

BLOCKBUSTERS



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Practice Management and Purchasing Services for Independent Eye Care Professionals

Block Notes

It's the new year, with all of its hope and promise for greater productivity, efficiency and profitability before us. The Block Business Academy by the Beach provides an opportunity to help you realize those goals with top-quality education for eye care professionals and staff members. The continuing education covers clinical education as well as practice management hours. In addition, Block Business Group vendors will be on hand with tremendous purchasing opportunities—and members have a chance to share business strategies in a relaxing atmosphere.



Michael Block

If you haven't registered yet, there's still time to join us on Jan. 24-26 at the Boca Raton Resort & Club. Visit blockbg.com and click on the meeting logo on the main page to learn more and register. Reserve your spot today for this terrific meeting. You'll be glad you did. **BBG**

BBG Bottom Line

What's Your Value Proposition?

What sets you apart from the competition? Many eye care professionals will say that it's the quality of their products and professional services. So while you are not trying to compete on price, it's still important for you and your staff to understand how to articulate the value of the services and products you provide.

Your optical dispensary provides continuity from the start of the process to the end. Unlike a chain, the eye care professional or staff member who helps with frame selection and measurements will likely be the one who dispenses the final eyewear. It is important to explain to patients that their measurements are customized and personalized at a higher level. You back up the product, and in fact, provide free service for the useful life of the eyewear.

There's tremendous value in that kind of service—but that value must be made apparent to your customers. Make sure that you make your patients aware of the personalized professional service you provide.

Similarly, you need to know how to promote your products. What makes a high-end or luxury frame better than a value-priced frame? Provide your patients and customers with an education on the components of a quality frame, including the materials, the craftsmanship and the detailing. Ideally, customers buy from your optical—but for those who want to shop around, make sure they know what to look for in well-designed frames and quality lenses.

Finally, help customers understand that designer eyewear is an affordable luxury. A pair of designer eyewear or sunwear is often quite a bargain compared to a jacket or handbag from that same designer. **BBG**

Thanks to the Exhibitors

Stop by and thank the exhibitors who are supporting Block Business Academy by the Beach as of the printing of this newsletter. **BBG**

ABB OPTICAL GROUP	Inside Software/	Precision Optical Group/
Briot/Visionix	My Vision Express	Central Optical
CareCredit	Kenmark	REM Eyewear
ClearVision	Lafont	Safilo
CooperVision	Luxottica	Shamir
Cynergy	Luzerne	Silhouette
Essilor	Marchon	Smith Optics
Excel	Marcolin	Tura
Fashion Optical Displays	Morel Eyewear	WestGroupe
Fatheads	Nassau Vision Group	Zeiss
Hoya		Zyloware

Sign up for BlockBusters Online

The monthly *BlockBusters* is now online, too, with more late-breaking news and expanded content. You can see the electronic edition online at blockbg.com or send your email to cwalsh@blockbg.com to be added to the electronic distribution.



Also check out Block Business Group on Facebook (facebook.com/BlockBG) and answer our monthly quick poll question. **BBG**

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Elite Vendor News

ProDesign Denmark Adds to Essential Line

Four new styles from ProDesign Denmark feature colorful frames in classic shapes. Each style has three-layer acetates on the fronts and temples, but the layer structure has been reversed and cut on the temples to create a more exciting look. There are two



women's styles, one unisex style and one male style, all suitable for progressive lenses.



Aspex Offers Three New Styles

Aspex has added the EC322 to its EasyClip line. The ladies' metal, semi-rimless style features Swarovski® Crystals and spring hinges. The addition to the EastTwist



line is the TK946, a women's metal, semi-rimless style with plastic temples and spring hinges.



line is the CT 215, a men's metal with memory metal bridge and the 360° Turboflex hinges. The latest in the



Continued on next page

Elite Vendor News

WestGroupe Adds to EVATIK EYEWEAR

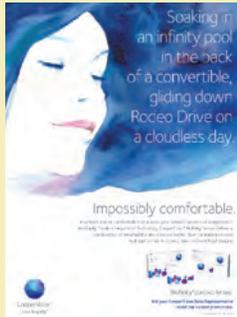


able in olive brown, burgundy gray and brown blue and in size 55-17-145.

E-9089 is a full-rim style constructed from handmade Mazzuchelli acetate. Polished to a high-gloss finish, the striped acetate is reminiscent of a luxurious Italian silk tie. A metal end cap on the temple and end piece provides a clean finish to the look. This model is avail-

CooperVision Launches Biofinity® XR Contact Lenses

The new Biofinity XR® contact lenses offer an extension of the popular Biofinity comfilcon A silicone hydrogel technology, allowing more patients to experience the modern contact lens material and design. The Biofinity XR contact lenses combine high oxygen permeability with all-day comfort characteristics for wearers with more demanding prescriptions. The Biofinity XR contact lenses are the only extended range monthly contact lenses with Aquaform® Technology, making the lens material highly breathable so more oxygen reaches the eyes for clearer, whiter, less irritated eyes. The Aquaform Technology also ensures the contact lenses stay naturally and uniformly wet and smooth for comfort from the first day to last.



ClearVision Optical Promotes Marc Ecko Eyewear

The latest release from Marc Ecko Cut & Sew Eyewear features an assortment of five adventurous yet universally appealing styles.

From Jan. 2–Feb. 28, 2014, ClearVision customers who buy Marc Ecko Cut & Sew will receive the following:

- Buy six or more pieces and receive two free frames and two fashionable Marc Ecko Cut & Sew t-shirts (colors: black and white).

- Buy 12 pieces or more and receive three free frames, two free Marc Ecko Cut & Sew t-shirts and a special GWP item.



Ogi Eyewear Offers Handcrafted Stainless Steel Styles

Ogi Eyewear applies its signature channel-setting technique to its metal frames, setting organic patterns such as wood, marble and leather flush within the metal frame. The result is a nearly weightless, slim structure.

The 4300 is available in colors from wine to sapphire, with textures including granite and wood. Each stainless steel combination design is embellished with tapered metallic outlining and a duo of rivets on the front and the temples. The 4301 is an elegant round frame with delicate details and designer touches including the hairline metal rim around the front and temples as well as the diamond-shaped accents.

Ogi Eyewear counter cards, logo blocks, large window banners and branded counter cubes are available.



Silhouette Adds to the Adidas Collection

The streamlite is part of a collection that can keep up with the most active consumers with its tremendous durability and sporty style. Linear stripe accents give the frame a feeling of speed, adding to the straight, streamlined look. Made of SPX™ and Performance Steel™.



Altair Kicks off 2014 Releases from JOE Joseph Abboud



JOE4028 has thin temples that feature engraved lines, mimicking the pinstripe detail of a tailored suit.

JOE Joseph Abboud Eyewear releases a collection featuring four styles with sleek designs and linear details applied to the temples for an overall sports-inspired aesthetic synonymous with the brand.



JOE4030 is a subtle, milled metal combo with a precisely styled interior temple.

Charmant Adds “Melodies” to the LineArt Collection

Charmant Group is introducing four new styles to its LineArt collection. Two styles expand on the existing Rondo segment, which now offers rimmed and semi-rimless styles. Two styles introduce the newest segment, DUO, which features open profiles with double Swarovski accents on twin Excellence Titan filaments.

Charmant
GROUP



L2044 is available in gold white, light brown, and, shown, pink.

Prada Releases Fall/Winter Collections

The Prada Fall/Winter 2013 Women's Eyewear collection from Luxottica includes a Cinéma Special Collection Project, evoking a retro 40s style, and an Ornate Special

PRADA



Model SPR 31P—this rounded Ornate model features hand-applied light and dark crystals.



Model SPR 07Q—the classic Pantos model is reinterpreted in a cat-eye version.

The Prada Fall/Winter 2013 Men's Eyewear collection strikes a fine balance by combining purely classic lines, accentuated by the square yet gently rounded shape of the fronts set against the linear profiles of the temples and lenses.

Safilo Group and Kate Spade, LLC, Introduce Jack Spade

In addition to launching the Jack Spade men's sunglasses collection in February through top-tier department stores, sunglass specialty retailers and Jack Spade retail stores in the U.S. and Canada, Safilo and Kate Spade also announced a three-year extension of the current kate spade new york international licensing agreement through the end of 2018.

JACK SPADE

Spotted



Heidi Klum is wearing Carrera 80 sunglasses in Venice Beach after a soccer game on Nov. 10, 2013.

"Jack Spade creates new opportunities to enhance the male segment of our portfolio that has tremendous potential, with a stylish yet timeless, functional brand that has a sense of fun," says **Luisa Delgado**, CEO of Safilo Group.

"Both Jack Spade and Safilo share a deep passion for design, quality craftsmanship and attention to detail. Jack Spade's entrance into the eyewear category with such a regarded industry partner is a natural progression of our existing kate spade new york eyewear assortment," says **Craig Leavitt**, CEO of Kate Spade LLC.

Elite Vendor News

Marchon Announces Collaboration Between Nike and Dragon Alliance

Two iconic brands join together to create the limited edition Nike x Dragon Alliance snow goggle. Utilizing Dragon's Advanced Projects X patented frameless technology and modern minimalist design, this athlete-inspired snow goggle is made to withstand the most challenging elements the mountain has to offer with injected spherical lenses with super anti-fog protection, 100 percent UV protection and more. The design also incorporates key graphics and colors from Nike's winter collection.



Lafont Gets Inspired by Wildlife

Proving to be wild at heart, Chief Designer Thomas Lafont brings two new animal prints to metal. Designs MADELEINE and MAYFAIR are both worked with a new technique that enables



the design studio to express the same passion and detail as signature Lafont acetate frames. The result—leopard and zebra prints are recolored in reds, blues and unexpected bright accents. The mix of patterns and texture, with the addition of vibrant colors and detailed openwork, adds a new flavor to the collection.



Marcolin Introduces New Roberto Cavalli Models

The new styles from Roberto Cavalli express a sophisticated and elegant taste and a refined and glamorous style synonymous with the Roberto Cavalli brand. The new designs for the sunglass and eyeglass frames are inspired by the most iconic processes of Florentine Maison including fine materials, distinct shapes and animal print patterns.



New John Varvatos Reader Collection

John Varvatos and REM Eyewear take the everyday reading glass style and push it to distinctive design levels. These elegant frames are compact, collapsible and housed with photochromic lenses to provide a seamless move from light to dark. The end result gives the wearer an opportunity to discover timeless, tailored and classic Varvatos.

The V802 is a collision of modern meets vintage styling. Textured coining around the rims creates a luxurious two-tone effect and also houses photochromic lenses to provide a seamless move from light to dark. The V803 is a master class in vintage inspiration and innovation. These finely crafted, lightweight frames are detailed with coining in the rims, which adds visual depth.



Eastern States Eyewear Premieres New Jaguar Sunglasses Collection

Eastern States Eyewear released a dozen new Jaguar Sunglasses featuring a range of premium lenses. New in the collection are blue blocker lenses, photochromic lenses and nano coating in addition to Jaguar's premium AR-coated polarized lenses.

With nine metal styles and three plastics, the collection is classic with a modern twist, with many designs inspired by world-renowned automobiles. Two fashion wrap styles are available for those seeking a sportier look from Jaguar. The Jaguar 37115 features a plastic design with carbon fiber temple accents, and the 37713 combines rubber temple accents with an aluminum-magnesium alloy frame. All styles feature the Jaguar leaping cat logo lightly engraved upon its lenses.



Exhibitor Announcements

Zyloware Eyewear Adds New Offerings

This month, Zyloware Eyewear will release eight new Randy Jackson Sun styles, incorporating the on-trend, stylish features from Randy Jackson's bold collections for men.



Jackson sports the RJ 916, a full-rim metal frame with a double-bar bridge in a square shape.

Dana Buchman Eyewear for the Professional, Contemporary Woman

Kenmark introduces four new metal designs from Dana Buchman Eyewear. The Alta, Nell, Lydia and Tari each features a light-weight metal frame flanked by temples with elegant accents. The frame styles don't overwhelm a woman's delicate features, while still allowing for a deep B measurement. Colors range from basic black, brown and silver to bold scarlet and violet.



Notice the Alta's elegant wrap-around metal detail and the Tari's fashion-forward crystal accent is updated and fashion-forward.

Vendor Contact Glossary

Altair.....	altaireyewear.com	800-505-5557
Alternative/Plan B Eyewear.....	alternativeeyees.com	888-399-7742
Art Optical.....	artoptical.com	800-253-9364
Aspex.....	aspexeyewear.com	888-416-3937
Carl Zeiss Vision.....	vision.zeiss.com	800-518-7716
Charmant.....	charmant.com	800-645-2121
Clarity Eyewear.....	clarityeyewear.com	800-372-6372
ClearVision Optical.....	cvoptical.com	800-645-3733
CooperVision.....	coopervision.com	800-341-2020
Eastern States Eyewear.....	eseyewear.com	800-645-3710
Essilor Labs.....	essilorlabs.com	800-215-7249
Hoya.....	hoyavision.com	972-221-4141
L'Amy America.....	lamyamerica.com	800-243-6350
Lafont.....	lafont.com	800-832-8233
Luxottica.....	luxottica.com	800-422-2020
Luzerne Optical.....	luzerneoptical.com	800-233-9637
Marchon.....	marchon.com	800-645-1300
Marcolin.....	marcolin.com	800-537-9265
Modern Optical.....	modernoptical.com	800-323-2409
Ogi Eyewear.....	ogieyewear.com	888-560-1060
Precision Optical Group.....	precisionopticalgroup.com	800-497-9239
ProDesign Denmark.....	prodesigndenmark.com	800-654-6099
REM Eyewear.....	remeyewear.com	800-423-3023
Revolution Eyewear.....	revolutioneyewear.com	800-986-0010
Safilo Group.....	safilo.com	973 952-2800
Silhouette.....	silhouette.com	800-223-0180
Smilen Eyewear.....	smileneyewear.com	800-887-5675
Spy Optic.....	spyoptic.com	866-516-0064
Viva Group.....	marcolin.com	800-537-9265
WestGroupe.....	westgroupe.com	855-455-0042
Zyloware Eyewear.....	zyloware.com	914-708-1100



BLOCK MEMBERS!

P.O.G. see us at our booth!

January 24 thru 26
see you "by the beach!"

Smilen Eyewear Introduces Spectrum

The Spectrum collection features seven handmade acetate styles with vibrant colors and trendy shapes. A leader in value eyewear, Smilen Eyewear delivers low prices and superior customer service.



Think Snow



SPY® has rolled out the latest collaboration with SPY athlete and Snocross World Champion Tuck "T-Train" Hibbert: the SPY + Tucker Hibbert Whip SnowX goggle.

Modern Optical Introduces New Styles

Modern Optical has expanded its Modern Art Collection, and each of the 53 "collectibles" in this collection is an opportunity to offer beautiful, designer looks at affordable prices. The new models express today's fashion trends with astute attention to design details whether its shapes, colors or materials. A355 combines the rich coloration of triple laminate fronts with stainless steel temples to craft a perfect blend of femininity and authority. A356 will turn heads with its colorful, geometric pattern on the temples, which compliments the slim, oversized fronts. Another imaginative style is A357 with simple stainless steel fronts that are juxtaposed by the gorgeous gemstone-embellished temples. A358, a semi-rimless style, captures the emerging metallic gold trend with its intricate metal design paired with soft ivory-colored zyl temples.



Plan "B" Eyewear Launches Five New Jupiter Slims Models

Jupiter Slims has five colorful additions in Xrays, Solar and Nasa styles constructed from ultem, a super-strong, flexible and light material. The new models offer a variety of new shapes, from the oversized round to the classic square.



Jupiter Slims Solar and Xrays style

Robert Graham and Revolution Eyewear Create Line

Robert Graham eyewear will offer high-quality craftsmanship and sophisticated silhouettes, along with infusing iconic fabric and trim designs to reflect the essential characteristics of the brand's American Eclectic spirit. The Polk, shown in pewter, is made with solid mahogany temples. It's available in antique gold, black and brown—with an adjustable temple tip.



Clariti Eyewear Offers Two New Styles

Clariti Eyewear's AirMag AP6410 is made with innovative TR-90 plastic and paired with polarized magnetic clip-on sunglasses. In matte tortoise, these AirMag's are both sophisticated and stylish. For a simple yet sophisticated design, look at the Monalisa M8876 with its deep burgundy color and beautiful gold and crystal accents.



L'Amey America Launches Five New Balmain Optical Styles

L'Amey America is launching three women's styles and two men's styles. Embellishments still rule in Balmain; however, they are subdued and balanced in the new launches. The overt punk themes are toned down in these new models, making them more approachable but retaining that luxurious Balmain feel.



The Balmain 1020 has a distinctive modern metal theme front inspired by the architecture from the Fall/Winter 2013 Balmain clothing collection. Available in black and plum.

VIVA Adds to Its 2014 Collections



VIVA International Group, recently acquired by Marcolin, a Block Business Group elite vendor, has added two new women's styles available full-rimmed and semi-rimless from the Magic Clip Eyewear Spring 2014 collection with animal print and pearlescent hues to accentuate handmade acetate temples and rhinestones details. Viva also added five new styles to its SKECHERS Eyewear line, two men's and three women's retro-inspired ophthalmic styles with pops of color.

MARCIANO Eyewear added three optical and six new sunglasses styles featuring chic and refined silhouettes. The collection's handcrafted acetates are adorned with exquisite Swarovski crystal detailing and incorporate the elegance of dual-toned metals and sleek designs. In January, four new ophthalmic styles join the CANDIE'S® Eyewear collection, reflecting today's CANDIE'S girl with stud embellishments and colorfully patterned temple treatments. The eight new styles in the CANDIE'S Eyewear sunglasses collection were inspired by bright popsicle colors and tribal patterns.

The Harley-Davidson® Eyewear adds six new men's and two new women's ophthalmic frames created with high-quality materials such as TR-90 and handcrafted acetate with a range of colorations and intricate details ideal for the active lifestyle of the Harley-Davidson® enthusiast. Classic design and matte finishes are showcased in the streamlined styling of HD 496, HD 497 and HD 498.

BBG Lab Talk

Luzerne Optical Extends Special Offer

As of November, the new Luzerne Premier Independent Optical Lab program offers Block members a 20 percent discount monthly, regardless of the volume. Some items are not discountable and not eligible for the 20 percent savings.



Hoya Increases Discount

Hoya discounts increase as of Jan. 1, 2014. Purchase \$1,000–\$3,999 per month and receive 22 percent discount on non-Hoya brands and 30 percent discount on Hoya brand progressives and coatings. Purchase \$4,000+ per month for a 25 percent discount on non-Hoya brands and 35 percent discount on Hoya brand progressives and coatings. New or reactivated accounts beginning or restarting Jan. 1 through March 31 will receive a 50 percent discount for 90 days when billing \$1,000 per month. The National Hoya Honors Program loyalty rewards program will be available to all Block accounts with at least \$1,000 per month in net purchases.



Increased Discounts Available from Carl Zeiss Vision

Members now receive a 33 percent discount on discountable products and services. In addition, Carl Zeiss Vision will provide a one-time rebate of \$1,500 to each new member that bills \$7,500 in net sales during the first three months of joining Carl Zeiss Vision. For members who meet \$15,000 or greater in net sales during the first three months of joining Carl Zeiss Vision, a rebate of \$3,000 will be provided. Block members will also have the opportunity to participate in the ZEISS Practice Advantage Program.



Open Your Practice to Increase Patient Referrals, Retention and Growth

Contact
Lens
Corner

The KeraSoft® IC custom soft lens for keratoconus and other irregular corneas is manufactured in the Definitive™ Silicone Hydrogel material and is available at Art Optical. The Definitive material offers enhanced oxygen transmissibility and provides a quarterly replacement modality, ensuring greater corneal health and patient compliance. The lens optics allow you to correct, rather than mask, irregularities.

To become certified to fit KeraSoft IC, visit keraSofttraining.com. Following certification, you can order your diagnostic set and will be added to the practitioner locator function of the website. Experienced consultants can continue to help you. **BBG**