

PERFERX- PRECISION PRESS

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WELCOME

Welcome to the first edition of the Perferx-Precision Press!

We are very excited to launch our bi-monthly newsletter, our new communication to keep you informed of Perferx-Precision news and happenings, new products, industry events and more.

One of our recurring features will be “Meet the Family”—an opportunity to spotlight a Perferx-Precision staff member and part of our extended family. For a first edition we thought it would be great to introduce our original family members!

Please let us know how you like this new venture and if you have any features that you would like to see. As always, we thank you for your continued business with Perferx-Precision!

MEET THE FAMILY

Perferx-Precision Optical is truly a family affair—

with six original family members overseeing all lab functions and processes from production and customer service, to sales and accounting.

We're a bit like the Brady Bunch --the joining of the Enright and Welch families! Both families grew up in the lab, learning all facets under the experienced tutelage of our parents. Our labs have grown too— first independently, and now together—and we are privileged to have a fantastic extended family in our dedicated and committed staff.

Dedication and commitment to our customers is what we preach and what we practice every day.

**At Perferx-Precision,
Our Family Shares
Your Vision!**



Clockwise from top left:

Becky Yannone: *Customer Service Manager, 40+ years serving our customers*

Joe Yannone: *Lab Manager, 40+ years serving our customers*

Coleen Alessio: *Inventory Manager, 25+ years serving our customers*

Tracie Bennett: *Sales Manager, 16 years serving our customers*

Dan O'Brien: *Sales Consultant, 19 years serving our customers*

Lynn Kopsak: *Finance Manager, 35 years serving our customers*

CUSTOMER APPRECIATION DEPRECIATION!

Without a doubt, you should be ordering No Glare coatings on all jobs—affording your patients the benefits of clearer vision, enhanced lens cleanability, protection against scratches, and better aesthetics. *And the bonus:* You benefit from increased revenue!

To make it even more appealing, we are now offering three tiers of No Glare coatings at *reduced pricing!* These three great options are priced to ensure that all of your patients will reap the benefits of No Glare lenses!



Crizal Easy	\$44*
Aura Breeze	\$39*
Sharpview	\$29*



*reflects max discount

ELECTRONIC ORDERING

Are you ordering your Rx's electronically through Perferx-Precision? If you aren't, here's why you should:

- Faster processing:** orders begin as soon as they are entered—even after hours or on weekends!
- Fewer errors:** less re-keying on the order = fewer mistakes
- Less return calls to you:** minimizes need for additional Rx information
- Facilitates Consistency:** Streamlines communications and ordering procedures for your staff
- Convenience:** Allows you to start the order when it's best for you—24/7
- Job Checking:** Real-time job status is available



For help getting set up on electronic ordering, call our friendly customer service at:

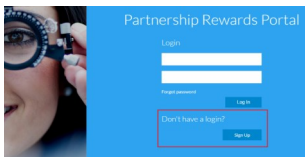
- ◆ **Perferx at 800-649-2550**
- ◆ **Precision at 800-842-8622.**

REWARDS PORTAL

Have you signed up yet on our new Partnership Rewards Portal?

Enroll in our lab promotions and track your performance all in one place! We will keep you informed when promotions become available at which point you will be invited to enroll and accept terms & conditions. **Signing up is easy:**

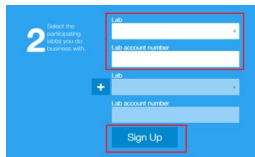
Go to
www.partnershiprewardsportal.com



Complete form to create your login.



Select Perferx or Precision from lab drop-down menu, add your account



If you have an account number with both labs, you can "Add a Lab" under "My Profile" with your corresponding account number and then you will be able to toggle back and forth between both labs.

