

# WHOLESALE HEAVYWEIGHTS

## VM Report Weighs In on Top Labs

COVER TOPIC



TOP  
LABS  
VM 2015

BY ANDREW KARP / GROUP EDITOR, LENSES + TECHNOLOGY

**NEW YORK**—Fast. Flexible. Resourceful. Responsive. These qualities, along with good value, are what eyecare professionals look for in a wholesale optical laboratory.

However, the customers of the industry's largest wholesalers, VM's Top Labs, set the bar higher. They demand the latest lens designs, materials and coatings, and an extensive choice of name brand and private label products. When they have questions about technical issues or product availability they want answers instantly. They want rapid turnaround, and sometimes even same-day service.

As VM's newly released 2015 Top Labs Report shows, these **Wholesale Heavyweights** deliver all this, and more. This exclusive report, based on our annual survey, ranks independent wholesalers and supplier-owned lab networks according to their projected Rx sales and productivity.

To meet customers' expectations, the Top Labs continually adapt to shifting market conditions, including new forms of competition, a changing work force and new government programs that are reshaping the health care industry. The fact that 18 of the 25 independent and supplier-owned wholesalers ranked in VM's 2015 Top Labs Report grew their Rx lens sales and increased their Rx lens production over the past year despite the challenging business climate shows just how accomplished they are. ■

**More →**

### Top Labs' Vital Stats

- The total net sales for all 25 Top Labs, including both supplier-owned lab networks and independent labs, will climb to \$2.8 billion in 2015, up 8.3 percent from 2014.
- The total Rx sales for the Top Labs will hit \$2.5 billion, a 7.8 percent increase over 2014.
- Collectively, the Top Labs will produce a total of 152,585 Rx jobs per day, (approximately 38.1 million Rx jobs annually), a 6 percent increase over 2014
- Rx sales for the Top 5 Supplier-Owned Lab Networks will climb to \$2 billion, a 7.7 percent increase from 2014.
- The Top 5 will collectively produce 121,300 Rx jobs per day, up 6.6 percent from last year.
- The Top 5 currently operate 190 lab locations, three less than last year.
- Total Rx sales for the Top 20 Independent Labs will grow to \$489.9 million, up 8.2 percent from 2014.
- The Top 20 will collectively produce 31,285 Rx jobs per day, an increase of 5.3 percent from last year.
- Although the Top 20 Independents operate 81 locations, 4 less than last year, the number of workers they employ is up 5 percent from 2014.

# WHOLESALE HEAVYWEIGHTS

## VM's Top Labs Performance Analysis

### VM's Top 5 Supplier-Owned U.S. Wholesale Lab Networks

	2015 (\$millions)	2014 (\$millions)	% change
Total Net Sales	\$2,110.4	\$1,928.0	+8.6%
Total Rx Sales	\$2,011.9	\$1,856.0	+7.7%
Avg. Rx Sales as Percentage of Total Net Sales	95.2%	96.8%	-1.7%
Total Rx Jobs Per Day	121,300	113,250	+6.6%
Avg. Percent of Uncuts	33%	32.6%	+1.2%
Total Number of Lab Locations	190	193	-1.6%
Total Number of Employees	9,936	9,856	+0.8%

### VM's Top 20 Independent U.S. Wholesale Labs

	2015 (\$millions)	2014 (\$millions)	% change
Total Net Sales	\$673.6	\$625.9	+7.1%
Total Rx Sales	\$489.9	\$449.6	+8.2%
Avg. Rx Sales as Percentage of Total Net Sales	90.6%	85.4%	+5.7%
Total Rx Jobs Per Day	31,285	29,621	+5.3%
Avg. Percent of Uncuts	39.4%	39.4%	0%
Total Number of Lab Locations	81	85	-4.9%
Total Number of Employees	2,699	2,565	+5.0%

Source: Vision Monday estimates

Estimates for calendar years 2015 and 2014 are based on information from a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same estimated Rx sales are ranked by Rx jobs per day. Companies with the same Rx jobs per day are ranked alphabetically.

## Top Lab Execs Assess Challenges and Identify Opportunities

VM asked executives at several of the Top Labs to share their outlook on the current business climate for labs. They cited a variety of factors that are impacting wholesalers, including Congressional gridlock, health care regulations and difficulty hiring qualified employees.

### VM: What are the biggest business challenges facing wholesale labs today?



“It is very difficult to find optical talent with strong motivated work ethics. Lab training programs are rare and most learning occurs on the job. The staff we have is excellent and hard to replace.

It's especially difficult to find data entry, phone room, optical techs and tinting staff. Where the equipment is highly automated and complicated, the work force needs are even more severe.

—Ralph Cotran, co-owner, US Optical



“Hiring quality workers and retaining them. Let's face it, the workforce of today isn't the same as even a few years ago. Workers aren't as reliable and expect more liberties at work. We are going to devote some time and energy on finding a solution to maintain our level of service with this generation of workers.”

—Mike Tamerius, owner, Precision Optical Group



“The largest challenge is planning capital equipment expenditures and the tax ramifications of such purchases. The largest obstacle is the federal government. Due to the indecision in Congress, section 179 depreciation rules have not been decided for 2015. In 2014, the rule was enacted during the second week of December. Without knowing the specifics of this tax law for 2015, it can mean the difference of taxable income that is \$600,000 with the same rules as last year, or up to \$1,600,000 with the current amounts. Therefore, it's extremely difficult to plan for future expansion.

—Bill Heffner, owner, FEA Industries

Continued on page 34





## Vision Monday's TOP LABS – 2015

(IN ALPHABETICAL ORDER)

### Carl Zeiss Vision Laboratories

**Founded:** 2000  
**HQ.:** San Diego, Calif.  
**No. of Locations:** 16  
**No. of Employees:** 860

**Key Executives:** (North America) Jens Boy, president; Steve Mitrakos, senior vice president retail; Greg DiPasquale, senior vice president independent ECP; Claude Labeeuw, vice president marketing; Ulrich Schneider, director Rx operations

**Owner:** Carl Zeiss AG, Germany

**Trade Names:** Carl Zeiss Vision—B&W, Carl Zeiss Vision—California, Carl Zeiss Vision—Cumberland, Carl Zeiss Vision—Georgia, Carl Zeiss Vision—Great Lakes, Carl Zeiss Vision—Iowa, Carl Zeiss Vision—Kansas City, Carl Zeiss Vision—Kentucky, Carl Zeiss Vision—North Central, Carl Zeiss Vision—Northeast, Carl Zeiss Vision—Northwest, Carl Zeiss Vision—Siouxland, Carl Zeiss Vision—Southeastern, Carl Zeiss Vision—Texas, Carl Zeiss Vision—Virginia

**Key Markets:** Nationwide

**2015 Est. Net Sales:** \$158 million

**Rx Sales:** \$143 million

**No. of Rx Jobs/Day:** 10,250

**Percentage of Uncut Jobs:** 25%

**Comments:** Zeiss brand lenses and coatings, Zeiss Individual 2 PhotoFusion by Zeiss, Duravision Platinum by Zeiss, Duravision BlueProtect by Zeiss, SOLA and AO lenses.  
[www.zeiss.com/lenses](http://www.zeiss.com/lenses)

### Cherry Optical

**Founded:** 1999  
**HQ./Main Lab Location:** Green Bay, Wis.  
**No. of Locations:** 1  
**No. of Employees:** 39

**Key Executives:** Adam Cherry, Lynn Cherry, Joe Cherry

**Owners:** Adam Cherry, Lynn Cherry, Joe Cherry

**Trade Names:** Safety Optix, Cherry Approved, Cherry Approved AR, Independence, Independence HD, Modern PAL, Quantum 2, Quantum 2 HD, Northern Comfort, HD SV, HD Wrap SV, Chromapop SV, Chromapop Wrap SV, Chromapop PAL, Chromapop Wrap PAL

**Key Markets:** Worldwide

**2015 Est. Net Sales:** \$9.1 million

**Rx Sales:** \$8.9 million

**No. of Rx Jobs/Day:** 425

**Percentage of Uncut Jobs:** 28%

**Comments:** Offers a wide scope of training and educational services for independent, private practice optometry, such as “What’s New University” at Lambeau Field on March 19, 2016. Contributes annually to state optometry and paraprofessional organization. Supports customers by working with them to create customized programs to grow their business.

[www.facebook.com/thecherryopticalinc](http://www.facebook.com/thecherryopticalinc)

### Digital Eye Lab

(a division of ABB Optical Group)

**Founded:** 2007

**HQ./Main Lab Location:** Hawthorne, N.Y.

**Number of locations:** 1

**No. of Employees:** 120

**Key Executives:** Scott Pearl, managing director; Vince Monaghan, VP of manufacturing

**Owner:** ABB Optical Group

**Trade Names:** Digital Eye Lab

**Key Markets:** National

**2015 Est. Net Sales:** \$35.5 million

**Rx Sales:** \$35.5 million

**No. of Rx Jobs/Day:** 1,625

**Percentage of Uncut Jobs:** 50%

**Comments:** On-site AR coating lab as well as extensive lens finishing center. National sales organization. Proprietary products include Digital 5.0, Digital Master Series, Curve PAL and SV wrap designs, Claris AR, Claris bluDefense, Sector, Curve coating. VSP-enabled lab, Shamir Glacier fabrication.

[www.Digitaleyelab.com](http://www.Digitaleyelab.com)

### Diversified Ophthalmics Laboratory Group

**Founded:** 1977

**HQ./Main Lab Location:** Cincinnati, Ohio

**No. of Locations:** 13

**No. of Employees:** 96

**Key Executives:** Ronald Cooke, president/CEO; Daniel Woebkenberg, VP sales and marketing; Keith Ansley, VP, operations

**Owner:** Closely held corporation

**Trade Names:** DLAB, DO Southeast, DO Washington, OptiSource, PurSite, Salt Lake Optical, Summit Optical, TriOptics, Firestone Optics

**Key Markets:** Ga. Idaho, Ill., Ind., Kan., Ky., La., Mo., Mich., Mont., N.C., Ohio, Pa., S.C., Tenn., Texas, Utah, Va., Wash., Wis., W.Va.

**2015 Est. Net Sales:** \$32.3 million

**Rx Sales:** \$16 million

**No. of Rx Jobs/Day:** 1,212

**Percentage of Uncut Jobs:** 25%

**Comments:** Full service labs with ophthalmic lens and RGP manufacturing capabilities. Named

Continued on page 28



Continued from page 27

2012 and 2005 Transitions “Lab of the Year.” Transitions Platinum Elite Laboratory. Transitions Heritage Lab. Authorized Varilux distributor. VSP contract lab. Signet Armorlite partner lab. Operates in-house Crizal coating center. AR branded products includes PureSite Preference Platinum. Free-form digital surfacing, including PureSite Digital lenses, Essilor lenses, Kodak lenses, and Shamir lenses. Specializes in premium lenses. Offers eyeglass and contact lens packages, Perfect View frame-and-lens value packages, certified continuing education seminars and staff training. Proprietary products include PureSite Lenses, PureSite Digital, PureSite Preference AR, Practice Maximus Elite EHR; special services and programs include Transitions with AR Programs, Frames Travel Programs, Seminars, RIP, Perfect View, DBAN, Eye to the Sky. On-line and electronic ordering. Remote frame tracing. Member of the Vision Council, Vision Council Lab Division and AR Council. Named 2006, 2007, 2008, 2010 and 2013 LabTalk magazine’s top ten Web Site of the Year. Named 2009 top Web Site.  
[www.divopt.com](http://www.divopt.com)

## Essilor Laboratories of America (ELOA)

**Founded:** 1996

**HQ./Main Lab Location:** Dallas, Texas

**No. of Locations:** 126

**No. of Employees:** 6,560

**Key Executives:** Steve Nussbaumer, president, Essilor Lab Group; Mike McCollum, senior VP lab operations; Mike Nathe, senior VP regional management; Paul Owston, VP lab network sales

**Owner:** Essilor International

**Trade Names:** 21st Century Optical, ABBA Contact

Continued on page 30

## The Top 20 Independent Labs in 2015 at a Glance

Lab	Net Sales (millions)	Rx Sales (% of Net)	Rx Sales (millions)	Rxs Per Day	% of Uncuts	# of Employees	Years in Business
1. Walman Optical	320.0	55	176.0	8,600	10	1,000	100
2. US Optical	38.5	100	38.5	2,200	65	125	7
3. Luzerne Optical	39.5	97	38.3	2,200	46	200	42
4. Digital Eye Lab	35.5	100	35.5	1,625	50	120	8
5. Robertson Optical	19.9	97	19.3	1,550	30	117	57
6. Expert Optics	20.3	95	19.3	825	25	95	36
7. Icare Labs	19.6	95	18.6	1,550	65	95	47
8. Three Rivers Optical	18.8	96	18.0	1,525	45	68	46
9. Precision Optical Group	22.4	75	16.8	1,900	65	140	23
10. Diversified Ophthalmics Laboratory Group	32.3	49	16.0	1,212	25	96	38
11. Superior Optical Labs	15.0	98	14.7	850	2	123	24
12. Nexus Vision Group	15.0	97	14.5	825	20	89	11
13. FEA Industries	14.2	98	13.9	1,730	86	72	31
14. Rochester Optical	12.0	83	10.0	800	22	70	14
15. Cherry Optical	9.1	98	8.9	425	28	39	14
16. MJ Optical	11.9	72	8.6	1,157	52	55	27
17. Vision Dynamics Laboratory	10.8	60	6.5	780	40	75	8
18. Eye-Kraft Optical	7.8	74	5.7	571	1	50	61
19. Identity Optical	5.6	100	5.6	620	10	44	3
20. Laramy-K	5.4	96	5.2	340	100	26	26

Rankings are based on Rx sales. Sales estimates reflect combined sources of business for calendar year 2015 and are calculated based on information from a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same estimated sales are ranked by Rx jobs per day.

Source: Vision Monday estimates

# WHOLESALE HEAVYWEIGHTS

Continued from page 28

Lens, AccuRX Inc., Advance Optical, Apex, Aspen Optical, Balester, Barnett & Ramel, Bartley Optical, Beitler-McKee Optical, Bell Optical Labs, Bristow Optical, Central One Optical, Cherry Optical, Classic Optical, Collard Rose Optical, Crown Optical, CSC, Custom Eyes, Dash Lab, DBL Labs, Deschutes Optical, Duffens Optical, Dunlaw Optical, e.Magine, East Coast Ophthalmic, Elite Optical, ELOA Boston, ELOA New Jersey, Empire Optical, Epic Labs, Eyecare Express, Focus Optical, Future Optical FL, Gold Optical, Gulf States Optical, Heard Optical, Hi-Tech, Homer Optical, iCoat, Jorgenson Optical, Interstate Optical, Kosh Ophthalmic, LensTech, Meridian Optical, McLeod Optical, MGM Optical, Midland Optical, Milroy, NEA Optical, New City Optical, Omega Optical, Omni Optical Lab, Optic Blue, Optical Suppliers Inc., Optical Supply, Opti-Craft, Optogenics of Syracuse, Pech Optical, Perferx Optical, Plunkett Optical, Precision Optical Company, Precision Optics, Premier Optics, Professional Ophthalmic Labs, Reliable Optics, S&G Optical, Select Optical, Southern Optical, Spectrum Optical, Sunstar Optical, Sutherlin Optical, Tri-Supreme, Truckee Meadows, Twin City Optical, Vision Craft Inc, Winchester, WOS Optical

**Key Markets:** Local and National

**2015 Est. Net Sales:** \$1,350 million

**Rx Sales:** \$1,296 million

**No. of Rx Jobs/Day:** 82,400

**Percentage of Uncut Jobs:** 30%

**Comments:** Proprietary products include Varilux lenses, Crizal UV anti-reflective coatings, Definity lenses, Kodak lenses, Shamir lenses, Xperio UV polarized lenses, Opti-Fog lenses, Transitions photochromic lenses, Sharpview anti-reflective coating, Airwear lenses, LiteStyle and Ultra LiteStyle lenses. Services and programs include PracticeBuilder, PracticeBuilder Loyalty, MarketBuilder, ECP University, Needs Based Solutions, Pair 50, Daily Double, Doctor Driven Process, Essilor Edge. [www.essilorlabs.com](http://www.essilorlabs.com)

## Expert Optics

**Founded:** 1979

**HQ./Main Lab Location:** Shorewood, Ill.

**No. of Locations:** 2

**No. of Employees:** 95

**Key Executives:** Greg Ruden, president; Don Ruden, CEO; Bob Pommier, director of laboratory operations; Bob Hughbanks, manager of training and education

**Owner:** Greg Ruden

**Trade Names:** Expert Best, Expert Basic, Expert Essential, Expert Elite, Expert Extreme

**Key Markets:** National

**2015 Est. Net Sales:** \$20.3 million

**Rx Sales:** \$19.3 million

**No. of Rx Jobs/Day:** 825

**Percentage of Uncut Jobs:** 25%

**Comments:** Full service independent lab and wholesale distributor. Operates three free-form production lines that process numerous lens designs from the leading manufacturers including: AO Easy HD, Compact Ultra HD, Seiko Succeed, Seiko Supercede, Seiko Summit, Shamir Attitude, Shamir Autograph, Shamir Element, Shamir Office, SOLA HDV, SOLA One HD, Varilux Comfort DRx, Varilux Physio DRx, Zeiss GT2 3D, Zeiss GT2 3DV, Zeiss Individual. The complete Crizal anti-reflective coating line anchors a 6,000 square foot coating facility which includes three coat-ers capable of processing all the AR coating brands from SOLA, Zeiss and Essilor. Distributes Kodak, Shamir, Varilux and Zeiss progressive lenses. Hosts annual Optical Preview Day featuring ABO-certified seminars. Implements environmentally-responsible business policies and promotes sustainability.

[www.expertoetics.net](http://www.expertoetics.net)

(website under construction)

## Eye-Kraft Optical

**Founded:** 1954

**HQ./Main Lab Location:** Saint Cloud, Minn.

**No. of Locations:** 1

**No. of Employees:** 50

**Key Executives:** Floyd Lehne, president; Michael Moeller, treasurer; Jason Sharpe, vice president

**Owner:** Patricia Negaard

**Trade Names:** DSL, Eyelite, Eyelite Poly

**Key Markets:** National

**2015 Est. Net Sales:** \$7.8 million

**Rx Sales:** \$5.7 million

**No. of Rx Jobs/Day:** 571

**Percentage of Uncut Jobs:** 1%

**Comments:** Full service, VBA-approved lab. Full line of digitally created lenses produced in-house. Offers lens and frame package including 130 stocked, high quality frame styles from nine manufacturers with various lens types. Accepts many forms of insurance, including MN Care. Affiliated with ophthalmic buying groups including The Alliance, America's Doctors of Optometry, Block Vision Buying Group, C&E Vision Services, Hayes Marketing, Newton Professional Purchasing, Ophthalmic Education Institute, Wisconsin Vision Associates. Offers same-day service at no extra charge. Offers various AR coatings including Crizal and Crizal Alizé.

[www.eyekraft.com](http://www.eyekraft.com)

## FEA Industries

**Founded:** 1984

**HQ./Main Lab Location:** Morton, Pa.

**No. of Locations:** 1

**No. of Employees:** 72



**Key Executives:** Chrystal Colflesh, general manager; Chris Heeney, operations manager; William H. Heffner, IV, IT and marketing

**Owner:** William H. Heffner, III

**Trade Names:** Independence AR lenses, Eagle free-form lenses, HD bifocals, Constitution free-form

**Key Markets:** National

**2015 Est. Net Sales:** \$14.2 million

**Rx Sales:** \$13.9 million

**No. of Rx Jobs/Day:** 1,730

**Percentage of Uncut Jobs:** 86%

**Comments:** Family owned for 31 years. One of the only labs in U.S. manufacturing glass free-form lenses. Authorized Shamir, IOT and Signet Armorlite glass free-form. Proprietary products include Independence AR lenses, Constitution free-form lenses, Eagle free-form lenses, HD Multifocals, glass free-form.

[www.feaind.com](http://www.feaind.com)

## Hoya Vision Care

**Founded:** 1941

**HQ./Main Lab Location:** Lewisville, Texas

**No. of Locations:** 32

**No of Employees:** 1,340

**Key Executives:** Barney Dougher, president; Gregg Fowler, VP sales and marketing; Rick Tinson, VP of inventory control; Kraig Black, VP information services; Mike Dougher, VP technology and operations; Jason White, VP finance; Don Dakin, director of sales analysis; Dr. Greg Hicks, director of professional affairs; Dr. Anne Marie Lahr, director of education; Carson Utech, area sales director, Western region; Travis Labreck, area sales director, Eastern region

**Owner:** Hoya Corporation

**Trade Names:** Hoya Atlanta, Hoya Baltimore, Hoya Birmingham, Hoya Boise, Hoya Chicago, Hoya

Continued on page 32

## VM's Top 20 Independent Wholesale Labs by 2015 Rx Sales

(\$ millions)

1.	Walman Optical	176.0
2.	US Optical	38.5
3.	Luzerne Optical	38.3
4.	Digital Eye Lab	35.5
5.	Robertson Optical	19.3
6.	Expert Optics	19.3
7.	Icare Labs	18.6
8.	Three Rivers Optical	18.0
9.	Precision Optical Group	16.8
10.	Diversified Ophthalmics	16.0
11.	Superior Optical Labs	14.7
12.	Nexus Vision Group	14.5
13.	FEA Industries	13.9
14.	Rochester Optical	10.0
15.	Cherry Optical	8.9
16.	MJ Optical	8.6
17.	Vision Dynamics	6.5
18.	Eye-Kraft Optical	5.7
19.	Identity Optical	5.6
20.	Laramy-K Optical	5.2

Rx sales estimates for calendar year 2015 are based on information from a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same estimated Rx sales are ranked by Rx jobs per day.

Source: Vision Monday estimates

## VM's Top 20 Independent Wholesale Labs by 2015 Rx Jobs Per Day

1.	Walman Optical	8,600
2.	Luzerne Optical	2,200
3.	US Optical	2,200
4.	Precision Optical Group	1,900
5.	FEA Industries	1,730
6.	Digital Eye Lab	1,625
7.	Icare Industries	1,550
8.	Robertson Optical	1,550
9.	Three Rivers Optical	1,525
10.	Diversified Ophthalmics	1,212
11.	MJ Optical	1,157
12.	Superior Optical Labs	850
13.	Expert Optics	825
14.	Nexus Vision Group	825
15.	Rochester Optical	800
16.	Vision Dynamics	780
17.	Identity Optical	620
18.	Eye-Kraft Optical	571
19.	Cherry Optical	425
20.	Laramy-K Optical	340

Rx jobs per day estimates were calculated based on a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same number of jobs per day are ranked alphabetically.

Source: Vision Monday estimates

# WHOLESALE HEAVYWEIGHTS

Continued from page 31

Cleveland, Hoya Dallas, Hoya Dayton, Hoya Denver, Hoya Eugene, Hoya Hartford, Hoya Houston, Hoya Iowa, Hoya Jackson, Hoya Knoxville, Hoya Largo, Hoya Las Vegas, Hoya Lewiston, Hoya Los Angeles, Hoya Michigan, Hoya Modesto, Hoya New Orleans, Hoya Phoenix, Hoya Portland, Hoya Salina, Hoya San Antonio, Hoya San Diego, Hoya Seattle, Hoya South Carolina, Hoya St. Louis, Hoya IMC Central, Hoya Corporate

**Key Markets:** National

**2015 Est. Net Sales:** \$310 million\*

**Rx Sales:** \$294.5 million\*

**No. of Rx Jobs/Day:** 14,000\*

**Percentage of Uncut Jobs:** 20%

**Comments:** Hoya Vision Care is a nationwide network of full-service labs with high performance proprietary free-form lens designs and patented anti-reflective coating technology. Proprietary products include iD Free Form Series: MyStyle, InStyle. LifeStyle2 Harmony and Clarity, LifeStyle and Single Vision; Array Free-Form Series; iQ Free Form Series: Summit ecp iQ, Summit cd iQ, ST28 iQ, Single Vision; Amplitude Free-Form Series; Distortion Free Optics - Free Form Vision System; Performance Designs: Summit ecp, Summit cd, GP Wide. New Media Optics: SYNC BKS, SYNC, TACT BKS, TACT. Proprietary lens materials: 1.70, Eyr, 1.67 Eynoa, 1.60 Eyas, 1.53 Phoenix, 1.50. Proprietary Lens Coatings: Super HiVision EX3, Super HiVision, Recharge EX3, Recharge, HiVision, View Protect, Diamond Tint UV, Suntech photochromic. Special Services/Programs include HHP (Hoya Honors Program).

[www.thehoyafreeformcompany.com](http://www.thehoyafreeformcompany.com)

\*Vision Monday estimates

## Icare Labs

**Founded:** 1968

**HQ./Main Lab Location:** St. Petersburg, Fla.

**No. of Locations:** 1

**No. of Employees:** 95

### VM's Top 5 Supplier-Owned U.S. Lab Networks 2015 Rx Sales

(\$ millions)

1.	Essilor Laboratories of America	\$1,296.0
2.	Hoya Vision Care	\$294.5*
3.	VSPOne Optical Technology Centers	\$262.0
4.	Carl Zeiss Vision Laboratories	\$143.0
5.	Nova Optical Lab	\$16.4

Rx sales estimates for calendar year 2015 are based on information from a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same estimated Rx sales are ranked by Rx jobs per day.

**Source:** Vision Monday \*Estimate

**Key Executives:** Scott Payne, chairman; Skip Payne, president; James Payne, director of IT; Danny Payne, director of operations; Greg Gehrig, CFO; James Stephany, director of sales

**Owners:** The Payne family

**Trade Names:** Icare Labs, ICL365, Sea Vision USA

**Key Markets:** National

**2015 Est. Net Sales:** \$19.6 million

**Rx Sales:** \$18.6 million

**No. of Rx Jobs/Day:** 1,550

**Percentage of Uncut Jobs:** 65%

**Comments:** Full-service, family owned and operated. Offers all major lens brands such as Varilux, Kodak, Zeiss and Hoya. Operates in-house Crizal AR coating center. Offers own ICE AR brand. In-house digital lab produces Essilor, Varilux, Shamir and own legacy series. Proprietary brands include ICE AR, Legacy digital lenses. Authorized distributor of all major lens brands. Manufactures specialized sport prescription lens products including SeaVision dive masks and swim goggles. Fully automated digital production line along with robotic edging. Online proprietary ordering and resource center.

[www.icarelabs.com](http://www.icarelabs.com); [www.icl365.com](http://www.icl365.com)

### VM's Top 5 Supplier-Owned U.S. Lab Networks 2015 Rx Jobs Per Day

1.	Essilor Laboratories of America	82,400
2.	Hoya Vision Care	14,000*
3.	VSPOne Optical Technology Centers	13,500
4.	Carl Zeiss Vision Laboratories	10,250
5.	Nova Optical Lab	1,150

Rx jobs per day estimates were calculated based on a number of sources, which may include interviews with company management, financial disclosure documents and information from knowledgeable secondary sources. Companies with the same number of jobs per day are ranked alphabetically

**Source:** Vision Monday \*Estimate

## Identity Optical (a division of Acuity Optical Labs)

**Founded:** 2012

**HQ./Main Lab Location:** Normal, Ill.

**No. of Locations:** 1

**No. of Employees:** 44

**Key Executives:** Peter Kimerling, Dan Stevens, Adam Rosengren, Nick Williams

**Owners:** Harlan Hankins, Chad Wolenhaupt

**Trade Names:** Identity Optical

**Key Markets:** National

**2015 Est. Net Sales:** \$5.6 million

**Rx Sales:** \$5.6 million

**No. of Rx Jobs/Day:** 620

**Percentage of Uncut Jobs:** 10%

**Comments:** Proprietary products include LifeScape, Titanium AR.

[www.identityoptical.com](http://www.identityoptical.com)

 @VisionMonday

 Facebook.com/VisionMonday

VISIONMONDAY.COM



## Laramy-K Optical

**Founded:** 1989

**HQ./Main Lab Location:** Indianola, Iowa

**No. of Locations:** 1

**No. of Employees:** 26

**Key Executives:** John Larson, general manager

**Owners:** Janet Benjamin, John Larson, Keith Benjamin

**Trade Names:** Integrity

**Key Markets:** Worldwide

**2015 Est. Net Sales:** \$5.4 million

**Rx Sales:** \$5.2 million

**No. of Rx Jobs/Day:** 340

**Percentage of Uncut Jobs:** 100%

**Comments:** Proprietary products include the Integrity Series free-form lenses, which includes 14 lifestyle designs. Offers Camber technology from Younger Optics. First independent lab to use A&R Optical Machinery's Dual Lens Mapper for quality control in the U.S. Offers lenticularization to match the frame shape, digital slabs, prism up to 7 degrees and some atypical power ranges on specified base curves. Produces AR coatings in-house, including four ultra-premium coatings: Ultra (blue residual), Ice (no residual), UVARITY (addressing reflected UV and HEV) and DES (Digital Eye Strain). All premium coatings topped with a powder coat for easy processing. Open Optix free, online education offering ABO and NCLE study guides as well as practice tests, soon to be

updated, along with many other educational topics. Online store for tools and consumables and a "My Patient Is Waiting" anonymous program for instant information in materials and applications. Currently installing a second free-form (Schneider) line.

[www.laramyk.com](http://www.laramyk.com)

## Luzerne Optical Laboratories

**Founded:** 1973

**HQ./Main Lab Location:** Wilkes-Barre, Pa.

**No. of Locations:** 1

**No. of Employees:** 200

**Key Executives:** Jack Dougherty, president; Lorraine Dougherty, VP; Neil Dougherty, GM; John Dougherty, VP purchasing

**Owner:** Dougherty family

**Trade Names:** TheraBlue, iFit Dispensing System (iFDS), CrownView, FreeFocus, FeelSoft Plasma Treatment, BlueScreen, Polar365, SightStar, PhotoFashion, DuraCurve, Crizal Easy UV, Crizal Alizé UV, Crizal Avancé UV, Crizal Sunshield UV, Crizal UV with Optifog, Crizal Previncia, TD2, Teflon, Advantage, Carat and Foundation XT, EVC-enhanced visual clarity, Zeiss PureCoat, Teflon Elite, Zeiss Allure, Unity.

**Key Markets:** National

**2015 Est. Net Sales:** \$39.5 million

**Rx Sales:** \$38.3 million

**No. of Rx Jobs/Day:** 2,200

**Percentage of Uncut Jobs:** 46%

**Comments:** Family owned and operated lab; offers wide range of exclusive promotions, customer incentive and educational programs. Has field-consultant force offering practice development, business reviews and private consultations. Leading producer specializes in processing all major brands of free-form progressive lenses in-house. Offers digital iPad-based iFit dispensing system. Authorized empower! Life-Activated Eye-wear Laboratory. Manufactures TheraBlue, FreeFocus, SightStar, Polar365, PhotoFashion, Camber, Crossbows, Varilux, Zeiss, Definity, Transitions, Essilor, Shamir, Kodak, Hoya, Polycore, Optima, Pixel Optics, Kaenon, Seiko, Unity, Vision-Ease, Marinelli, DriveWear premium lenses and difficult Rx's. Offers frames, frame/lens package programs, Chemistrie eyewear, stock lenses, sunglasses, safety eyewear, soft contacts, low vision and pharmaceuticals. Operates in-house AR facilities producing EVC-enhanced visual clarity, Crizal Easy UV, Alizé UV, Avancé UV, Crizal Sunshield UV, Crizal UV with Optifog, Crizal Previncia, TD2, Zeiss PureCoat, Teflon Elite, Teflon, Zeiss Allure, Zeiss Super & Gold ET, Advantage, Carat, Foundation XT, Unity: Classic/Plus/Elite UV, Kodak Clean&Clear UV, and Mirror coatings. Award-winning in-house gas perm contact lens facility produces custom

Continued on page 35



# WHOLESALE HEAVYWEIGHTS

## Top Lab Execs See Challenges and Opportunities

Continued from page 26



“The wholesale lab industry is facing two major challenges in today’s market. The reality is that virtually all lens products, whether it is coatings, treatments or designs, utilize effectively the same technology. Independent labs like Identity Optical are able to offer the same technology as the big name labs, generally at less expensive price points and with better customer service, but have to work to educate the consumer on the value of the independent lab products, and show them that we produce some of the best lens products in the business.

Second, the co-managed care system used by many vision benefits companies prevents many labs from even competing for much of the lens production business. Because vision benefits companies are effectively forcing their insureds to purchase lenses from labs owned by those same vision benefits companies, competition is being removed from the industry, resulting in many labs going out of business.

—Peter Kimerling, national sales director, Identity Optical



“Health care and unstable business environments created by government agencies that regulate the health care market.”

—Barney Dougher, CEO, Hoya Vision Care

### What are the most significant growth opportunities for labs?

“Multiple pairs due to stronger awareness of eyeglasses to the public as the market ages and develops

due to functional eye awareness opportunities. These include products such as blue light, polarized and near activity lenses.”

—Barney Dougher

“The best growth opportunity is, and has been for the past few years, free-form. This can greatly reduce the cost of goods and inventory cash requirements for a lab. Thus, it becomes much easier to produce a better product at a lower cost with quicker turn-around.”

—Bill Heffner

“The opportunity for an independent lab is to differentiate yourself from the ‘me too’ pack. That means providing ECPs with the fastest turnaround, endless choices and flexibility, and be extremely easy to work with. You’ve got to go the extra step...I pick up the phone daily and work with ECPs to resolve their challenges.”

—Ralph Cotran

“Providing excellent customer service and lower price points. If you can provide a small lab feel and personalization with competitive pricing you will grow your business. As the larger corporate labs are looking for offshore sources to produce the products at lower price points the independent lab needs to focus on cost cutting and customer service.”

—Mike Tamerius

“Offering unparalleled customer service presents the best opportunity for new business acquisition. We consider our accounts not as customers, but as partners, where we have a symbiotic relationship dependent upon mutual success.”

—Peter Kimerling

### Over the past 12 months, what steps has your lab taken to remain competitive?

“We have continued to invest in more automation and process controls. The digital lens process gives the lab a great opportunity to streamline production and control the quality of the end product. We have focused on cutting costs from our production which in turn has allowed us to remain competitive in pricing.”

—Mike Tamerius

“We’ve invested \$24 million to build the first fully automated complete free-form lab in the country.

—Barney Dougher

“We utilize the best digital lens production and finishing equipment, and have cultivated a close relationship with Carl Zeiss Vision in order to establish specialized products, such as our blue Titanium AR coating. But the best investment we have made is in our people. We take active steps to develop our employees, and provide them with a foundational understanding of optics and optical production.”

—Peter Kimerling

“We have added more space including an additional 6000 square feet in a building next door. We have looked for niche optical products. We purchased a third MEI edger and a sixth free-form generator. We added a robotic deblocker and a robotic taper, and have ordered an additional free-form marking machine. And our staff is up to 130 people, which really helps our turnaround time.”

—Ralph Cotran

“Partnering with other labs. As the cost of equipment gets prohibitive, it’s difficult for smaller labs to be able to expand their infrastructure. This is where it can be beneficial for them to partner with larger labs that have the capital resources to keep up to date. We are able to brand free-form lenses to their specifications, making it possible for them to have their own private label lens with no equipment costs.”

—Bill Heffner



Continued from page 33

DuraCurve aspheric GPs. Offers complex wrap Rx sunglass finishing services. Provides advanced remote ordering with RxWizard, VisionWeb, Paradeyes and Eyefinity software via the web. Vendor lab for Block and most major buying groups. VSP & VBA approved lab.  
[www.LuzerneOptical.com](http://www.LuzerneOptical.com)

## MJ Optical

**Founded:** 1988  
**HQ./Main Lab Location:** Omaha, Neb.  
**No. of Locations:** 1  
**No. of Employees:** 55

**Key Executives:** Matt Hagge, Mike Hagge, Morrie Hagge, David Mize, Parke Wilkinson, Marty Hagge, Mitch Hagge  
**Owner:** Mary Hagge  
**Trade Names:** None  
**Key Markets:** National  
**2015 Est. Net Sales:** \$11.9 million  
**Rx Sales:** \$8.6 million  
**No. of Rx Jobs/Day:** 1,157  
**Percentage of Uncut Jobs:** 52%  
**Comments:** Proprietary products include MJFP frame program, Titanium drill mount frame and lens program, safety programs, W Frames and Lenses, glass surfacing. Services and programs include IM house AR, computerized drill mount

and drill mount edger, Digital SV, digital progressives (Platinum HD), contact lenses.  
[www.mjoptical.com](http://www.mjoptical.com)

## Nexus Vision Group

**Founded:** 2004  
**HQ./Main Lab Location:** Grove City, Ohio  
**No. of Locations:** 8  
**No. of Employees:** 89

**Key Executives:** Gerry Shaw, managing partner; executive management team: Gerry Shaw, Joey Jones, Frank Soppa  
**Owner:** Privately held, seven partners  
**Trade Names:** None  
**Key Markets:** Ill., Ohio, N.C., S.C., Tenn., Fla., Ala., La., Minn.  
**2015 Est. Net Sales:** \$15.0 million  
**Rx Sales:** \$14.5 million  
**No. of Rx Jobs/Day:** 825  
**Percentage of Uncut Jobs:** 20%  
**Comments:** Proprietary products include Nexus branded lenses and AR coating services: Proprius HD/US/DS/DH, Provectus HD, Initial, Professional, Ntermediate, Patriot, Dualtek, Carbonite, Nvision Plus, Nvision, Vision Plus, Vision, Rhythm, Nextreme. Services and programs include full digital surfacing facility, in-house AR processing, advanced edging and finishing capabilities. Nextreme Mirror lab program. Authorized lens vendor

for Shamir, Seiko, Hoya, Varilux, Kodak, IOT, Younger, Vision Ease, and XCel. Chemistrie Clip authorized distributor.

## Nova Optical Lab

**Founded:** 1996  
**HQ./Main Lab Location:** Orangeburg, N.Y.  
**No. of Locations:** 1  
**No. of Employees:** 93

**Key Executives:** Jeff Duncan, president, Nassau Vision Group; Neil Rosen, vice president of operations  
**Owner:** Essilor of America  
**Trade Names:** Nassau Vision Group  
**Key Markets:** National  
**2015 Est. Net Sales:** \$16.4 million  
**Rx Sales:** \$16.4 million  
**No. of Rx Jobs/Day:** 1,150  
**Percentage of Uncut Jobs:** 80%  
**Comments:** Nova Optical Lab is a division of Nassau Vision Group. Proprietary products include Shoreview Digital lenses, Shoreview Digital Advanced lenses, AR Triumph+, AR Synergy Crystal UV. Services and programs include surfacing, in-house AR coating, finishing, online ordering, same day shipping.  
[www.nassau247.com](http://www.nassau247.com)

Continued on page 36

# WHOLESALE HEAVYWEIGHTS

Continued from page 35

## Precision Optical Group

**Founded:** 1992

**HQ./Main Lab Location:** Creston, Iowa

**No. of Locations:** 3

**No. of Employees:** 140

**Key Executives:** Lance Christensen, Judy Hodge, Warren Herron, Bob Sypniewski

**Owner:** Mike Tamerius

**Trade Names:** 4 You, 4 You Gold, POG HD, Zero Glare AR

**Key Markets:** Southeastern U.S., Canada, Puerto Rico, United Kingdom

**2015 Est. Net Sales:** \$22.4 million

**Rx Sales:** \$16.8 million

**No. of Rx Jobs/Day:** 1,950

**Percentage of Uncut Jobs:** 65%

**Comments:** Full service lab offering low pricing and same day service nationwide, customized safety Rx-programs, in-house digital processing and on-site AR. Distributes semi-finish blanks and lab supplies to other wholesalers throughout the U.S., Canada, and China. Proprietary products include Zero Scratches, Zero Glare Plus UV, Zero Glare DES Plus UV, 4You Lens, Value Line frame and lens package, low cost name brand progressives. 100% FDA-compliant glass work facility. Only U.S.-authorized distributor for Ultra Optics products. VSP, VBA, and VCP authorized.

[www.poglabs.com](http://www.poglabs.com)

## Robertson Optical Laboratories

**Founded:** 1958

**HQ./Main Lab Location:** Loganville, Ga.

**No. of Locations:** 3

**No. of Employees:** 117

**Key Executives:** Owners, Glenn Hollingsworth, director of lab operations, Danny DeVito, VP of sales and marketing

**Owners:** Calvin W. Robertson, Jr., Kelly R. Bowling, Calvin "Chip" W. Robertson, III

**Trade Names:** Robertson Optical Laboratories, Robertson Optical Laboratories of Columbia, Robertson Optical Laboratories of Greenville

**Key Markets:** Southeastern U.S.

**2015 Est. Net Sales:** \$19.9 million

**Rx Sales:** \$19.3 million

**No. of Rx Jobs/Day:** 1,550

**Percentage of Uncut Jobs:** 30%

**Comments:** On-site free-form technology and digital grinding offering service and quality on Carl Zeiss Customized lenses, Shamir Freeform lenses, Seiko Freeform lenses, Kodak Freeform lenses, Authorized Unity distributor, Younger Optical Camber lenses and ROL Coze Freeform Lenses. Full service labs servicing southeast for over 55 years with new lens products and new technologies. Two on-site AR coating facilities providing Royal AR coatings, RB Tech, InvigorEyes, Zeiss coatings and in-house mirror coatings. Distributes Carl Zeiss, Shamir, Seiko, Signet Armorlite, Vision Ease, Younger, Hoya, Essilor and other major lens brands. Approved VSP, VBA, VCP contract labs. Offers frame and lens packages, specializing in three-piece mounts, complex wraps, Chemistrie Custom Clips. Member VCA. Offers online ordering and job tracking.

[www.robertsonoptical.com](http://www.robertsonoptical.com)

## Rochester Optical

**Founded:** 2001

**HQ./Main Lab Location:** Rochester, N.Y.

**No. of Locations:** 1

**No. of Employees:** 70

**Key Executives:** Patrick Ho, Peter Balash, Barbara Welty

**Owner:** Jeremy Ho

**Trade Names:** Smart Solutions, Smart GOLD, Smart Frames, High Society, Montreaux Eyewear, RO

**Key Markets:** National

**2015 Est. Net Sales:** \$12 million

**Rx Sales:** \$10 million

**No. of Rx Jobs/Day:** 800

**Percentage of Uncut Jobs:** 22%

**Comments:** Supplies state and federal agencies, eyecare professionals and corporate customers with optical eyewear necessities. Proprietary products include Smart GOLD Lenses for smart glasses, RO digital free-form progressive lenses and Ole' Diamante AR coating. Continually developing advances lens options for wearable technology.

[www.rochesteroptical.com](http://www.rochesteroptical.com)

## Superior Optical Labs

**Founded:** 1991

**HQ./Main Lab Location:** Ocean Springs, Miss.

**No. of Locations:** 1

**No. of Employees:** 123

**Key Executives:** Hal Walker, president; Jon Jacobs, vice president

**Owners:** Hal Walker, Jon Jacobs

**Trade Names:** Personalens, Exilar and Exilar Plus

**Key Markets:** Southeast

**2015 Est. Net Sales:** \$15 million

**Rx Sales:** \$14.7 million

**No. of Rx Jobs/Day:** 850

**Percentage of Uncut Jobs:** 2%

**Comments:** Specializes in safety contracts, VA eye-glass contracts. Offers in-house digital lens processing. Distributes Varilux lenses. Produces Crizal, Exilar and Exilar plus coatings in-house. Offers Red Tray program and value packages. Provides ECP seminars, optician services. VSP authorized. Value Package, Seminars, Optician Services.

[www.superioroptical.com](http://www.superioroptical.com)

 @VisionMonday

 Facebook.com/VisionMonday

VISIONMONDAY.COM



## Three Rivers Optical

**Founded:** 1969

**HQ./Main Lab Location:** Pittsburgh, Pa.

**No. of Locations:** 1

**No. of Employees:** 68

**Key Executives:** Mary Ann Zappas, Joe Seibert, Steve Seibert

**Owner:** Seibert Family

**Trade Names:** None

**Key Markets:** Mid-Atlantic, Southeast, Midwest, Northeast

**2015 Est. Net Sales:** \$18.8 million

**Rx Sales:** \$18 million

**No. of Rx Jobs/Day:** 1,525

**Percentage of Uncut Jobs:** 45%

**Comments:** Operates in-house Crizal coating facility. Produces Essilor and Shamir Freeform

lenses as well as Varilux, Zeiss, Crizal, See More Easy Clean top coat. Transitions, and proprietary TR O Seg bifocal and TR O SEG in all resin materials. Offers private label Discovery brand progressive lens and See More Valuehd and See More ICU backside fully digital progressives.

[www.3riversoptical.com](http://www.3riversoptical.com)

## US Optical

**Founded:** 2008

**HQ./Main Lab Location:** East Syracuse, N.Y.

**No. of Locations:** 1

**No. of Employees:** 125

**Key Executives:** Ralph Cotran, Ron Cotran, Robert Cotran

**Owners:** Ralph Cotran, Ron Cotran, Robert Cotran

**Trade Names:** Fastest Lab in America!

**Key Markets:** National

**2015 Est. Net Sales:** \$38.5 million

**Rx Sales:** \$38.5 million

**No. of Rx Jobs/Day:** 2,200

**Percentage of Uncut Jobs:** 65%

**Comments:** Proprietary products include Ultimate HD, Advanced HD, Wrap HD, PC HD, SV HD, SVWrap HD, PC HD and Digital AR coating. Offers Zeiss, Hoya, Essilor, Shamir, Seiko, Kodak, Crizal, Purecoat, Optifog Previncia, Blutech, Duravision Silver, Thin Wrap; Carrera Exceed Sunglass Package Program.

[www.usoptical.com](http://www.usoptical.com)

Continued on page 38

# WHOLESALE HEAVYWEIGHTS

Continued from page 37

## VSPOne Optical Technology Centers

**Founded:** 1972

**HQ./Main Lab Location:** Sacramento, Calif.

**No. of Locations:** 15

**No. of Employees:** 1,143

**Key Executives:** Don Oakley, president; Joe Maris, senior vice president, lab operations; Edward Morris, senior vice president, sales; Dave Delle Donne senior vice president, business development

**Owner:** VSP Global

**Trade Names:** VSPOne Baltimore, VSPOne Charlotte, VSPOne Columbus, VSPOne Dallas, VSPOne Denver, VSPOne Fort Lauderdale, VSPOne Hawaii, VSPOne Houston, VSPOne Los Angeles, VSPOne New York, VSPOne Olympia, VSPOne Sacramento, VSPOne San Diego, VSPOne St. Cloud, VSPOne Tampa Bay

**Key Markets:** National

**2015 Est. Net Sales:** \$276 million

**Rx Sales:** \$262 million

**No. of Rx Jobs/Day:** 13,500

**Percentage of Uncut Jobs:** 10%

**Comments:** Unity PLx, Unity PLxtra, Unity PLxpression, Unity PLxtreme, Sharper Image TechShield, Ethos progressive lenses, Unity SVx Single Vision, Unity SVxtra Single Vision, Unity SVxtreme single vision, Unity CVx computer lenses, Unity Performance Coatings, Unity stock lenses, and Unity Lenses with blue light protection. Special services and programs include VSPOne Rewards Program, Second Pair Program. Offers on-site AR including Unity Performance Coatings and Crizal, Purecoat, Teflon, and Zeiss. In-network digital (customized/free-form) surfacing capabilities producing Unity, Shamir, SOLA, Varilux and Zeiss customized progressives and digital single vision products.

Schneider automated surfacing technology. MEI and A&R automated finishing technology. Distributors of Hoya, Seiko-Pentax, Signet Armorlite, Transitions, Varilux, Vision Ease, Younger and Zeiss products.

<http://vspopticsgroup.com/vspone/>

## Vision Dynamics Laboratory

**Founded:** 2007

**HQ./Main Lab Location:** Louisville, Ky.

**No. of Locations:** 1

**No. of Employees:** 75

**Key Executives:** John Dippold, president; Mike Yager, VP sales, Eric Lindquist, national accounts manager

**Owners:** Robert Miniutti, Jeffrey Plank

**Trade Names:** Vision Dynamics, Vision Dynamics Laboratory

**Key Markets:** National

**2015 Est. Net Sales:** \$10.8 million

**Rx Sales:** \$6.5 million

**No. of Rx Jobs/Day:** 780

**Percentage of Uncut Jobs:** 40%

**Comments:** Proprietary products include Permatint, Sunsmart, Clearlight, Ultrasun, CFL. Specializes in glass lens processing. Offers pre-tinted polycarbonate and photochromic lenses.

[www.visdynlab.com](http://www.visdynlab.com)

## Walman Optical Company

**Founded:** 1915

**HQ./Main Lab Location:** Minneapolis/St. Paul, Minnesota

**No. of Locations:** 38

**No. of Employees:** 1,000

**Key Executives:** Marty Bassett, president/CEO; Dustin LaVelley, VP/CFO; Craig Giles, EVP; Mark Parker, EVP; Doug Schlauderaff, EVP; Lynn Askew, VP; Jon Dymit, VP; Bryan Schueler VP; Jobe Sellers, VP.

**Owner:** Employee-owned

**Trade Names:** ADO Practice Solutions, ImageWear, Walman Instruments, Walman Optical, X-Cel Specialty Contacts, Ultra Optics, Rite-Style Optical, Toledo Optical

**Key Markets:** National

**2015 Est. Net Sales:** \$320 million

**Rx Sales:** \$176 million

**No. of Rx Jobs/Day:** 8,600

**Percentage of Uncut Jobs:** 10%

**Comments:** Proprietary brands include Callaway, London Fog, Stepper Eyewear, Betsey Johnson and Wildflower frames. Proprietary digital lenses include Acclaim, Visionaries and Tailored-Rite. Proprietary non-glare coatings include Acclaro and Exceed XTC. Proprietary contact lens brands include FlexLens, Atlantis Schleral, and Extreme H2o. Offers digital surfacing and non-glare capabilities, producing Varilux, Shamir, Zeiss, Seiko and digital house brand lenses on-site, as well as Crizal, Zeiss, Sentinel Plus UV and house brand non-glare coatings. Provider lab network for both VSP and EyeMed orders. Online Rx order submissions accepted through major portals including DVI Rx Wizard, Eyefinity and VisionWeb. ADO Member Program by ADO Practice Solutions. Produces educational seminars including Walman U, North Focus University, Practice Builder Academy, ADO seminars and partners with Transitions and The Williams Group for training and education events. Industry's largest independent consultative sales force. New tablet and online tools include SpecTech iPad dispensing and measurement app, Innexus marketing solutions and ECHO by Eyemaginations. Member of Transitions Heritage Labs.

[www.walman.com](http://www.walman.com) ■





## Top Labs That Made News This Year

NEW YORK—Since *VM* published its 2014 Top Labs Report, several of the wholesale heavyweights have made expansions, improvements and acquisitions. Here's a brief recap of the Top Labs that made news during the past year.

### September, 2014

**Hoya Vision Care** significantly expanded the production capacity at its main lab near Dallas, Texas with the creation of an Intercompany Manufacturing Center (IMC). The IMC is part of a three-year plan begun in 2013 to expand Hoya's spectacle lens production and manufacturing capabilities.

The IMC is designed for maximum efficiency and features next-generation lens processing technology, robotic automation, and state-of-the-art anti-reflective lens coating. It serves as a hub for Hoya's 29 other labs which are located around the country. The 100,000 square-foot facility runs 24/7, 365 days per year, and is staffed with approximately 100 workers who operate three shifts of continuous production.

### November, 2014

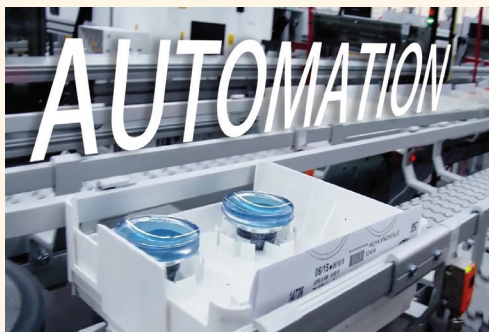
**Hoya Vision Care** opened a branch in Linthicum, Maryland. Territory managers Tammy Maxey and Janelle Trowbridge were named as the primary local representatives for the new lab. In addition to local territory managers, operations at the new facility will be headed by laboratory manager Tim Shields.

**Essilor** acquired QC Optical, a wholesale optical laboratory with branches in Portland, Ore. and Spokane, Wash. Essilor closed these branches and merged QC Optical into Opti-Craft, an Essilor lab in Portland. The former owners of QC Optical, Jim McAndrew and Bruce Hengel, transitioned over to Opti-Craft.

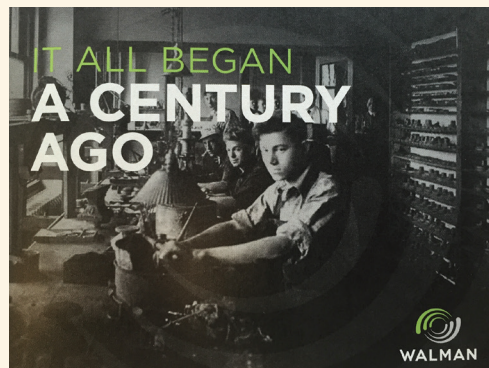
**VSP Optics Group** re-engineered and expanded its VSPOne Optical Technology Center



*A technician inspects lenses after applying anti-reflective coating at the new VSPOne Sacramento lab.*



*Hoya's new Intercompany Manufacturing Center features robotic automation.*



*Prescription lenses being ground and polished by hand at Walman Optical, circa 1915.*

near Sacramento, Calif., nearly doubling the original location's footprint, bringing it to 80,000 square feet. VSP invested \$37 million in the Sacramento lab, including significant funding for state-of-the-art optical manufacturing equipment and automation currently not in use in any other lab in the U.S. The lab processes 4,500 pairs of eyewear each day, and has the capacity to process up to 8,000 pairs of eyewear a day.

### May, 2015

**VSP Optics Group** opened a new VSPOne Optical Technology Center in Denver, Colo. VSP said the new laboratory was established to help meet growing demand for its Unity Performance Optics products in the Southwest region. The Denver facility expands the VSPOne Optical Technology Center network to a total of 14 locations, including Baltimore, Charlotte, Columbus, Dallas, Fort Lauderdale, Hawaii, Houston, New York, Olympia, Sacramento, San Diego, St. Cloud and Tampa Bay. Similar to the VSPOne locations in Baltimore, Charlotte, Houston, and New York, the new Denver location specializes in quick processing and turnaround of the entire Unity lens and coatings portfolio.

### May, 2015

**Walman Optical** introduced a new brand identity. The Walman name remained intact as the master brand that unifies the company's six divisions: Walman Optical, Walman Instruments, X-Cel Specialty Contacts, ImageWear, ADO Practice Solutions and Ultra Optics as indicated by the common logomark. By designating a distinct color for each division, individual brands stand on their own in the marketplace with a clearer purpose, according to Walman. The rebranding is part of Walman's 100th anniversary celebration. ■