

Eye Protection Via Rx Safety Programs Allows ECPs to Make a Difference



Image Credit: Getty Images/Ron Levine, morkeybusinessimages, Thierry Dosogne, Frisco

BY VM STAFF

NEW YORK—Thousands of eye injuries happen every day, spanning accidents at home, in amateur or professional sports or in the workplace. In fact, Prevent Blindness estimates that eye injuries in the workplace are very common. More than 2,000 people injure their eyes at work each day. About 1 in 10 injuries require one or more missed workdays to recover from. Of the total amount of work-related injuries, 10 percent to 20 percent of those injuries will cause temporary or permanent vision loss.

Experts believe that the right eye protection could have lessened the severity or even prevented 90 percent of eye injuries caused by accidents. Injuries from flying objects, tools, par-

ticles, chemicals, harmful radiation and more, are involved.

And, since the advent of the COVID-19 pandemic, the eyewear (plano and Rx) safety market saw a major upsurge in people recognizing the need to protect their eyes in health care settings and other personal contacts to prevent the spread of infection.

The National Institute for Occupational Safety and Health (NIOSH) offers a range of information, helpful guidance and practical information for workplace safety at their website here (<https://www.cdc.gov/niosh/index.htm>).

For optical retailers and independent eyecare professionals, though, the opportunity to take part in helping employers protect their workers

with the right prescription safety eyewear remains a major practice enhancer and bottom-line opportunity. Major Rx Safety suppliers and laboratories across the country take part in programs that enable eyecare professionals to serve the needs for those workers who must see well to do their jobs safely, to protect injury or infection.

Taking part in Rx Safety with many turnkey programs offered by labs and suppliers can help create a distinct specialty for practices in their local and regional communities, eyewear safety executives agree.

On these pages, VM highlights just some of the leading Rx Safety eyewear programs and offerings available. ■

— The Editors

Rx Safety Programs



SafeVision by Hoya Customizes Solutions for Employers and ECPs

SafeVision by Hoya <https://safevision.com/> is a leading North American provider of prescription safety eyewear programs through the company's partnership with thousands of independent eyecare providers. "We provide customized solutions to protect the vision of manufacturing and industrial employees based upon the diverse needs of their unique environments," said Bruce Scott, VP of Hoya Global Safety and Hoya wholesale division.

Scott added, "Hoya's Global Safety Eyewear division is seeing record growth rates this year. While the global economy is suffering with dramatically rising inflation rates, production and manufacturing across the U.S. continues to be strong with the U.S. Bureau of Labor showing 2022 manufacturing jobs rising a consistent 5 percent versus the prior year. That's good news for American workers, which in turn results in a greater need for safety eyewear."

Scott also pointed out, "The staffing challenges experienced by so many eyecare professionals over the past two years have also affected their priorities toward prescription safety eyewear patients. With many ECPs short-staffed, more and more practices are requiring that all patients—including safety eyewear patients—make an appointment for their fitting and dispensing. This can be a challenge for a manufacturing worker who needs prescription safety eyewear in order to start their new job."

Scott also noted, "As always, a prescription safety eyewear patient can carry many additional revenue opportunities for an independent eyecare professional. Those patients often need a new refraction. Additionally, they will normally need new dress eyewear or prescription sunwear and they may have a spouse or children who need eyewear. These opportunities are often the result of a local manufacturing employer sending their employees to local eyecare professionals—and



Pentax GT20 Goggle with Rx Insert.



Pentax Classic 56 Gloss Demi.



Gloss Black, Gloss Demi and Matte Tortoise. Like all Pentax safety frames, the Classic 56 meets ANSI Z87.1 standards for high mass and high velocity impact resistance.

additional foot traffic is often the one thing most desired by a business owner."

Hoya said its best-in-class Pentax safety frame line continues to grow with new styles every year. The Pentax Classic 56 is a stylish, prescription ready, safety frame with permanently attached, anti-reflective coated side shields. The latex free, thermoplastic rubber nose pads and temple tips help keep them comfortably secure throughout the day. It is currently available in three colors:

The Pentax GT20 is a non-conductive, fully sealed goggle which comes with a removable insert for prescription lenses. A scratch resistant coating has been applied to the exterior of the polycarbonate shield and the interior has been treated with an anti-fog coating. The Pentax GT20 meets ANSI Z87.1 standards for high mass and high velocity impact resistance. The sealed design also meets the fine dust (D5) rating per ANSI Z87.1. ■

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Rx Safety Programs



Kenmark's Wolverine Rx Safety Eyewear Offers Distinctive Branded Options

Kenmark has been experiencing a sizeable increase in its Rx Safety business over the past year “as we’ve shifted to not necessarily ‘post-COVID’ but a COVID-adaptable world,” noted Jason Wehlage, VP product and design.

Wehlage added, “The needs of an increasing population requiring prescription safety eyewear are growing. When you can now include a medical professional side that may have been a targeted demographic in the past, the demographic and needs are expanding.”

He pointed out the opportunity for independent ECPs to take part. “Safety eyewear isn’t always top of mind for accounts, as it is targeted for a very specific clientele. But as accounts look to differentiate their offerings to clients, there is the opportunity for them to really own that segment for their area. They can be the go-to destination for patients whose jobs require protective eyewear. With the push in government circles for manufacturing and industries to operate more within U.S. borders, the market will continue to evolve.”

Wehlage also noted, “Wolverine has been having great success in our lightweight TR90 safety models (W035/ W036). The sport styled wraps with double injected rubberized tips and nose pads conform and provide comfort to the face.” ■



Wolverine Safety Eyewear W34 in navy blue crystal.



Wolverine Safety Eyewear W36 in black crystal.



Wolverine Safety Eyewear W36.

WOLVERINE 

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Rx Safety Programs



Essilor's SightProtect Offers Turnkey Solution for Incremental Revenue to ECPs

Safety eyewear is estimated to be a \$140 million market and provides eyecare professionals an opportunity to boost their bottom line with a specialized service. To ensure eyecare professionals can learn about opportunities in the safety eyewear sector, Essilor's SightProtect (<https://www.sight-protect.com/en/providers>) was created in 2021 "to simplify the implementation of safety eyewear within practices and equip ECPs with the best prescription safety eyewear options," the company said.

"SightProtect was born of a need to simplify safety prescription eyewear to maximize practice efficiency and unlock this profitable revenue stream for practices," said Tory Olson, director of safety at Essilor. "The program provides access to our industry-leading technologies and brands and creates efficiency through end-to-end online management and standardized safety benefit plans. SightProtect provides eyecare professionals a turnkey safety eyewear solution and drives incremental patients directly to participating practices."

In a work setting where precision and visual clarity are key to safety, ensuring employees are fitted with the best visual solutions is critical. According to the Bureau of Labor Statistics, the median age for manufacturing employees is 44 years old, which means many safety patients are squarely in the presbyopic age range. Olson points out, "They require Varilux lenses to experience the best vision at any distance. Varilux is the number one recommended progressive lens by optometrists and opticians. They, along with Essilor's complete portfolio of advanced lens designs such as Crizal No-Glare and Eyezen enhanced single vision lenses, are available in safety eyewear through the SightProtect program."

SightProtect, the company said, also drives local employees and their families to provider practices, through employer programs and their dedicated practice locator, and unlocks opportunity for increased revenue through second pair sales.



Guardian GRXS 14.



Oakley DetCord is Made in the USA.


SightPROTECT
 — BY ESSILOR —

It is estimated that up to 30 percent of safety employees purchase an additional pair of eyewear at the same eyecare provider location, Essilor said.

"The last three years have seen massive and widespread disruptions to supply chains and the global economy—which has impacted all corners of our industry. Practices have struggled with staffing shortages and profitability and need partners who can bring simplicity and impact their bottom line," Olson said.

"As we've all seen, there is sustained demand for labor in the fields which are likely to require safety eyewear. Even in the last several months, we are seeing increasingly positive signs in the safety eyewear market. As demand continues to increase, SightProtect participating practices are well positioned to capitalize on demand while providing superior visual protection and patient care within their local communities," Olson concluded. ■

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Rx Safety Programs



Hilco Vision's OnGuard Safety Business Includes Made in USA Rx Products

Like many safety eyewear leaders, Hilco Vision reports it has been a “steady climb out of the pandemic,” and that the company has seen an increased need for safety frames in nearly all the channels it serves. “Our global team has been working hard to pivot as needed,” the company said.

The company noted, “The OnGuard brand has a heritage in the industry that drives our internal team to continually innovate. We are focused on new styles developed by our internal design team and we are looking forward to sharing these innovations which build on the ongoing success of our USA collection.

“Given the breadth of the OnGuard safety portfolio, our ability to customize a safety program for any practice is a hallmark of the Hilco Vision commitment to supporting the industry in this critical eye health category.”

A spokesperson for Hilco Vision/OnGuard, told VM, “More and more ECPs are realizing the value that an Rx Safety program can bring to their practice and are taking steps to maximize their investment. We have worked alongside our customers to better manage their overall category strategy by assisting with product rationalization, reviewing program goals, and suggesting new styles that fill any gaps.

“These customers have seen business double and even triple in some cases! A little attention goes a long way toward a more productive program and a bigger revenue stream and we have partners that have seen this firsthand.”

How can independent ECPs capitalize on the current climate? Said the spokesperson, “With a focus on actually prescribing a pair of Rx Safety frames when appropriate, ECPs are not only protecting a patient’s eyesight—the most important reason to make this recommendation—but also are providing protection for expensive fashion frames when the patient is on the job. This is a win-win for both the patient and practice.” ■



OnGuard F214 in Tortoise.



OnGuard C212 in Black/Silver.



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Rx Safety Programs



Walman Optical's Safety Program Offers Flexibility to Employers and Many Resources for ECPs


The leaders of Walman Optical's (www.walmanoptical.com) industrial safety business, Meg Klaers, industrial safety program manager, and Jeff Marcella, industrial safety sales manager, told *VM*, "Rx safety eyewear is directly impacted by the economy and U.S. employment numbers. Over the last two years, we've seen safety eyewear surge back and now comfortably level off to pre-pandemic trends. There will always be a need for Rx safety eyewear and the need expands year after year. Consistently, we see employers extending budgets and allowed products to meet U.S. safety standards and the expectations of the U.S. workforce."

In terms of describing how eyecare professionals' priorities toward taking part in Rx Safety programs are changing, Klaers and Marcella noted, "Our dispensing partners are extremely valuable to us and the workforce so we don't take independent eyecare practices for granted. We've prioritized developing much-needed dispensing partner resources and incentives, plus, we provide an extra level of customer care, so our partners experience the profit potential safety can bring to their practice."

"This year, more eyecare practices have proactively updated safety samples and requested they be added to our dispensing partner network. The first step is to see that safety is more than a dispensing fee; which aligns with our goal to drive business to the practice beyond just safety eyewear, with improved resources that simplify safety, grow their reach within their community and make safety worth their time."

Walman's safety site also offers maps and locators for employers and employees to find participating dispensers and ECPs.


When it comes to Rx Safety products, Klaers and Marcella added, "The options in safety eyewear are consistent year-over-year and the Walman Optical labs are equipped when there are



WALMAN OPTICAL

Safety Eyewear

HOME
ABOUT US
THE ESSENTIAL SOLUTIONS
RESOURCES
START MY PROGRAM



BUILD A CUSTOMIZED PROGRAM

A COMPLETE SAFETY EYEWEAR PROGRAM

Like you, we're focused on reducing recordable injuries in the workplace. We do this by building a customized program for your company and manufacturing the safety eyewear that keeps your employees seeing safely, within your budget. Plus, our dedicated team is just one call away and with usage and eligibility tracking online, your safety eyewear program is easy and simple for you, too.

Get a quick look into what your new safety eyewear program could be:

[VIEW OUR RESUME](#)

[BROWSE OUR LOOKBOOK](#)

Walman Safety offers a range of distinct resources and tools for both employers and eyecare professionals.

advancements in lens and coatings technologies. For safety specifically, anti-fog coating and blue light protection continue to be highly sought-after vision safety options and wrap frames are more popular every year.

"But, enhancing our online resources and simplifying everything is truly what's new at Walman Optical Safety Eyewear. Our program continually meets the needs of the workforce and that includes making the programs as easy as possible for those who are managing the programs for their employees. We keep the options simple and that helps the independent eyecare practices who partner with us as dispensing partners too." ■

MORE THAN A DISPENSING FEE.



SAFETY EYEWEAR MAKES A PROFITABLE DIFFERENCE IN YOUR PRACTICE & SUPPORTS YOUR COMMUNITY.

We partner with your practice and focus on your goals through the safety eyewear programs we build for companies in your area.

- More Eye Exams
- New Patients
- Additional Streetwear and 2nd Pair Sales
- Friends and Family Referrals
- New Revenue Stream
- Consignment Samples, including WileyX
- Earn a Per Order Dispensing Fee

Contact us and invite safety into your practice today.



Safety Eyewear

844.401.7702
MplsSafety@walmanoptical.com

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Rx Safety Programs



Bollé Safety Offers a Range of Industrial and Workplace Eyewear Products

Bollé Safety (<https://www.bolle-safety.com/us/>) is a comprehensive business across a range of industrial and workplace safety arenas. The company's prescription safety business, called Excellence Prescription (<https://www.bolle-safety.com/us/>), is designed to offer "a turnkey solution for safety prescription eyewear needs to enhance employees' productivity on the job" with ANSI Z87.1 certified UV blocking prescription eyewear.

Bollé emphasizes the company's 130-year history in eyewear production, the launch of its safety goggle and eyewear business in 1950, its work with the French military, the debut of its prescription range in 1981 and the creation of its Bollé Safety brand and division in 1984.

The company's safety and PPE business spans industrial, tactical, clean room, blue light, health care along with a wide range of prescription options.

The company's website offers some direct purchase options for workers but emphasizes services and training for opticians as well. Its blog also shares information about a range of product applications, features and benefits of safety frames and lenses. A detailed area of the blog educates about Rx Safety eyewear as well.

In July of this year, Bollé Safety announced several additions to its sales, marketing and product and business development divisions. These key additions are part of Bollé Safety's commitment to strengthening its foothold in the North American market, per an announcement from the Bollé Brands Group which encompasses the brands Bollé, Bollé Safety, Serengeti, H2 Optix and Spy. ■

bolle SAFETY



EXCELLENCE
PRESCRIPTION PROGRAM

Bollé Safety offers a turnkey solution for all of your safety prescription eyewear needs. Tailor made equipment with the most advance lens technologies and frames engineered to enhance your senses. Benefit from our 130+ years expertise in eye protection to enhance your employees' productivity while on the job with our ANSI Z87.1 certified UV blocking prescription eyewear.

SAFETY

Because your vision is unique, you must protect it accordingly, even while on the job. Because you shouldn't have to choose between the right protection and optimal vision, discover our range of prescription safety eyewear.



DISCOVER

HYBRID

Your job may be in the harshest environment, your vision still requires the best tool for you to give your maximum. Choose within our prescription hybrid eyewear. The ideal support and protection, always adapted to your sight.



DISCOVER

OFFICE

For all of those who work in less harsh environment, the office range may be exactly what you need. Contemporary designs, with the peace of mind of S rated safety eyewear. The perfect tradeoff between style and performance.



DISCOVER

Bollé Prescription Safety programs offer a range of turnkey options for a diverse range of on-the-job conditions, from heavy industrial settings to office environments.