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MARCH 2019

Vision Now magazine



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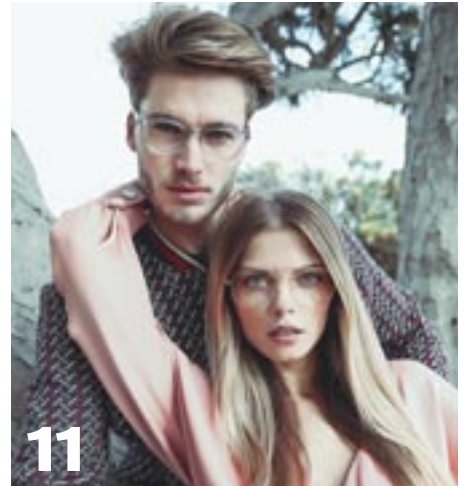
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Vision Now magazine is published by Peekay Publishing Ltd for The PK National Eyecare Group Ltd, the UK's largest purchasing group for independent opticians.



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## Editor's comment



The news that the Federation of Manufacturing Opticians (FMO) has committed to Optrafair, in partnership with the Mark Allen Group, until 2023 will no doubt provoke mixed reactions (see *News page 11*). The one question that won't go away is: how can UK optics continue to sustain two annual trade shows? The answer may lie in their increasing differentiation – but it's a tricky question with no easy answer.

In the meantime, Optrafair 2019 is upon us so turn to page 23 to see what NEG's preferred suppliers have in store. Do make sure you visit Optinet, which recently reported 2018 as being its most successful year ever (see *News page 4*). Increasing demand for Optinet PMS, in particular FLEX, has necessitated a physical expansion at the company's offices in Malvern. This, in turn, has enabled the introduction of an in-house training facility for all practice staff to get hands-on with FLEX. Hear more about the Optinet 'success story' in this month's *Developing Thoughts* (page 17).

If you're feeling the need for speed, then you'll want to make a beeline for NEG's fantastic competition running exclusively for NEG members in partnership with Seiko Optical – in celebration of the Group's 40th anniversary year (see *pages 18 and 19*). The amazing prize is a pair of hospitality tickets to the British Touring Car Championship with Seiko sponsored driver, Matt Simpson, and his Simpson Racing Team. The draw will take place on the Monday of Optrafair, so get texting and good luck!

**Nicky Collinson**  
Editor

The Editor welcomes letters, articles and other contributions for publication in the magazine and reserves the right to amend them. Any such contribution, whether it bears the author's name, initials or pseudonym, is accepted on the understanding that its author is responsible for the opinions expressed in it and that its publication does not imply that such opinions are those of The PK National Eyecare Group Ltd. Articles submitted for publication should be original, unpublished work and are accepted on the basis that they will not be published in any other journal. Acceptance of material for publication is not a guarantee that it will be included in any particular issue. Copyright © 2019 for Peekay Publishing Ltd. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, including photocopying and recording, without the written permission of the publishers. Such written permission should also be obtained before any part of this publication is stored in a retrieval system of any nature.

## 1 ABDO



Dedicated ABDO CET Theatre programme

This year's ABDO CET programme at Optrafair Exchange (31 March to 1 April) will see CET lectures, peer discussion and discussion workshops running on all three days. Lectures include: 'Dementia, dignity and the optician' by Elaine Grisdale; 'Through a child's eyes' by Alicia Thompson; and 'Modern frame materials' by Amy Seaman. Peer discussions will be led by Daryl Newsome and Max Halford on 'Cases from contact lens MECS clinics', while discussion workshops will centre on 'Complying with supervision in practice' and be led by Phil Hall. In addition, Daniel Williams will present a lecture/discussion workshop titled, 'Communication, accessibility and visual impairment'.

All ABDO CET will run in the designated ABDO CET Theatre and places will be available on a first come, first served basis each day. ABDO's stand (A10) will, as usual, welcome members and non-members alike to meet the departmental teams, including from the ABDO National Resource Centre, the Membership Department and Examinations Department. ABDO College will also be there fully stocked with the latest books and courses information.

## 2 Optinet

Optinet, NEG's IT division, has declared 2018 its most successful year ever with record installations of its flagship Optinet FLEX practice management system (PMS). Due to this rapid growth, the company has doubled the size of its offices in Malvern, Worcestershire, and opened a dedicated on-site training facility. The new training facility will allow practice teams to attend for special training days – such as the 'new join' course to bring new members of practice staff up to speed on using Optinet FLEX.

Phil Mullins, NEG operations director, said: "From the outset, Optinet's fundamental aim was to produce an affordable system that was easy for all members of practice staff to use; one that worked with the practice rather than the practice working with the software. We are immensely proud of how far Optinet has come over the past 30 years – thanks in no small part to our hard-working Optinet team. We believe that Optinet FLEX is one of the most powerful practice management systems on the market today. We will continue to invest in our success – working with our users to develop the software so that Optinet FLEX remains at the heart of their business success."

## 3 Dunelm Optical



Exclusive distribution deal

Dunelm Optical has unveiled a new partnership with Leica Eyecare, the premium global lens brand, after having secured

exclusive distribution rights throughout the UK and Ireland. Launching at Optrafair Exchange, the new eyecare collection includes ultimate-performance single vision and progressive lenses, as well as lens coatings adapted from Leica's sport optics and its premium camera lens production.

Tanya Storey, commercial manager for lens and laboratory at Dunelm Optical, said: "Leica Eyecare's engineers are continuously striving for the limits of what is technically feasible and for them optics is a passion. The goal is to ensure the uncompromising performance of optical lenses and to offer spectacle wearers the perfect viewing experience. The Leica Eyecare brand is a supreme product and an excellent addition to our lens collection. Leica Eyecare's demand for perfection in both manufacturing and quality ensures the best viewing experience for the lens wearer."

## 4 Norville



Mai-Zee model MZ068

New to the Mai-Zee collection from Norville Eyewear for 2019 is model MZ068. This retro style is available in a 49 eye size with a colour palette of black and tortoiseshell. The Mai-Zee collection is described by Norville as offering "simple and chic styling at an affordable price for the modern day fashion conscious woman".

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## 5 Lenstec/Pennine



Invu's polarised lens dispensing aid

Available from Lenstec and the Pennine Optical Group, Invu sunglasses by the Swiss Eyewear Group are designed and engineered in Switzerland and feature the latter's proprietary ultra polarised lens technology.

The new collection features a wide choice of elegant and contemporary styles for both men and women. In addition, Invu supplies highly innovative LCD screens that allow patients to experience the unique benefits of the lenses in-practice.

Lenstec's 2019 Invu Polarised Rx Programme is driven by polarised technology across all indices including CR39, Trivex, polycarbonate and high indices – available in single vision, bifocal and digital varifocal lens types. The package also incorporates some of the very latest polarised material options including polycarbonate graduated and Infinite Grey 35-9 per cent LTF.

## 6 Heidelberg Engineering

Heidelberg Engineering has announced the CE marking of the Spectralis High Magnification Module. The non-invasive module makes optimal use of the confocal scanning laser ophthalmoscopy (cSLO) technology of Spectralis to resolve retinal microstructures by diminishing intraocular stray light coming from outside the focal plane. It combines the selectivity of laser light with confocal scanning to provide infrared fundus images with a level of detail and clarity not available from fundus photography, says the company. The module can be used effectively even in patients with cataracts because of the minimised effects of light scatter.

Dr Giovanni Staurengi, professor of ophthalmology at the University of Milan, Italy, was one of the first clinicians to try the High Magnification Module. He said: "It's promising to be able to obtain infrared fundus images with such a degree of magnification with our regular Spectralis device. It seems like we are seeing down to the photoreceptor level. We have just started using the High Magnification Module as part of our multimodal imaging approach and we are looking forward to exploring its full clinical value."

## 7 Rodenstock

The Porsche Design P'8664 Glued Visor is described as "an innovative masterpiece". Four years in the making, the frame was designed by Studio FA Porsche and developed in conjunction with the Rodenstock engineering department in Munich.



Iconic sunglass design

The iconic sunglass model is precisely manufactured in titanium using the so-called 'formed-in-place' technology. The shield with silver mirror coating is fixed into the front by a special elastic adhesive and is precisely applied with a six-axis robot. As inspiration for the concept is the insertion of a windshield into a vehicle.

## 8 Positive Impact



New UK representative for one-day contact lenses

Positive Impact has become an authorised distribution partner with Visioneering

Technologies, for the NaturalVue (etafilcon A) brand one-day contact lenses. We're thrilled

to be working with Positive Impact," said Tony Sommer, senior vice president of global sales and marketing for VTI. "PI's skill, relationships and business acumen make them a natural fit with VTI, and we are looking forward to great outcomes for patients and practitioners in the UK."

PI managing director, Maxine Green, commented: "Positive Impact is delighted to have been selected by VTI to represent NaturalVue in the UK. Finally, there is a centre distance lens, with all the vision benefits that it brings and that also provides good near vision for presbyopes. This is another unique and patented technology that fits our business philosophy of working with best in class products." Find out more about the products at [www.vtivision.com](http://www.vtivision.com)

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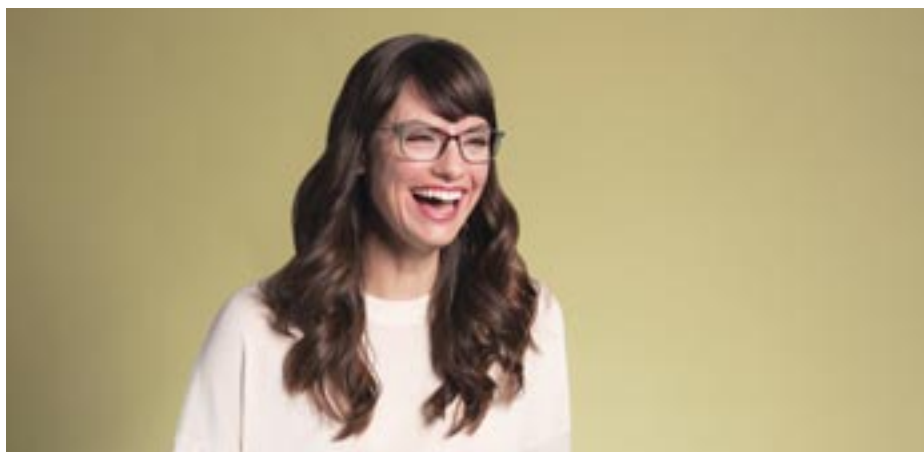


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## 9 Stepper



Crisp, contemporary styling

The Stepper SI-30135 features a crisp, contemporary front paired with super-slim beta titanium sides in a complementary finish. These premium metal elements have been used to soften the look of the frame whilst adding durability, flexibility and lightness. The style, which weighs just 5.8g, is available in Poppy Black, Ocean, Green Rose (*pictured*) and Lilac Brown.

“As with all Stepper frames, the true beauty lies in experience of the wearer,” said Peter Reeve, Stepper UK managing director. “With a TX5 front, the frame is moulded into an anatomical design that won’t lose its shape. It’s a very good feeling when a frame looks good and gives day-long comfort.”

## 10 Alcon

Alcon’s offices in the UK, France, Germany, Poland, Russia, Spain and Switzerland have been certified by the Top Employers Institute, an independent HR certification organisation. Alcon has also received certification in South Africa. The Top Employers Institute assesses participants through a proprietary global HR Best Practices Survey. To be certified, organisations must successfully meet the minimum standard set out by the institute, which evaluates the implementation of these HR practices and reviews how they are supported through Strategy, Ownership, Measurement and Technology.

“We are extremely proud to receive the Top Employer Europe certification, which demonstrates our determination to nurture our associates to develop and succeed within the company,” said Ian Bell, president international at Alcon. “Through a compelling HR programme, our goal is to attract and retain the best talents by offering a strong and rewarding culture where individuals can make an impact by helping people see better.”

## 12 CooperVision



CooperVision’s plant in Costa Rica

CooperVision’s contact lens manufacturing facility in Alajuela, Costa Rica, has been awarded prestigious LEED (Leadership in Energy and Environmental Design) rating Silver certification for its environmentally-conscious design and operation. The 100,000-square-foot site, opened in 2016, produces the company’s popular Clariti 1-day silicone hydrogel contact lenses. It is believed to be the only LEED Silver-certified contact lens manufacturing site in the world.

## 11 International Eyewear

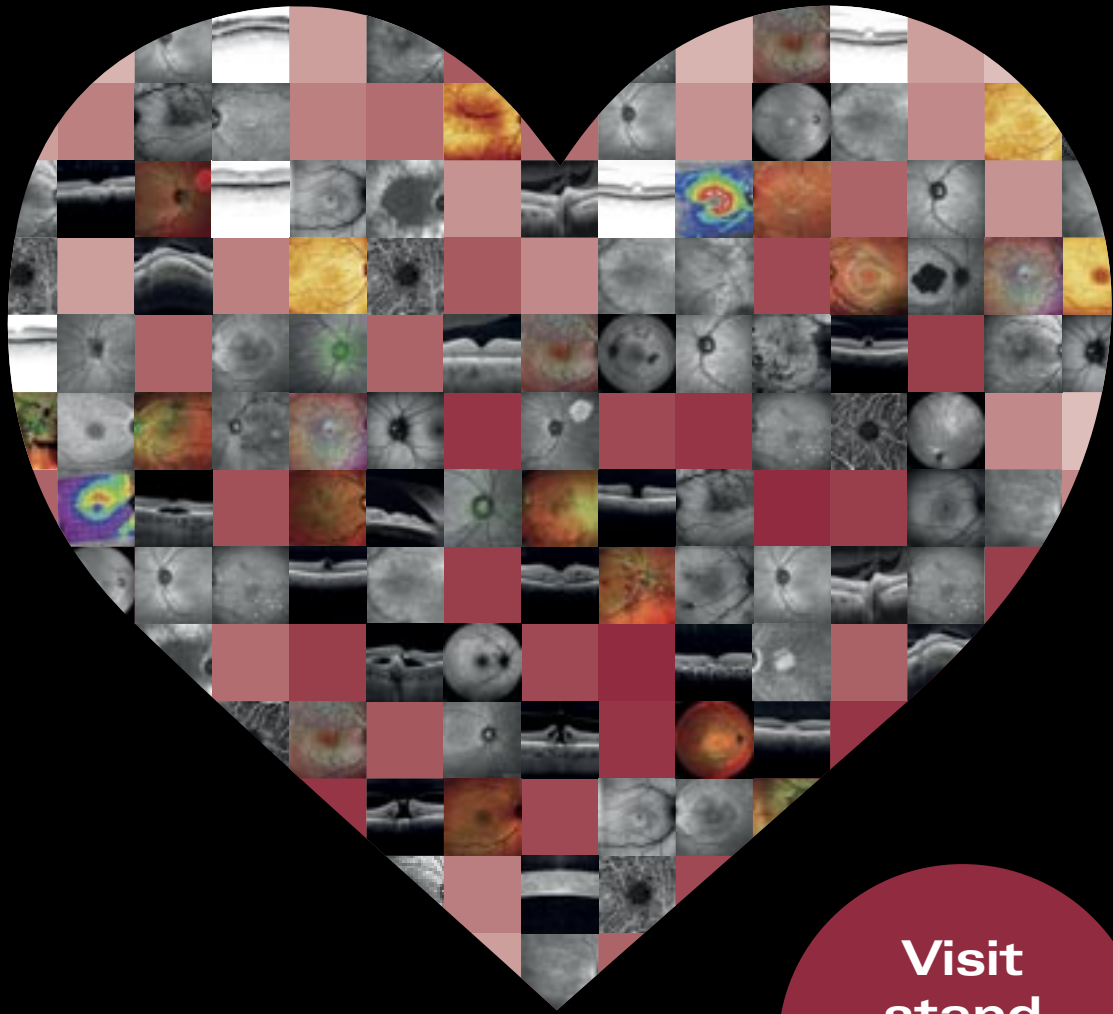


Latest styles released

New releases to the Eschenbach Optik Titanflex, Brendel and Humphrey’s collections have been released, available from International Eyewear. There are nine new styles in the Titanflex collection, manufactured in Germany with a brand heritage spanning more than 30 years. New Skeleton styles show off their metal construction with translucent hi-tech T15 plastic.

The new Helmet Titanflex concept, designed and developed by motorcycle enthusiasts, has led to the release of two frames crafted to wear inside a motorcycle helmet. Catering for comfort with straight, ergonomic temples composed of proven Titanflex material, the frames are available in a sporty rectangular eye shape with pilot lenses and two-tone colours.

“Achieving LEED certification is more than implementing sustainable practices said Mahesh Ramanujam, president and CEO, USGBC. “It represents a commitment to making the world a better place and influencing others to do better. Given the extraordinary importance of climate protection and the central role of the building industry in that effort, CooperVision demonstrates their leadership through LEED certification of its Costa Rica site.”



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