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“A company intentionally using services as the stage, and goods as props, to engage individual customers in a way that creates a memorable event.”

Harvard Business Review

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Can you think of a time when you have had a great in-store experience, what made it so special?

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THE PATIENT PERSPECTIVE

THE PATIENT PERSPECTIVE

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Rimless Customization



THE PATIENT PERSPECTIVE

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Lens Customization - Antireflective Lens Surfaces



Non reflective lenses offer the patients visual benefits



Aesthetically rimless looks significantly better with AR coating

THE PATIENT PERSPECTIVE

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Lens Customization - Fashion Lens Tints



Tinting offers endless color options for even more customization



Rimless typically looks best with subtle amounts of tint

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THE PATIENT PERSPECTIVE

Lens Customization - Edge Treatments





Faceting

Edge Polishing

Edge Tint/Painted Groove

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THE PATIENT PERSPECTIVE

The Importance of Eyewear Fit

Material
Durability
Fit

Top three most important factors in the decision to purchase frames

75%

Said the best vision possible was more important than the fashion of the frames

Only
6%




Said a designer name was the most important factor when purchasing frames

Vision Councils 2015 Fashion vs. Function Report

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THE PATIENT PERSPECTIVE

The Selection Experience








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THE PRACTICE PERSPECTIVE

Rimless Eyewear Differentiation





Offers a unique proposition in a sea of similar looking frames

Provides your customers with a customized fit

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THE PRACTICE PERSPECTIVE

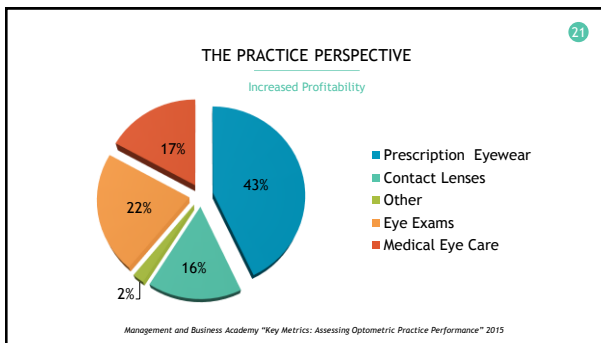
Tapping into the Customization Trend

THE PRACTICE PERSPECTIVE

Tapping into the Customization Trend

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THE PRACTICE PERSPECTIVE

Increased Profitability

“Eyewear is the leading source of revenue in nearly all practices and improving the average sale will have a dramatic favorable impact on financial performance.”

Management and Business Academy "Key Metrics: Assessing Optometric Practice Performance" 2015

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THE PRACTICE PERSPECTIVE

Increased Profitability



Premium Materials



Lens Materials and Add-Ons


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RIMLESS EYEWEAR LENSES

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RIMLESS EYEWEAR LENSES

Finding the Balanced Material



- **Tensile Strength**
Determines lens durability
- **Index of Refraction**
Determines lens thickness
- **Specific Gravity**
Is a representation of the weight of the lens material
- **Abbe Value**
Measure of the degree of chromatic aberration present

RIMLESS EYEWEAR LENSES

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Drilled Rimless Lens Material Recommendations

Lens Material	Index	Tensile Strength	Specific Gravity	Abbe Value	Recommended
CR 39	1.50	15.6 kgf	1.32	58	✗
Trivex	1.53	61.2 kgf	1.11	44	✓
Polycarbonate	1.59	44.9 kgf	1.20	30	✓
1.60 High Index	1.60	80.5 kgf	1.22	41	✓
1.67 High Index	1.67	67.3 kgf	1.36	32	✓ For a high Rx
1.74 High Index	1.74	31.6 kgf	1.47	33	✗

RIMLESS EYEWEAR LENSES

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Lens Selection - Best Practices

- When selecting a rimless lens shape the patients Rx must always be considered, this is especially true with higher plus or minus prescriptions
- Special care should be taken in shape selection to ensure the lenses will be as thin as possible without compromising durability
- There are a few key areas to look out for in regards to how the Rx and shape selection impacts the look of the final frame: lens size, lens shape and lens decentration

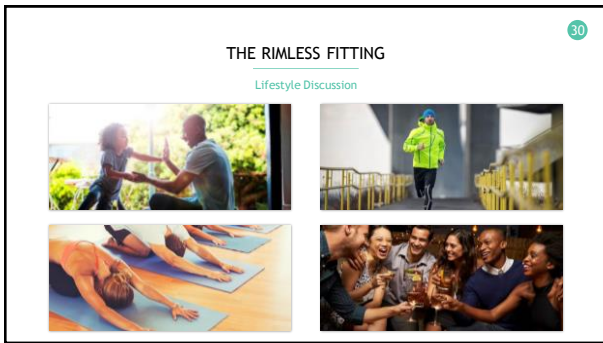
RIMLESS EYEWEAR LENSES

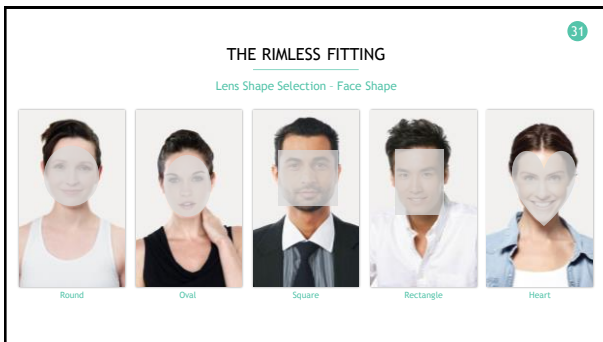
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Lens Selection - Best Practices

- To minimize thickness choose a smaller lens size, this is because for a given prescription as the lens diameter increases, lens thickness increases proportionally
- When choosing the lens shape and size, aim to minimize lens decentration, this will lead to a better visual experience and thinner lenses
- Irregular lens shapes with higher effective diameters require larger lens blanks and can increase the lens thickness, More regular (circular) lens shapes keep the lens thickness to a minimum









THE RIMLESS FITTING


Lens Shape Selection - Eyebrow Shape




Balanced



Bold Arch




Rising




Straight

THE RIMLESS FITTING

Frame Color Selection - Skin Tone




Cool Colors




Warm Colors

THE RIMLESS FITTING


Frame Color Selection - Eye Color




Dark Brown




Light Brown



Green



Blue



Hazel

THE RIMLESS FITTING

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Fitting Tips

- Take the opportunity to showcase your expertise
- Deep product knowledge is the number one things that would make in-store shopping experiences better - don't hesitate to show yours off!
- Treat the experience the same way a luxury good shop would, presenting the products to the customer as special objects (if you don't assign them value the customer won't either)
- Keep your workspace uncluttered, remove products as they are ruled out
- Take notes as you go, this is especially important in rimless fittings where you are creating a custom piece for the patient

WORKING WITH RIMLESS FRAMES

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MOUNTING RIMLESS LENSES

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Mounting Tips

- Opticians should be proficient with the mounting systems of each rimless brand carried
- It is recommended that there be more than one person on staff who is proficient in rimless eyewear mounting
- Having more than one rimless "specialist" will create more rimless sales and profit for the ECP
- Your Sales Representatives should provide the necessary training and tools to mount rimless lenses, if you need additional training don't hesitate to ask

MOUNTING RIMLESS LENSES

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Compression Sleeve Mounting

1



It is important to be sure holes are chamfered on both lens surfaces

2



Install the compression sleeves

MOUNTING RIMLESS LENSES

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Compression Sleeve Mounting

3



Trim the compression sleeves using a sleeve trimming tool or sharp blade



Cutting pliers are not recommended as they can deform the sleeve

MOUNTING RIMLESS LENSES

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Compression Sleeve Mounting

4



Initial insertion of the frame part into the compression sleeve is done by hand

Using a demo lens to support the back of the sleeve against the lens can be helpful here

5



Once the frame part is partially in the sleeve, pliers are used to complete the mounting

ADJUSTING RIMLESS EYEWEAR

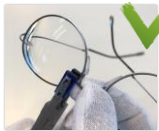
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- Many adjustments to rimless eyewear are just like those for non-rimless
 - Face form is done at the bridge
 - Inclination is done at the end piece
 - Temple side pressure is done at the end piece
- There is one important thing that must always be done when adjusting rimless eyewear!

ADJUSTING RIMLESS EYEWEAR

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Supporting the Frame to Lens Mounting



Correct support for face form

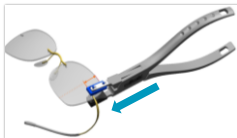


No support for lens mount

ADJUSTING RIMLESS EYEWEAR

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Supporting the Frame to Lens Mounting



Always provide support from the top of the lens



The same support should be provided for temple side pressure and inclination adjustments
