



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Poet's Eyewear Introduces New Coco Song Models

These new models join an already unique and distinctive collection. Silks, feathers and flowers are inserted into the layers of the frames by expert artisans using ancient techniques. Sensual and sophisticated shapes are embellished with semi-precious stones. Featured are Party Dance, Home Town, Funky Blue, Fire Eye, Electric Lady and Double Trouble. Call 305-763-8981 or visit poetseyewear.com.



Costa Introduces Models Loreto and Palapa

Hybrid sport metal model Loreto is a medium fit aviator built with quality Monel metals, integral hinges and durable nylon arms, and features no-slip silicone nose pads and hypoallergenic rubberized temple tips. Palapa is a smaller, square-shape lightweight frame with the same features. Both frames are Rx'able. Visit costadelmar.com or call 800-447-3700.



Gold & Wood Has Exclusive Offer For Block Members

From May 1, 2015 through Vision Expo West in September, Block members will receive the following special terms on their opening orders:



Place a 20 piece opening order | Receive a 10% discount
Receive 30/60/90 day terms

In addition, after the opening order is placed, any orders of 20 or more pieces will also receive the above terms (regular discount through Block is 3%). For additional information please contact your Gold & Wood sales representative. Visit gold-and-wood.com to view their exquisite collection of optical and sun styles.

BrillenEyes Adds Sixteen New Dutz Eyewear Models

For Spring / Summer, styles include Wagner stainless steel from Germany, handmade Mazzucchelli acetate and acetate/stainless steel combo styles. Featuring two kids and two teen models, and full and semi-rimless men's and ladies frames. Models 552-15, 2138-35, 2143-45, and 129-75 are featured. Call 949-215-9661 or visit brilleneyes.com.



A&A Optical Adds Two Jimmy Crystal New York™ Ophthalmic Frames

This collection is comprised of striking limited edition pieces. Each style is unique and features hand set Swarovski elements. Designer pieces include ophthalmic eyewear, sunglasses and reading glasses in acetate, metal and combinations. Featured are Elegant and Irresistible. Call 800-492-4465 or visit aaopticalco.com.







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Marcolin Launches New Emilio Pucci Collection

Refined materials, stunningly modern design, sophisticated production techniques, master craftsmanship, attractive construction and the pursuit of quality are the defining features of these new creations. Brightly colored prints bring the eyewear to life in both optical and sun. Call 800-537-9265 or visit marcolin.com.



Value Optical Supply Now Offers a 25% Discount

Block members now receive a 25% discount on optical supplies and cleaning cloths. Their popular, already low priced products include:

- Lock & Tap Screws (100% stainless steel, anti-loosening coating, large Phillips screw head prevents slippage, popular replacement sizes)
- Symmetrical Silicone Nosepads (Non-slip & hypoallergenic, clear, lightweight & flexible, popular replacement sizes)
- Microfiber Cleaning Cloths (Large 6" x 7" cloth, free logo imprint min. 1,000, many color choices.



Call 800-377-1795 or visit kdeyewear.com to receive a FREE 5-piece sample kit.

BBG Lab Notes

Carl Zeiss Vision Offers New ONEZEISS Program

Interested in purchasing Meditec Equipment for your practice? Worried about the monthly payment? Speak with your Carl Zeiss sales rep to find out how the New ONEZEISS Program can help! **In addition...** Carl Zeiss Vision's Welcome Program provides a 50% discount to Block members for each new ZEISS account for the first three months of purchasing. In addition, existing accounts that average less than \$1,000 in sales per month for the previous quarter are eligible for this 50% discount. At the conclusion of the Welcome Program, the everyday discount for Block members is 33% on discountable products and services regardless of monthly volume. Call 800-518-7716 or visit zeiss.com.



Precision Optical Group Offers Help For Myopia

Spending more time indoors on electronic devices and less time outside is adversely affecting kids' eyesight. More than half of the children in the US and Europe are now myopic. P.O.G. Labs offers glass, plastic, polycarbonate/Trivex, and high-index lenses to help children with myopia. Zero Glare coatings line offers AR, DES, UV and Zero Scratches. Products made in the USA. Call 800-497-9239 or visit poglabs.com.



Envision Your Rewards With Shamir

Shamir and Block have teamed up to provide BBG members with special, enhanced re-wards for lenses purchased under your Block account at an authorized BBG lab. Enroll to take advantage of this program. Call 877-514-8330 or visit shamirlens.com.



Hoya Extends Discounts

Hoya has extended its tremendous discounts to any new or reactivated account through April 30, 2016. Accounts that bill \$1,000 per month will receive significant savings for 90 days. Also, purchase \$1,000-\$3,999 per month to receive special discounts on non-Hoya brands and even higher discounts on Hoya-brand progressives and coatings. Purchase \$4,000+ per month, and discounts increase even more. The National Hoya Honors Program is available to Block accounts with at least \$1,000 per month in net purchases. Visit hoya.com or call 972-221-4141.



Earn Rebate Credits with Luzerne

Elite Vendor Program: Bill \$7,000+ per month with Luzerne, and BBG will rebate your account 1% monthly. Call 800-233-9637 or visit luzerneoptical.com.



BBG Welcomes Robertson Optical

ROL is a technologically integrated, independent ophthalmic lab network with internal state-of-the-art Digital Free-form lens capabilities, premium AR coating centers, MEI specialty finishing capabilities, and glass lens processing. ROL's exclusive premium Digital Free-form Coz  Collection includes Coz  ADL and Coz  Wrap, Coz , and Vista offering Shamir, Carl Zeiss customized lenses, Carl Zeiss / AO Sola lenses, Kodak and Seiko. Premium AR coatings include ROL's exclusive premium Royal AR Collection with backside UV. ROL is an approved VSP, VCP and VBA network. Three locations service the entire US: Loganville GA 800-929-2765, Columbia SC 800-922-5525, and Greenville SC 800-223-0890. Visit robertsonoptical.com.



i-see Optical Lab Extends Offer

i-see 5 Progressive Lenses offer your patients a smooth, easy design and you get the best pricing possible. Starting at just \$21.95, BBG members receive 1 free pair with every 5 pairs bought, in any material. i-see Optical is also offering \$10 off per pair of Varilux Digital Lenses voted as the most prescribed Progressive Lens. Open an account with i-see Optical through Block, and i-see will send you a \$50 American Express gift card after two month of ordering with no minimums. You can also order from the i-See Optical Facebook page. Visit iseelabs.com or call 800-257-7724.

