



LENTON & RUSBY



2018 FRAME & LENS GUIDE

FRAME & LENS PACKAGE OVERVIEW

CONTENT

Frame & Lens Package Overview	1
Product Information	2
Frames	2
Lenses	3
Warranty	5
Increase Your Profitability	6
Price List	6
Profitability Examples	6
Engage Your Patients	7
Marketing Resources	7
Simplified Order Instructions	7
Merchandising	8



WHAT IT IS

**From June 18, 2018-
January 31, 2019**

**Available only to select
VSP Global® Premier
Program practices**

**Features big savings on
frame and lens bundles**

**Easy for patients
to understand**

**Simple for practices
to promote**

The Lenton & Rusby Frame and Lens Package features big savings on frame and lens bundles that are easy for your patients to understand and simple for you to execute. Your practice is participating in this limited-time program designed to boost second pair sales while offering value to your patients.

Starting June 18, patients can take advantage of a great deal on single vision or progressive lenses when paired with a frame from the Lenton & Rusby eyewear collection. With high-quality eyewear at a price competitive with many retail or online options, it's perfect for patients looking for a second pair of glasses after using their vision coverage on their initial purchase and for private pay patients. Plus, you can experience a streamlined ordering process that does not rely on tracking or confirming prior patient purchases.

PRODUCT INFORMATION



FRAMES

- A dual gender collection that reflects the legacy of Altair's 25-year old fundamentals: Quality, functionality and value
- Handmade zyl and high-quality metals are featured in rich colorations with subtle design elements
- 30 styles for both men and women, ages 18-65+
- Rich colors and laments
- Subtle design elements on classic shapes
- Progressive-friendly
- Spring hinges

Please refer to the Frame Catalog for additional details for you and your patients.

LENSES

DISPENSING GUIDE

Standard Single Vision

1. Fit from the center of the pupil to the deepest part of the lens.
2. Use standard prescription.
3. Measure OC height and monocular PD.

Lenton & Rusby Digital Progressive

1. Adjust the frame before measuring.
2. Measure monocular PD and fit height (choose 14 mm or 18 mm).
3. Fit from the center of the pupil to the deepest part of the lens.

Best Practice:

- Select L&R® Progressive, AR and Photochromic products by name in the alphabetized drop-down menu when ordering.
- Select "Lab Supplied Frame."
- Select the Virtual Lab: Z0542- (VSP use only).

LENTON & RUSBY STANDARD/PREMIUM AR

Help your patients see the value of L&R anti-reflective lens enhancements by following these simple steps.

Wear What You Recommend

Your personal experience carries significant weight with your patients, certainly more than can be read on a technical sheet. Order your "ambassador pair" from the L&R Frame and Lens Package with L&R AR between June 11 and July 5, and talk about your experience and success story!

Demonstrate the AR Advantage

About 95% of patients don't know AR coatings improve the way they look in their lenses.* Use existing anti-reflective coating demo lenses in your office to show the difference between lenses with and without AR. That's often all it takes for patients to be convinced.

Leverage Lifestyle

Consider creating a questionnaire to assess patient lifestyle needs, and then highlight how AR coatings offer specific benefits for almost any lifestyle.

Speak to Safety

Better vision at night, especially when driving, can be a big factor for patients considering an AR coating.

Educate on Visual Enhancement

Nearly 85% of patients don't know that AR improves their overall vision.* Making them aware gives them another reason to add an AR coating.

Demonstrate Cleanability

Use your existing demo lenses and pen to show how anti-reflective coatings repel surface marks and smudges, making them easier to clean.

Highlight the Value of Enhancing, and the Cost of Not

For cost-conscious patients, explain that L&R anti-reflective coatings extend the life of lenses and are offered at a great price, without sacrificing quality.

Instill Confidence and Commitment

Reassure your patients that they can be confident in their L&R AR coatings decision, and that we include a two-year warranty to relieve any anxiety they have.

LENTON & RUSBY PHOTOCROMIC

Help your patients see the value of L&R photochromic lens enhancements by following these simple steps.

Your New Choice: Great Quality at a Great Price

Don't settle for the same old lenses. Get rapid response time, reliably complete activation/de-activation, at an affordable price!

Keep it Simple

"Light-reactive" or "Light-changing" is much easier for patients to understand than "photochromic."

Convenience and Value

Dark outdoors. Clear indoors and at night. You get comfort and clarity in one pair of glasses.

Reality Check

Use photochromic demo lenses in your office for a real-time patient experience, and compare to non-photochromic lenses to show impact.

Speak to Safety and Well-Being

100% UV protection and blue light reduction.

*The Vision Council, VisionWatch – AR Lens Buyers (Dec. 2016)

WARRANTY

LENSES

VSPOne offers a one-time, 6-month Patient Satisfaction Warranty on the following:

- Doctor changes
- Material, frame and fitting charges
- Progressive non-adapts
- Drill mount and metal groove
- Phone order errors
- In-process changes or cancellations

VSPOne* offers a 2-year warranty from the date the order shipped on lenses with L&R Standard or Premium AR Coating.

VSPOne will cover its errors 100% within 60 days of the original prescription date. Be sure to include the original lenses, patient name and invoice number with these requests.

All warranties offered by VSPOne are intended to support customers in an effort to satisfy patients. These warranties are designed to address occasional problems that may arise. VSPOne reserves the right to alter these warranties at any time.

FRAMES

Altair will replace damaged frames for one year after the purchase date.

CANCELLATION POLICY

There is no cancellation fee for lenses that haven't been surfaced or finished/cut for frames. A 50% cancellation fee will be charged for lenses that are in or have finished the surfacing process.

PAYMENT TERMS

Full payment is due by the 20th of the month, following statement, for Lenses. Credit holds for accounts past due are subject to 1.25% finance charge per month. VSPOne will assess a \$30 service fee if your check is returned for any reason.

SHIPPING

Standard Shipping for Lenses is set up by Practice Account, and VSP Value Frame & Lens Package orders will follow the shipping policy set up for your Practice Account.

INCREASE YOUR PROFITABILITY

FRAME & LENS PRICE LIST

WHOLESALE PRICING*

SINGLE VISION

FRAME + LENS	CR-39 PLASTIC	POLY	HI-INDEX 1.67
Clear + L&R Standard AR	\$49	\$71	\$106
L&R Photochromic + L&R Standard AR	\$90	\$99	\$131

L&R DIGITAL PROGRESSIVE

FRAME + LENS	CR-39 PLASTIC	POLY	HI-INDEX 1.67
Clear + L&R Standard AR	\$99	\$99	\$125
L&R Photochromic + L&R Standard AR	\$120	\$120	\$140

Add \$5 for L&R Premium AR

*Applicable Sales Tax applies for lenses sold to practice locations in CA, NV, MO, OK, AR, KY, SC and TN.

PROFITABILITY EXAMPLES*

VALUE PACKAGE	PATIENT FEE	PRACTICE COST	PRACTICE PROFIT
Single Vision	\$99	\$49	\$50
Progressive	\$149	\$99	\$50

*Examples of MSRP and potential profitability

Offer subject to change without notice. Participation in Lenton & Rusby Frame and Lens Package Proof-of-Concept (POC) Project is at VSP's sole discretion. Other VSP discounts/offers do not apply to purchases made through the L&R Frame and Lens Package POC Project.
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Lenton & Rusby and L&R are trademarks of Altair Eyewear, Inc.
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ENGAGE YOUR PATIENTS

MARKETING RESOURCES

To access your Lenton & Rusby online resources, login to altaireyewear.com and follow the steps below:

1. Enter your Altair account number and practice zip code
2. Click **Brands** on the top banner
3. Select **Lenton & Rusby** from the list
4. View the provided links to access more information

Need additional brochures or easel back signage? Contact us at altaircustomerservice@vsp.com to request your order.



SIMPLIFIED ORDER INSTRUCTIONS

1. Enter your eyewear order into Eyefinity following current entry instructions
2. For frame selection, select the **Lab Supplied** option from the Supplier menu
3. For lab selection, select the **Z0542** lab option from the drop down menu

Submit your order!

For detailed Eyefinity order instructions, please visit altaireyewear.com/lentonrusby.

MERCHANDISING

FROM BROWSING TO BUYING

A great customer experience can turn a routine office visit into a purchase if your frame board meets the need of your diverse patient base. The way you present the Lenton & Rusby Frame and Lens Package can be the difference between a sale and a missed opportunity.

These merchandising recommendations provide ideas for placement within your practice. Arrange and display your Lenton & Rusby collection with marketing materials to tell a visually engaging story, making it easier to shop.

MERCHANDISING MAKES A DIFFERENCE

From a distance, all frames look alike. Without proper merchandising and marketing efforts, the following can happen:

- Decrease in sales
- Confused customers
- No brand identity
- Stressful dispensary experience
- Unproductive selling time

Once the Lenton & Rusby Frame and Lens Package is introduced and displayed within your practice, you can have:

- Engaged patients
- Easily identified branding
- Increase in sales/multiple pairs

MERCHANDISE ACCORDING TO CATEGORY



EASEL BACK DISPLAY
5.5" w x 8.5" h

Capture your patient's attention by connecting them to the category, making it a cohesive shopping experience based on their needs.

Keep these things in mind:

- The Lenton & Rusby Merchandise Kit is designed to display the entire collection
- Organize by male/female
- Utilize your easel back signage to capture attention

60-PIECE DISPLAY

60-PIECE DISPLAY

25.5" w x 13" d x 5.5" h



- Based on the size, the display requires a small footprint and displays the entire L&R collection in every style in two color ways
- Available in 60, 40, 20 presorted consignment size configurations, allows the convenience of best-selling styling without the hassle of having to select the assortment
- Allows direct access of all styles and colors to the customer and the dispensing staff

ALTAIR

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