

BLOCKBUSTERS



Practice Management and Purchasing Services for Independent Eye Care Professionals

VOL. XXXII NO. 07 JULY 2015

Blocknotes

Block Business Group: On The Road...

Block Business Group is on the road to meet and greet our members around the country with our 'Wine, Dine and Dazzle' educational events.

Along with our vendor partners and practice builder affiliates, BBG is touring the country to make our members aware of dispensary management programs and discounts available through Block. Recently, we have conducted these events at premium restaurant venues in Boca Raton, FL, Philadelphia, PA, Hartford & Stamford CT, and Northern New Jersey. The response has been overwhelming and the comments from those in attendance has been very positive...



Michael Block

"What a great networking experience! As a new business owner it was a wonderful opportunity. We met some great people, made some new contacts, and had a fabulous dinner. We truly enjoyed ourselves!" – Kimberly Lajoie-Ray of Ray of Sunshine Optical West Hartford, CT

"We have been a Block member for a number of years and appreciate being able to make some of our purchasing more cost effective! Thank you for hosting such a lovely event – delicious and informative." – Judy Kehr of The Eye Store in Dresher, PA

"At Luxottica we are emphasizing the importance of education. It's great to see that Block Business Group is sharing a similar vision in the quest to grow our industry. Meetings like these are great opportunities to share and learn best practices from vendors, peers and of course from Block Business Group." – Michael Fitch, District Sales Manager / Luxottica

"On behalf of Carl Zeiss I would like to thank Block for allowing us to participate in their educational program. From the open discussions following the presenters, it was clear that all attendees gain some further knowledge and insight into our industry and the direction we are headed. In order for ECPs to truly thrive, they need an excellent partner. It is very clear that Block wants to be that partner." – Michael Connery, Business Development Director East / Carl Zeiss Vision

The format of these meetings is dispensary management tips from representatives of Block and two or three of our top suppliers and practice builder affiliates followed by fine dining, and an opportunity to network with your peers. Below is a list of some of the cities we will be visiting this year. If you are located in these areas and would like to participate, please contact us as early as possible as space is limited and reservations are filled on a first come first served basis. Invitations will be coming out prior to the events. For further information or to sign up now, please feel free to contact Rachel Block Smith at rachel@blockbg.com or 800-524-1480 ext. 222, or Carolyn Walsh at cwalsh@blockbg.com or 800-524-1480 ext. 205.

We look forward to seeing you soon in your hometown.

July 22nd in Baltimore, MD / Washington DC
August 19th in New Hampshire
October 21st in Boston, MA
November 11th in Atlanta, GA
December 9th in Miami, FL

Future locations and dates to be announced...

...at The Capital Grille in Hartford & Stamford, CT



John Stepensky of Stepensky Opticians New Britain, CT (left), Roger Troie, LO, of Karol Opticians Wethersfield, CT (middle), and John Stepensky, Jr.



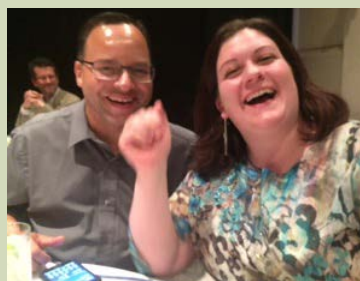
Tim Martin, Regional Business Development Mgr. Carl Zeiss Vision (left), and Thomas Prignano, OD



Dr. Ami Ranani of Somers Eye Center in Somers, NY (left), and John Bonizio of Metro Optics Eyewear in Bronx, NY



Dr. Carolyn Mohedano and Dr. Garren Craner of Mt. Vernon Optometry Assoc. (left & middle), and Dr. Natacha Charles of Family Eyecare in Orange, CT



Kevin & Laura Cabral of Hitchcock Munson Opticians in Stamford, CT



Eileen D'Elia, Carl Zeiss Vision Business Development Rep NYC (left), Michael Fitch, Luxottica District Sales Manager (middle), and Matt Kegler, Carl Zeiss Vision Business Development Rep.



Vera Lax and Dr. Alan Lax of Central Park Optical in Yonkers, NY



Michael Ungaro, owner of Metro Optics in Bronx, NY (left), David Ranani & Dr. Ami Ranani of Somers Eye Center in Somers, NY (2nd & 3rd from left), and Michael Fitch, Luxottica District Sales Mgr.



Listening to a presentation...

Thank you to our Hartford and Stamford sponsors Carl Zeiss Vision and Luxottica

Elite Vendor News

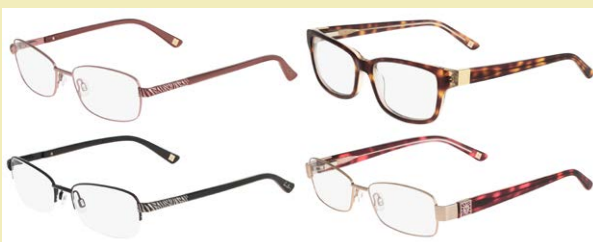
Luxottica Introduces Tiffany Eyewear Styles for Summer

Tiffany & Co. introduces new options in the Tiffany Eyewear collection for summer 2015. The latest offerings in the optical and sun categories interpret the distinctive features of Tiffany Somerset™, Tiffany Signature™ and Tiffany 1837® jewelry designs. Featured are Somerset™ models TF2116B, TF2117B, TF3048B and TF4106B (left), and 1837® models TF2114 and TF4109 and Signature™ models TF2111B and TF4108B (right). Call 800-422-2020 or visit luxottica.com.



Altair Adds Four Anne Klein Optical Styles

Refreshing colors in modern shapes are introduced for summer. Defined by vibrant crystal tortois and iconic logo



treatments, this collection makes for an effortless summer look. Shown are models AK5039, AK5040, AK5041 and AK5042. Call 800-505-5557 or visit altaireyewear.com.

Ogi Eyewear Adds Seraphin Sunglass Styles

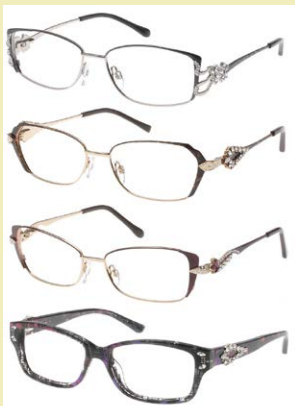
Three iconic new styles manifest vintage distinction with chic sophistication, providing the retro look Seraphin exemplifies. Craftsmanship, style and timeless design are prominent in the Branson Sun, Everett Sun and Malibu Sun, bringing Seraphin to the forefront of today's affordable luxury eyewear market.



Call 888-560-1060 or visit ogiframes.com.

Eastern States Eyewear Adds Seven Diva Eyewear Styles

Five metals and two acetates are offered. Each new Diva features highly detailed work meticulously augmented with Austrian Swarovski Crystals cut in a variety of sizes, shapes and colors. In the metal styles, hand painted finishes often complement subtle colorations such as brown leopard print, blue, violet, and green which coat a mix of gold and silver bases. Acetate styles use a mix of exotic floral laminate colors. Featured are 5437, 5432, 5433 and 5439. Call 800-645-3710 or visit eseyewear.com.



Spy Optic Adds the Trancas

This addition to the Crosstown Collection features a timeless pattern from Richer Poorer and the Happy Lens™. It is constructed from handmade acetate, features unique transparent polka dots on the temple, and comes with a premium textured leather hard case. A pair of Richer Poorer crew socks in corresponding polka dots is also included. Features 6-base nylon lenses, sturdy 5-barrel hinges and 100% UV protection. Visit spyoptic.com or call 855-655-8980.



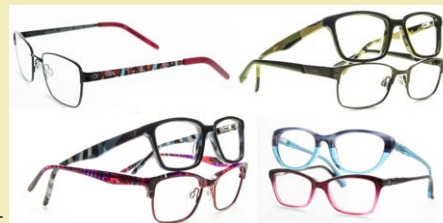
Morel Introduces the Lightec Alpha 32 US

Additional eyeshapes in acetate and semi-rimless models are offered, incorporating temples of hand-crafted acetate. Frames feature Morel's exclusive patented screwless and springless Alpha hinge system. Alpha 32 US includes models with both stainless steel and acetate fronts. Call 800-526-8838 or visit morel-france.com.



ClearVision Optical Introduces Its 2015 Kids Collection

New styles from OP Kids, Jessica McClintock for Girls, and IZOD Boys are introduced just in time for back to school. This year's collection features



edgier, deeper shapes, larger sizes and vibrant colors. HD printing is used on the Op Kids models providing richer color and more defined, crisper patterns. The collection features more styles with memory metal bridge and temple combinations. Call 800-645-3733 or visit cvoptical.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. Call 800-561-6640 or visit fatheadzeyewear.com.



Aspex Eyewear Adds Takumi Model

All Takumi styles feature modern and sophisticated designs, vibrant color compositions, a magnetic clip-on, and polarized lenses. TK985 is available in satin brown & light brown, satin burgundy & light pink, and satin violet & light lilac. Visit aspex-eyewear.com or call 888-416-3937.



Elite Vendor News

Rem Eyewear Adds New John Varvatos Optical Styles

Meticulously designed with rock 'n' roll sensibility and elegance, these men's styles showcase modern frame-work, old-world tailoring and sophisticated silhouettes. Featured are Artisan Collection model V151, and Classic Collection models V364 and V365. Call 800-423-3023 or visit remeyewear.com.



Lafont Adds Polka Dots to New Styles

From catwalk to red carpet, polka dots are one of the strongest trends for Spring & Summer 2015. Lafont offers polka dots in multiple optical and sunglass designs. 80% of the colors in the Lafont acetate and metal collection are absolutely exclusive, thanks to the creation of original patterns and colors of the in-house design studio and Chief Designer Thomas Lafont. Featured are Poly, Porquerolles and Patchouli. Visit lafont.com or call 800-832-8233.



Silhouette Unveils the adidas eyewear Arriba

Enjoy arriba's "no frame" all around uninhibited vision and wrap protection in eye-popping colors. Lightweight, aerodynamic design provides a wide vision advantage. This anti-fog sunglass features Double Snap™ nose pads, a Quick Release Hinge for durability, Quick-Change Lens System™ for changing light conditions or events, Light Stabilizing Technology™ to control aberrant light, and Traction Grip™ temples to keep sunglass in place. Features interchangeable, hydrophobic, polycarbonate, and/or bright mirror flash lens options. Rx solutions available. Visit adidas.com/eyewear, silhouette.com or call 800-223-0180.



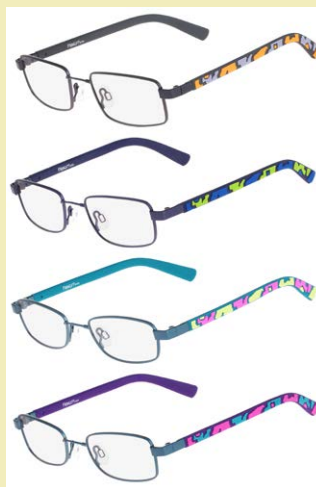
Safilo Debuts Cindy Sun-glasses from Jimmy Choo

Cindy features a butterfly silhouette and takes inspiration from the woven details of Jimmy Choo's iconic sandals. Shaded lenses create a sensual allure. Cindy is available in honey with brown gold, purple / ruthenium, aqua with azure flash lenses, coral gold, dove grey, grey / ruthenium, all with shaded or mirrored lenses. In conjunction with the release, a video featuring model Ondria Hardin can be viewed at <https://youtube/7pLzh61Ls0I>. Call 800-631-1188 or visit safilo.com.



Marchon Introduces New Flexon Kids Collection

This new collection blends supreme durability with the latest fashion trends, creating must-have frames that can withstand kids' daily accidents. Flexon is a titanium alloy that returns to its original set shape after it bends and twists. The collection features four metal front frames paired with a stainless steel temple core and a high-quality rubber temple sleeve in a wide array of colors for boys and girls. Featured are Trek, Terrain, Safari and Jungle. Visit marchon.com or call 800-645-1300.



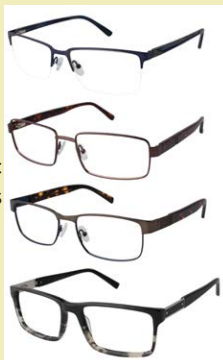
ProDesign Adds Essential Models 1744-1747

These new models feature the natural "horn" look which is beautiful, exclusive and old style. Horn is not used in these models as the material cannot be adjusted. Instead, they are made from handmade block-acetate which allows adjustment. There are three combo styles and one full acetate. Available in four shapes with four colors each. Call 800-654-6099 or visit prodesigndenmark.com.



Tura Introduces Geoffrey Beene XL

Four men's ophthalmic models feature affordable designs that will appeal to the male customer looking for classic and modern styles in fashionable colors with a larger fit head. Styles feature larger eye sizes, wider bridges, longer temples and a wider head fit. Featured are G423, G424, G425 and G510. Call 800-242-8872 or visit tura.com.



WestGroupe Introduces Superflex Kids Back to School Styles

Superflex Kids launches this collection of colorful, unique and comfortable frames for kids to wear all day. All Superflex Kids' models feature spring hinges for increased flexibility and durability. Featured are SFK-137, SFK-140, SFK-141, SFK-134, SFK-139, SFK-138, SFK-147 and SFK-142. WestGroupe customers call 855-455-0042. U.S. Western states customers call Classique Eyewear 866-604-5700. Visit westgroupe.com or classique-eyewear.com.



Elite Vendor News

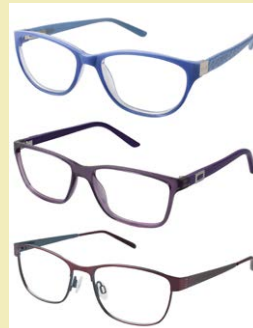
Modo Plants Tree With Each Eco Purchase

A tree is planted in Cameroon for each Eco frame sold in collaboration with Washington DC based non-profit organization Trees for the Future. This initiative restores deforested lands and creates better crop growing conditions, which allows local people to generate income. The ECO collection is made of either recycled or biobased materials. Packaging is also made of recycled fabric. Call 800-223-7610 or visit modo.com.



Charmant Adds ELLE Styles

This collection reflects the timeless beauty of Paris. The new décor echoes current runway trends of grids and asymmetric cubist patterns, subtly reflected in temple details. Extraordinary light material provides outstanding comfort. With stunning color interplay and translucent front blending into solid, pearly or translucent temples complemented with refined detailing. EL13394, EL13396 and EL13397 are featured. Call 800-645-2121 or visit charmant.com.



Supplier Announcements

VISIONARIES
IN EDUCATION, FASHION AND TECHNOLOGY

REGISTER TODAY!

INTERNATIONAL VISION EXPO 2015
EDUCATION: WEDNESDAY, SEPTEMBER 16-SATURDAY, SEPTEMBER 19
EXHIBITION: THURSDAY, SEPTEMBER 17-SATURDAY, SEPTEMBER 19
SANDS EXPO & CONVENTION CENTER | LAS VEGAS, NV
VisionExpoWest.com | #VisionExpo

INTERNATIONAL VISION EXPO & CONFERENCE
LAS VEGAS

BBG Welcomes...

THEMA
A Family Factory

iGreen Eyewear
is for men, women and children not afraid to experiment with color. Frames incorporate interchangeable temples with a wide selection of colors to create a personalized frame. **iGreen custom** enables patients to customize any of the 4.0 styles by selecting from over 500 different colors and patterns for the frame front and temples. Frames handmade in Italy with environmentally safe production.

iGreen
Hi-Tech Frames



ate a personalized frame. **iGreen custom** enables patients to customize any of the 4.0 styles by selecting from over 500 different colors and patterns for the frame front and temples. Frames handmade in Italy with environmentally safe production.

GIORGIO VALMASSOI OCCHIALI 1971 PHILOSOPHEYES

Giorgio Valmassoi 1971 is targeted to men and women with a classic style preference. **Philosopheyes** represents old world craftsmanship mixed with modern styling for men and women. Both Giorgio Valmassoi and Philosopheyes are made from Mazzucchelli 1849's celluloid acetate, and feature high performance spring hinges and precision laser manufacturing techniques. Each creation is handed to the customer in a luxury gift bag. Frames handmade in Italy.

Founded in 1993, Thema is the maker and distributor of several brands including **iGreen Hi-Tech Eyewear, Giorgio Valmassoi 1971, Philosopheyes, Ibiza Republic**, and more.

Thema Optical is participating in the Block Business Group **Elite Vendor Program**. Please contact Block customer service for program and discount information. Visit Thema-Optical.com, iGreenEyewear.com, GiorgioValmassoi.com, Philosopheyes.com or call 786-803-8881.



Zyloware Adds Daisy Fuentes Models

Rebeca is a full rim metal frame in a modern rectangular shape. Metal end-piece and temple have a diamond shaped design with beautiful accents and stones. **Marisol** is a semi-rimless metal frame in a classic rectangular shape. Thin metal endpiece leads to vibrant animal print zyl temples. Both frames feature snap-in nose pads and spring hinges. Call 800-765-3700 or visit zyloware.com.



Block Business Group Congratulates...

Candy Crone

of Wayne Optical in York, PA

for winning a **\$250 American Express Gift Card** for her participation in our recent **Block Business Group / Elite Frame Vendor Satisfaction Survey**.

"Wayne Optical is a small practice that has been in business nearly 50 years. Shannon's (owner) Dad started the business in a basement grinding lenses and it has grown into a quaint little practice! We have stylish frames, as well as a selection of the more traditional styles for our mature customers. We have an OD part time - but most of our business comes from people bringing Rx's to us. Block makes the bookkeeping part of my job easier! Thank you! Everything is all in one place." – **Candy Crone, Wayne Optical, York, PA**

Many thanks to all Block members that took the time to participate in our survey. Your time and input are greatly appreciated.

Smilen Unveils Red Carpet

The name Red Carpet is synonymous with high fashion and celebrity status. With innovative new designs and provocative colors this collection lives up to its name. Models RC66, RC67, RC68, RC69, RC71 epitomize the sophisticated look of the series. Call 800-887-5675 or visit smileneyewear.com.



Clariti Adds New Styles

AirMag A6319 includes a polarized magnetic sunclip that is designed in classic colors of matte dark gunmetal and matte dark brown. **Konishi TR90 acetate KA5762** features a pearl on the temple highlighting this retro design in black, black with red and black with latte. Call 800-372-6372 or visit claritiewear.com.



Supplier Announcements



Studio Optyx was founded in 1879 by A.P. Erker. The company won optical machinery and equipment awards at the Louisiana Purchase Exhibition, served as the official photographer for the 1904 Saint Louis World's Fair and custom designed the goggles for Charles Lindbergh, used in his historic flight over the Atlantic. In 2015 Studio Optyx is the oldest family-owned optical company in the US. It manufactures the latest generation eyewear and distributes incredible European eyewear, including the 3D printed **Monoqool Frames** and distinguished Italian brand, **Dera-page**. **NW77th**, the USA brand has become a large success. Call 314-241-9410 or visit studiooptyx.com.



Modern Optical Relaunches URock Collection

G geared for males tween through college, seven new styles offer minimalist designs that balance cool with edge. A masculine color palette along with subtle patterns and matte finishes invite broad appeal to this elusive, style-conscious demographic. With quality materials such as TR90 memory plastic, handmade zyl and spring hinges. Value priced and comes with a two-year warranty. Backstage is featured. Visit modernoptical.com or call 800-323-2409.



Match Eyewear Launches New Helium Men's Collection

T his collection consists of eight new styles in metal and acetate, all expressing the signature attributes of masterful Italian craftsmanship with simple classic details and refined design elements. The collection is 100% made in Italy of Mazzucchelli acetate and the finest quality components. Featured are styles 4274, 4285, 4271, and 4269. Call 877-888MATCH or visit matcheyewear.com.



Marcolin Introduces Kenneth Cole for Spring / Summer

T his collection delivers a wide range of versatile and sophisticated shapes and sizes inspired by the urban lifestyle of the brand. Models are stylish, creative and effortless, yet classic and modern. Features shades of translucent colors and rich metal hardware. Tones range from milky color palettes to gradient colorations. Call 800-537-9265 or visit marcolin.com.



Gold & Wood's 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, and 30/60/90 day terms.** In addition, after the opening order is placed, 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.

Zig Eyewear Unveils the Ziggy® Sunny Collection

This 24-piece collection of beautiful, eclectic bespoke sunglasses features versatile and unique designs. OBE German hinges, multi-dimensional layering of acetates, laser-cut stainless steel and diamond cuts in the acetate are just some of the design measures. Each frame is Rx'able and some feature polarized lenses. Shown are models 108, 1503 and 104. Call 877-907-9076 or visit zig-eyewearusa.com.



Revolution Eyewear Adds Magnetic Clip-On Model

Memory metal temples are lightweight in design and equipped with patented bottom mounted magnetic clip-ons. The collection features eighteen styles, all featuring polarized polycarbonate lenses that can be special ordered for 3D viewing. The clip-ons become fully dark inside vehicles unlike photochromatic lenses. RMM 220 in olive with zyle front is featured. Visit revolutioneyewear.com or call 800-986-0010.



Randolph Engineering Distributes E-Block Eyewear

E-Block Eyewear is a premium optical eyewear brand that couples Italian acetates and stainless steel to create elegant and striking combinations of textures and colors. This fun collection is named after the revolutionary and exclusive patented lens locking system Easy Block (or E-Block) which allows opticians to safely and easily secure the lens. Visit randolphusa.com or call 800-541-1405.



Zimco Relaunches Harve Benard

Harve Benard offers a cohesive look with its integration of shapes, materials and colors. The relaunch of this timeless collection places a strong emphasis on value, quality and modern style. The women's collection is fashion forward, while the men's is synonymous with strong silhouettes and bold colors. Call 800-221-0886 or visit zimcooptics.com.



harve benard®

WEB ORDERS PLACED

July 1 - September 30, 2015
Orders will ship 2nd Day Air

Other benefits include:

- Place orders; including Stock & Direct Patient Delivery
- Add to cart throughout the day
- Order Confirmation with Order Details
- Check Order Status & Track Orders
- View and Print Invoices, Credits & Payments
- View and Print Literature & Forms
- View Remaining Trial & Purchased Bank Balances
- Fitting Tips & Tools
- Practice Building Resources & Tools

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Elite
Vendor

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to start receiving these benefits today.

Call Customer Service at 1 800-341-2020 and press 1 or email info@coopervision.com with any questions or for assistance registering.

* Some accounts may not be eligible to order via web or qualify for free shipping.

BrillenEyes Adds Ella Laguna Beach Models 701046 and 701047

This full frame duo comes in a modified oval or soft cateye and is made of Wagner surgical grade stainless steel, and is designed using a 3D hole punch technique creating a lattice effect that allows light to pass through. Available in six color combinations. Call 949-215-9661 or visit brilleneyes.com.



Opticote Offers Mirrored Lenses

What better way to celebrate summer than with a new pair of Opticote Mirrors!



Available in 48 vibrant colors, mirrors are one of spring's hottest must haves among trendsetters and celebrities. Call 800-248-6784, visit opticote.com, or e-mail rxsales@opticote.com.

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SPORT PROTECTIVE

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Silmo d'Or 2014

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BALLER 12005
CRUNCH 12002
SWAG 11996 & 11997

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Call 800-222-6553 or visit bolle.com

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 Introduces New HD Lens

The brand new P.O.G lens is the very latest in high definition free-form vision. Offering wider field of vision and superior image sharpness, this lens is excellent for single vision and multi-focus wearers. Pristine focus and edge-to-edge clarity meld with unmatched comfort and affordability to create the perfect HD free-form for any frame style or prescription. 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 rewards 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.



i-see Optical Lab Sweetens Summertime Offer

i-see 5 Progressive Lenses offer your patients a smooth, easy design and you get the best pricing available. 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. i-see Optical now offers frame and lens packages! Display at least 6 frames in your office with 20% sales each month for 2 months, and receive 10% credit on your 3rd month. Open an account with i-see Optical through Block, and i-see will send you a \$50 Amex gift card after two months of ordering with no minimum. You can also order from the i-see Optical Facebook page. For information call 800-257-7724 or visit iseelabs.com.



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.

Elite
Vendor



BBG Welcomes Robertson Optical

ROL is a technologically integrated, independent 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 Cozé Collection includes Cozé ADL and Cozé Wrap, Cozé, and Vista offering Shamir, Carl Zeiss customized lenses, Carl Zeiss / AO Sola lenses, Kodak and Seiko. Premium AR coatings are offered. 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.

Elite
Vendor



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.

