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**TOP**  
**LABS**  
VISION MONDAY 2009



Please use our shape guide to insure you get an accurate lens thickness and blank size. This will help with the lens cosmetics.

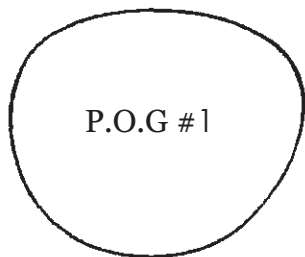
## How To Use Lens Shape Guide

### 1. SELECT A LENS SHAPE

Place your frame over the shapes provided and find the one closest to your frame shape. (Do not be concerned with the comparison to the size of printed shape samples). The size will be adjusted according to the frame measurements listed on your prescription.

### 2. GIVE COMPLETE INFORMATION WITH ORDER

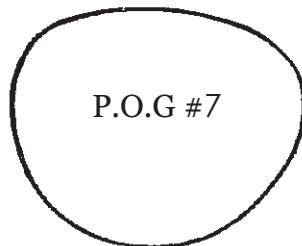
- A. Eye Size (A), B Box, ED and DBL of Frame
- B. Lens shape # from guide
- C. Type of frame (e.g., drilled or grooved rimless, metal or zyl)



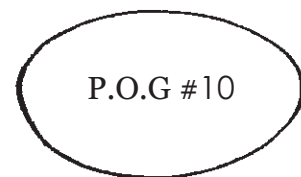
P.O.G #1



P.O.G #4



P.O.G #7



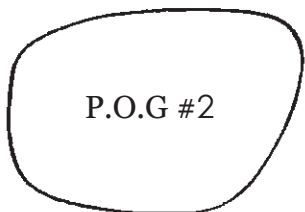
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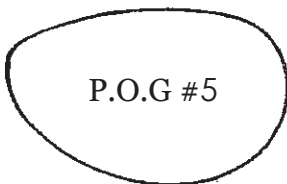
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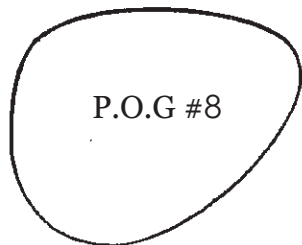
P.O.G #12



P.O.G #2



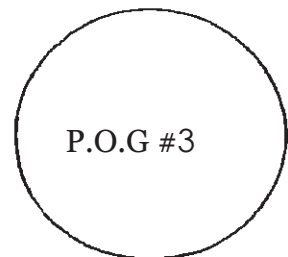
P.O.G #5



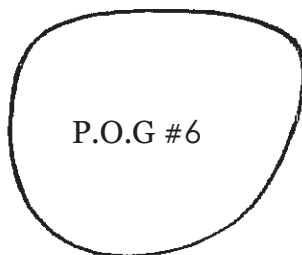
P.O.G #8



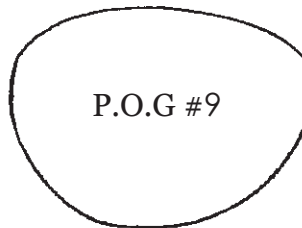
P.O.G #13



P.O.G #3



P.O.G #6



P.O.G #9



P.O.G #14

# “Our Story”



Pictured left to right: Matt Somers & Mike Tamerius, Co-Founders.

Once upon a time a fishing trip, years ago, set the course for two high school classmates and a company in Creston, Iowa. Precision Optical Group, Inc. (P.O.G.) is a full service laboratory founded by Matt Somers and Mike Tamerius in 1992 on a “hunch and a handshake”. Mike sold his boat and Matt sold his motorcycle to get the lab off the ground. Together, they launched Precision Optical Group a little over 18 years ago. The “Inc.” was inked a couple years later. The company has grown from a two person operation, in southwest Iowa, to one of the largest independently owned wholesale optical labs in the nation.

P.O.G. Labs have customers in 48 states, Canada, Puerto Rico, China and Virgin Islands. They not only produce upwards of 1200 pair of prescription lenses per day, but also distribute optical supplies, eyeglass frames and offer marketing support to their 500+ customer base as well.

“We are able to stay competitive in the industry by constantly updating equipment, attaining and keeping good employees and never losing the Midwest work ethic that our customers truly value”, says Matt Somers. “We are also able to keep our overhead costs low by being located in Iowa, which allows us to pass on our savings to our customers.”

Mike and Matt are always looking for ways to improve and expand their business. This past year they had several different opportunities and decided to take advantage of two of them. They bought a lab in Denver, Colorado and partnered with a lab in Redford, Michigan. These new additions, along with Precision Optical Group, Inc. formed P.O.G. Labs. There are a total of 90 employees at the three lab locations.

JMR Wholesale is located in Denver, Colorado. Most of their customers are in the metro area. They have a staff with over 40 years of combined optical experience. As an extension of P.O.G. they are a small lab with large lab capabilities.

K Optical Laboratory is a family owned, full service optical lab located near Detroit, Michigan. They cater to mostly the metro area. K Optical is owned by Michael, Marc and Kevin Kellman (a father and 2 sons). Since partnering with P.O.G., you can expect the same variety of products and services from K Optical.

The “little lab that could” has come full circle from its modest beginnings, now being recognized as one of the top labs in the nation. “We owe a debt of gratitude to great employees and to so many people in the industry that have extended a helping hand to us throughout the years. It has sure made things easier. From other lab owners, salespeople and local business leaders who have willingly given whatever help we needed along the way. But most importantly, we are thankful for our customers and their continued support and loyalty. We will continuously strive to meet and exceed their expectations”, says Mike Tamerius.

And for anyone wondering, Mike - not Matt - eventually got a new motorcycle, and Matt, a boat. And they lived happily ever after!

# P.O.G. & P.O.G Short

## House Progressive Lenses

At P.O.G. Labs, we pride ourselves by offering the best quality lenses at the lowest possible prices. Our P.O.G. & P.O.G. Short House Progressives are just that. We are constantly searching for good deals on quality lenses to pass along huge savings to our customers. Current P.O.G. House Progressives include Polycore's Futurise and Micro.

### FEATURES

- Aspheric Soft Design
- Multi-Design Add Range
- Flatter Base Curve
- Extended Add Range to 3.50
- Wide Channel
- Clear Distance Above the 180°line

### P.O.G. Futurise

#### Clear Plastic

+6.50 to -7.25 sph, cyl to -4.00  
adds 0.75 to 3.50

#### Hardcoated Plastic

+6.50 to -7.25 sph, cyl to -4.00  
adds 0.75 to 3.50

#### Polycarbonate

+8.00 to -10.00 sph, cyl to -4.00  
adds 1.00 to 3.50

#### Polarized Plastic

+6.50 to -8.00 sph, cyl to -4.00  
adds 1.00 to 3.50

#### 1.56 SunSensor

+7.00 to -8.00 sph, cyl to -4.00  
adds 1.00 to 3.50  
Color: Gray & Brown

18 mm  
Minimum  
Fit Height

### P.O.G. Short Micro

#### Hardcoated Plastic

+7.00 to -8.00 sph, cyl to -4.00  
adds 0.75 to 3.50

#### Polycarbonate

+8.00 to -7.00 sph, cyl to -4.00  
adds 1.00 to 3.50

#### 1.56 SunSensor

+7.00 to -8.00 sph, cyl to -4.00  
adds 1.00 to 3.50  
Color: Gray & Brown

16 mm  
Minimum  
Fit Height

 Polycore  
Progressive



# Meet the People of P.O.G. Labs



## Sales/Marketing Team

Front Row (Left to Right) Lisa Sawtelle, Shannon Waigand, Angie Siebrecht.  
Back Row (Left to Right) Misty Johnston, Kate Shafar, Mary Fleming.



IOWA



## Management Team

Front Row: Holly Ferber, Middle Row (Left to Right) Lance Christensen, Shannon Waigand, Deb Larson.  
Back Row (Left to Right) Judy Hodge, Matt Somers (co-owner), Mike Tamerius (co-owner).  
Not pictured: Stephanie Brammer.



## Customer Service Team

Front Row (Left to Right) Lori Norris, Holly Ferber, Carlene Titus, Connie Marxen. Back Row (Left to Right) Cyndie Sevier, Ginger Squires.



**Precision Optical Group, Inc services customers across the Nation, Canada, China, Puerto Ricco & Virgin Islands.**



JMR Wholesale, located in Denver, Colorado serves customers mostly in the metro area. As an extension of P.O.G., they are a small lab with large lab capabilities.



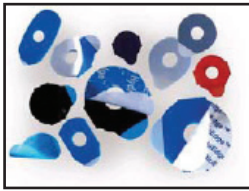
MICHIGAN

K Optical Laboratory is a family owned, full service optical lab located in Redford, Michigan. They cater to mostly the Detroit metro area. Since partnering with Precision Optical Group, Inc., you can expect the same variety of products and services from K Optical.



# Let P.O.G. Labs Put All Your Optical Pieces Together.

Order all your supplies from us.  
It is guaranteed to save you **TIME** and **MONEY!**



Edging Pads



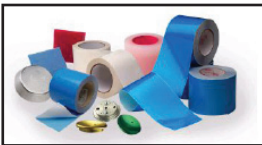
Contact Lenses



Frames From  
Leading Manufacturers



Cleaning Cloths



Blocking Tape



Lens Marking/Overcoat  
Remover



Polish



BPI Tint



Polishing Pads



Safety Programs  
& Eyewear



And So Much More! Call For Pricing Information!



Hilco



Modern Optical



MFG	LENS STYLE	FT. HT.	CR39 TRANS.	CR39 POLAR	CR39 DRIVE-WEAR	POLY	POLY TRANS.	POLY POLAR	POLY DRIVE-WEAR	TRIVEX TRANS.	TRIVEX POLAR	MID INDEX TRANS.	1.60 HI-INDEX	1.60 HI-INDEX TRANS.	1.66/1.67 HI-INDEX	1.67 HI-INDEX TRANS.	1.67 HI-INDEX POLAR	1.74 HI-INDEX
Jai Kudo	Jai Kudo	15/18/20	63	107	81	173				123		91	88	157	117	177		147
Jai Kudo	Jai Kudo w/ AR	15/18/20	81	113	88	183				131		97	98	164	127	187		157
Essilor	Accolade Freedom w/ Avancé	17	150	175			165	185	190	175			160	195	165	205		195
Essilor	Ideal	17	76	96			78	104							101	123		
Essilor	Ideal Short & Ideal Advantage	14	79	99			81	107							103	126		
Essilor	Definity/Definity Short w/Avancé	15	145	174	180		160	191		160	199		179	205	179	217		209
Varilux	Comfort 360 w/ Avancé	18	130	185	195			205					185	205	195	215		
Varilux	Ellipse 360 w/ Avancé	13	164	210			175	220	235				195	220	200	230		235
Varilux	Physio 360 w/ Avancé	17	176	196	225		215	240					223	247	233	257		255
Hoya	Hoyalux ID w/ Super HiVision	14								233	260		203	227	275	293		280
Hoya	Hoyalux ID Lifestyle & Lifestyle CD w/ Super HiVision	18/14	151	171			150	165	170	160	180		185	220	200	235		
Hoya	Hoyalux Summit ECP/CD IQ w/ Super HiVision	18/14	138	176						162	201							
Seiko	Seiko Succeed & Succeed WS	17/15	72	135	109		82	152	126	82	152		107	176	126	197	220	168
Seiko	Seiko Supercede & Supercede WS	16/14	93	146	118		103	165	139	103	165		124	187	139	222	233	172
Seiko	Super MV	SV													85			
Shamir	Autograph II Fixed/Variable	11/15	122	156	144	208	131	180	174	131	180		152	200	170	240	268	207
Shamir	Autograph II Attitude SV	SV	63	94	84	152	71	115	163	71	115		89	131	110	159	208	
Shamir	Autograph II Office	16	65	65			70						85					
Shamir	Autograph II Attitude PAL	15/18	126	160	148	212	135	184	227	135	184		156	204	174	244	272	
Shamir	Autograph II SV	SV	42	72	66	127	53	93	134	53	93		59	99	65	129	180	
Shamir	Shamir Element	16/19	75	122	112	173	85	148	182	85	148		112	165	137	200	230	
Signet Armoritite	Unique (AR Extra)	13	109	131	131	171	109	133	141	121	151	141	123	123	103	133	143	113
Zeiss	AO Easy HD w/Teflon	18	127	146	148		135	155	158						155	175		
Zeiss	Compact Ultra HD w/Teflon	13	130	152	155		140	150	166						159	179		
Zeiss	GT2 3D/Short w/Teflon	17/13	135	165	169		153	176	179				166	166	180	205		
Zeiss	Individual (Zeiss) w/Teflon	13	155	186	188		172	195	191				186	186	199	221		
Zeiss	Individual (Zeiss) SV w/ Pure Coat	SV	101	125			105	135					121	121	146	177		
Zeiss	Sola HDV w/Teflon	13	150	175	180		165	185	190						185	200		
Zeiss	Solaone HD w/Teflon	18	130	150	155		140	160	166						159	179		

\*Prices subject to change without notice. Call for a quote on lenses not listed.



**P.O.G. POINTER:**  
Digitally surfacing technology creates a significant improvement over traditional processing by allowing production within 1/100 of a diopter of accuracy. Please allow extra turn around time for these lenses.

Some photochromatics may not be Transitions® brand due to manufacturer availability.  
**Effective March 2010 - Also available with new Transitions XTRAActive. Call for pricing.**

**DIGITALLY SURFACED LENS**

UNCUT		CR39	CR39 TRANS.	POLY	POLY TRANS.	TRIVEX	TRIVEX TRANS.	GLASS CLEAR	GLASS PGX
SV		7.00	42.00	11.50	68.00	38.00	82.00	15.00	28.00
FT25		8.95						23.00	41.50
FT28		8.95	51.50	18.75	92.00	49.59	92.00	24.00	39.50
FT35		18.00	59.00	21.50		70.00	120.00	26.00	52.00
RD22		12.00						30.00	54.25
RD24		16.00	65.00			44.00	110.00	41.00	60.00
7X25		20.90						33.00	58.60
7X28		20.90	73.00	31.50	108.00	79.00	105.00	35.00	70.00
7X35								52.00	120.00
8X35		36.00	83.00	39.50				103.00	132.00
EX BI		21.00							
EX TRI		36.00							
<b>COMPUTER LENSES</b>									
ACCESS		32.00		33.00					
BUSINESS		45.00							
COMPUTER				50.00					
GRADAL RD		52.00							
INTERVIEW		42.00							
OFFICE		45.00		50.00					
TACT		39.95							
<b>ENHANCED MULTIFOCAL</b>									
ATLAST				55.00					
<b>PROGRESSIVES FT. HT.</b>									
P.O.G.*	18	19.75		35.00					
P.O.G. SHORT*	16	19.75		35.00					
ACCOLADE	17	52.00	110.00	74.00	125.00	95.00			
ADAPTAR	18	36.90	84.50	58.00				72.66	87.96
AO EASY	18	58.60	94.00	74.00	123.00				
COMFORT®	18	58.60	103.50	74.00	140.00			90.00	100.00
COMPACT	15	39.00	82.00	59.00					
COMPACT ULTRA	13	62.00	115.00	78.00	140.00				
CONCISE	14	53.00		55.00	135.00				
CREATION	19	71.00	120.00	83.00					
ELLIPSE®	14	65.00	111.50	95.00	132.00				
FREEDOM ID	17	59.00	76.00	48.95		79.00	99.00	75.00	85.00
GENESIS	19	55.00	105.00	65.00	145.00	81.00		75.00	100.00
GP WIDE	18	54.95	103.00			75.95	120.95	73.95	95.95
GRADAL TOP	22	65.00	135.00	90.00	130.00			106.00	124.00
GT2/GT2 SHORT	17/13	65.00	115.00	80.00	120.00				
IMAGE	18	29.95	76.75	48.95	99.95	77.50	101.50		
KODAK	20	56.50							
NATURAL	18	40.00	82.00	49.00	95.00			75.00	85.00
NAVIGATOR/SHORT	20/14	33.00		61.00					
OUTLOOK	18	45.00		55.00	110.00			95.00	135.00
OVATION	17	55.00	105.00	61.00	115.00				
PANAMIC®	18	65.00	109.00	78.00	136.29				105.00
PERCEPTA	18	53.00		72.00				90.00	100.00
PHYSIO®/SHORT	17/14	75.00	138.00	98.00	150.00				
PICCOLO	16	65.00	105.00	77.00				81.00	110.00
PRECISE/SHORT	17/13	65.00		70.00	130.00	81.00			
SMALLFIT	14	59.00	115.00	74.00	132.00				
SOLAMAX	18	49.00	84.00	57.00	110.00				
SOLAONE	18	65.00	95.00	78.00	125.00				
SUMMIT CD	14	64.95	118.95			96.95	143.95		
SUMMIT ECP	18	64.95	109.00	76.95		96.95	143.95		
VIP	18	29.95	69.00	38.00	89.00			70.00	84.50
XL	18	29.95		38.00					81.50

Standard power range is Plus (+) or Minus (-) 5.00 Sphere and -3.00 Cylinder.  
Some photochromatics may not be Transitions® brand due to manufacture availability.  
Effective March 2010 - also available with new Transitions® XTRActive. Call for pricing.  
\*P.O.G. & P.O.G. Short lens brands are labs choice.



UNCUT		MID-INDEX 1.56	MID-INDEX TRANS.	HI-INDEX 1.60	HI-INDEX 1.66/1.67	HI-INDEX TRANS.	POLARIZED CR39	POLARIZED POLY	DRIVEWEAR CR39	DRIVEWEAR POLY
SV		34.00	82.75	36.50	55.50	96.00	40.00	65.00	99.00	106.00
FT28		44.90	94.75	43.75	92.00		62.00	75.00	110.00	
FT35		54.00	105.00				84.00			
7X28		68.50	120.50				95.00			
8X35							125.00			
<b>ENHANCED MULTIFOCAL</b>										
ATLAST					120.00	165.00				
<b>PROGRESSIVES FT. HT.</b>										
<b>P.O.G.</b>	<b>18</b>		<b>62.00</b>	<b>19.75*</b>			<b>78.00</b>			
<b>P.O.G. SHORT</b>	<b>16</b>		<b>75.00</b>							
ACCOLADE	17				130.00	150.00		150.00		
AO EASY	18			81.35	92.00	135.00				
COMFORT®	18			81.35	115.00	155.00	130.10	165.00		
COMPACT	15	62.00	128.00							
COMPACT ULTRA	13				125.00	152.00				
CONCISE	14	78.00	105.00	81.00	85.00	142.00				
CREATION	19			93.00	105.00	161.00				
ELLIPSE®	14			105.00	142.00	155.00		165.00		
FREEDOM ID	17				108.00	150.00	112.00	115.00		
GENESIS	19			81.00	120.00	135.00	112.00			
GP WIDE	18			150.00**			125.95			
GRADAL TOP	22			105.00	145.00	184.00				
GT2 / GT2 SHORT	17/13				135.00	155.00	130.00	140.00		
IMAGE	18	59.00			105.00	150.00	112.00	125.00	139.00	150.00
KODAK	20	78.00	94.96	78.00						
NATURAL	18			93.00						
NAVIGATOR/SHORT	20/14	42.00	69.96	45.90			112.00			
OVATION	17				120.00	160.00		120.00		
PANAMIC®	18				105.00	170.00	135.10	165.00		
PERCEPTA	18	53.00	126.00	83.00			110.00			
PHYSIO®/SHORT	17/14			105.00	145.00	155.00	152.00	170.00		
PICCOLO	16			108.00	118.00	155.00				
PRECISE/SHORT	20/13	86.70	110.00	91.80	120.00	140.00	125.00			
PROCEED/SHORT	20/18				138.00	168.50				
PROCEED 3	16				143.00	173.00				
SMALLFIT	14			98.00	108.00	155.00		150.00		
SOLAMAX	18	58.00	126.00			126.00				
SOLAONE	18			98.00	115.00	163.00		135.00		
SUMMIT CD	14			150.00**	106.95	160.00				
SUMMIT ECP	18			150.00**	106.95	160.00	132.00	165.00		
VIP	18	57.00	126.00							
XL	18	57.00	126.00							

Standard power range is Plus (+) or Minus (-) 5.00 Sphere and -3.00 Cylinder.

Some photochromatics may not be Transitions® brand due to manufacturer availability.

Effective March 2010 - also available with new Transitions® XTRActive. Call for pricing.

\*While supplies last.

\*\*Includes Hoya HiVision AR.



**R.O.G. POINTER:**

We stock a wide variety of progressive lenses. If the lens you are looking for is not listed, please call for availability and pricing.

ADDITIONAL UNCUT LENSES	CR39	POLY	TRIVEX	HI-INDEX 1.67	HI-INDEX 1.70/1.71	HI-INDEX 1.74
SV					80.00	90.00
SV ANTI-FATIGUE w/ ALIZE®	85.00	95.00		140.00		
SV TRIVEX POLARIZED			65.00			
GP WIDE w/ Super HiVision - 18 Ft. Ht.					166.00	
NOVELLA - 14 Ft. Ht.					138.00	
SUMMIT ECP/CD w/ Super HiVision - 18/14 Ft. Ht.					186.00	

	CR39	POLY	GLASS	HI-INDEX
Cut and Edge Single Vision OR Lined Multi-Focal	5.00	5.00	5.00	5.00
Cut and Edge Progressives	9.00	9.00	9.00	9.00
Edge Down Your Lenses	10.00	15.00	15.00	12.00
Grooved Rimless	5.00	8.00	14.00	5.00
Drilled Rimless	30.00	20.00	50.00	20.00
Polished Edges	5.25	5.25	5.25	5.25
Rolled Edges	5.25	5.25	5.25	5.25
Faceted Bevel	30.00	40.00	35.00	30.00
Aspheric	18.00	18.00	18.00	18.00
Oversize Blanks (75-80mm)	7.00	7.00	16.50	7.00
Extra Power Charge (per lens per diopter)	1.50	1.50	1.50	1.50
Extra Thick Blanks	15.00	15.00	16.50	15.00
1.0 Center Thickness	N/A	7.50	N/A	5.50
Special Requested Base Curve	5.00	10.00	10.00	10.00
Frosted Lenses	10.00	10.00	10.00	10.00
<b>PRISM</b>				
up to 3 diopters (per lens, per diopter)	1.50	1.50	1.50	1.50
3 to 5 diopters (per lens, per diopter)	2.50	2.50	2.50	2.50
over 5 diopters (per lens, per diopter)	4.00	4.00	4.00	4.00
Slab Off Prism	45.00	CALL	CALL	CALL
Reverse Slab Off Prism	55.00	CALL	CALL	CALL
<b>ADDITIONS</b>				
+3.25 to +3.75 (per pair)	8.25	8.25	8.25	8.25
+400 and Over (varies by lens style/material (per pair)	CALL	CALL	CALL	CALL
<b>COATINGS</b>				
<b>Courage Coating®</b> (Double-sided Hard Coat w/ 2 year 1x replacement)	16.00	16.00	N/A	16.00
Strip Anti-Reflective Coating	6.00	6.00		6.00
P.O.G. Mirror Coating (In-House)	25.00	25.00		25.00
Mirror Coating (2 year 1x replacement - Outsourced)	45.00	45.00	CALL	45.00
Scratch Coat (1 year 1x replacement)	6.50	6.50		6.50
<b>TINTS</b>				
UV400	6.00	6.00	15.00	6.00
Solid Tint	3.50	4.00	CALL	3.50
Solid Sun Tint (over 70%)	4.00	4.50	CALL	4.00
Gradient Tint	5.00	5.50	CALL	5.50
Double Gradient Tint	7.50	8.00	CALL	8.00
Edge Tint	5.00	5.00		5.00
Bleaching of Tint	5.00	5.00		5.00
<b>ADDITIONAL SERVICES</b>				
Complimentary Rx Voucher Processing Fee	15.00	(all materials)		
Nose Pad Replacement	5.00			
Remove Broken Screw	5.00			
Ptosis Crutch	60.00			
Replace Temple Tips	5.00			
Custom Lens Shapes and Sizes	10.00			
Shortern Temples	5.00			
Re-String Groove Frame	5.00			
Glass Chemical Hardening	3.00			
Safety Monogram	2.00	(all materials)		
Solder	25.00			
<b>Shipping services/rate may vary by location, please call for rates.</b>				

Standard power range is Plus (+) or Minus (-) 5.00 Sphere and -3.00 Cylinder.  
Call for additional services.



# AR Coating Options

IN HOUSE

OUTSOURCED

AR OPTIONS	PRICE	VSP® RATING
<b>BASIC AR*</b> 1 Year Warranty - 1x Strip/Recoat	\$25	<b>A</b>
<b>PLUS AR*</b> (Includes basic hard coat & hydro top coat) 1 Year Warranty - 1x Replacement Lenses	\$35	<b>B</b>
<b>PREMIUM AR*</b> (Includes basic hard coat & super hydro & anti-slip top coat) 2 Year Warranty - 1x Replacement Lenses	\$40	<b>C</b>
<b>ELITE AR*</b> (Includes "Courage Coating®", super hydro & anti-slip top coat) 2 Year Warranty - 1x Replacement Lenses	\$45 <b>NEW!</b>	<b>D</b>
<b>ELITE CLEAR AR**</b> (Includes "Courage Coating®", super hydro & anti-slip top coat) 2 Year Warranty - 1x Replacement Lenses	\$45 <b>NEW!</b>	<b>D</b>
<b>ZEISS TEFLON</b> 2 Year Warranty - 1x Replacement Lenses	\$45	<b>C</b>
<b>CRIZAL®</b> 2 Year Warranty - 1x Replacement Lenses	\$45	<b>B</b>
<b>CRIZAL ALIZÉ®</b> 2 Year Warranty - 1x Replacement Lenses	\$52	<b>C</b>
<b>CRIZAL AVANCÉ®</b> 2 Year Warranty - 1x Replacement Lenses	\$57	<b>D</b>
<b>HOYA PREMIUM</b> 2 Year Warranty - 1x Replacement Lenses	\$45	<b>B</b>
<b>HOYA SUPER HVISION &amp; VIEW PROTECT</b> 2 Year Warranty - 1x Replacement Lenses	\$52	<b>B</b>
<b>KODAK CLEAR**</b> 2 Year Warranty - 1x Replacement Lenses	\$50	<b>C</b>
<b>KODAK CLEAN N CLEAR**</b> 2 Year Warranty - 1x Replacement Lenses	\$60	<b>D</b>



P.O.G. Labs are proud to offer the latest in Anti-Reflective (AR) coatings.

**P.O.G. Labs has 5 In-House AR coatings to choose from! Same day service is available!**

For a sample of our In-House AR coatings, contact your sales representative today!

**Allow extra turn time for outsourced ARs.**

\*Standard soothing blue hue coating  
\*\*Clear (colorless) coating

## 3 Easy Ways To Order With P.O.G. Labs



**1. FAX**  
Your Order Forms



**2. PHONE**

Our Customer Service Department is open from 7:30 am to 5:30 am (CST). Call (800) 497-9239 ext. 2

**3. ONLINE**  
Remote Ordering & Live Chat!



*On-line*  
**Precision**

vision web<sup>sm</sup>  
www.visionweb.com

eyefinity/OfficeMate

24.

Contact numbers for each Lab are on the back of the Price List.



## **Extend the life of your patient's lenses by coating them with "Courage Coating®" for only \$16.00 per pair!**

P.O.G. Labs has introduced an amazing product called "Courage Coating®". It is a double-sided dip coating that is thermally cured and can be applied to most materials, available with or without AR.

This super hard coat provides the following benefits:

- More scratch resistant than other super hard coatings on the market
- Clearer vision due to unscratched lenses
- Extends the life of valuable lenses
- Unrivalled durability
- Guaranteed not to crack, peel, or flake
- 2 Year 1x Replacement Warranty



Why is it called "Courage Coating®" you ask? We want to give back to our customers. Unfortunately, everyone is affected by cancer in some way. When we launched our new coating we decided to do something about it. We named the coating "Courage Coating®" and will contribute \$2 to the American Cancer Society® for each pair of lenses made with "Courage Coating®".

Each pair of "Courage" coated lenses includes a "Courage to Fight Cancer" bracelet, lens cleaning cloth and authenticity card for distribution to your patient.

"Courage Coating®" is truly a breakthrough in technology. Ask for it by name, and together we'll help the American Cancer Society® find a breakthrough in the fight against cancer.

# **P.O.G. Labs Has The "Courage to Fight Cancer," Won't You Join Us?**

**P.O.G. Labs are the only authorized distributors of "Courage Coating®".**

This program will run from September 29th, 2009 through August 30th, 2010.  
The American Cancer Society® does not endorse any product or service.



# Policies

## **PRICES/POLICIES ARE SUBJECT TO CHANGE WITHOUT NOTICE.**

### **TERMS:**

- All stock sales net. (No Discounts)
- Accounts must be current to participate in all incentive programs and special pricing programs.
- Customer agrees to pay 2% per month service charge on items that remain unpaid 30 days and over.
- Credit balance is redeemable for merchandise only.
- Customer agrees to pay all court costs plus attorney's fees of 15% of the then unpaid balance if this matter must be referred to an attorney for collection.
- A \$30.00 service charge will be assessed for any check returned for any reason.

### **CREDITS/WARRANTIES:**

- Credits may not exceed 10% of your current monthly gross expenditure with P.O.G.
- Credits/Warranties will not apply if an account is non-active with our labs.
- In order to receive a credit, you must remake the job with P.O.G.
- All lenses must be returned to P.O.G. in order to ensure that your account receives the appropriate credit.
- All requests for credit must be accompanied by the original invoice number and remake number on the forms we provide. If our form does not accompany a credit, there will be a \$2.00 fee deducted from the credit amount given.
- All returns must be presented within 60 days of replacement invoice date.
- Inspect each Rx carefully before processing. Lenses subjected to additional processing in your lab indicate that you have accepted the Rx.
- Credits will be issued within 7 days from when they are received. You will receive a credit memo in your next scheduled shipment.

**NOTE: To ensure accuracy, please call or fax in remakes or changes on previous orders. Do not send remotely.**

### **CANCELLATION/RX CHANGES:**

- Orders can not be cancelled or changed once they have been placed in process. Rx changes made after work is in process will be charged at regular price less a 25% discount. These charges will be in addition to the original price.
- There will be no credit issued for patient cancellation.

### **TELEPHONE/REMOTE ERRORS:**

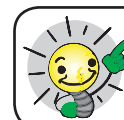
- All phone orders will be read back and accepted as being correct; Any error will be billed with a 25% discount upon return of original lenses. These charges will be in addition to the original price.
- Remote orders submitted will be accepted as correct; Any errors will be billed with a 25% discount upon return of original lenses. These charges will be in addition to the original price.
- Finished stock lens orders will not be accepted or processed remotely. They will be processed at a surfaced lens price.

### **PROFESSIONAL ERRORS:**

- A courtesy discount of 25% of the Rx costs, including extras, will be made on prescription lenses due to professional error (e.g., power changes, axis, add, tints, PD, segment location or change in lens style.) Discount will be given upon return of lenses within 60 days from original order.
- Professional errors will be limited to a one time remake and may not be used if a non-adapt is already used.

### **PROGRESSIVE LENS NON-ADAPTS:**

- In the event that a patient is not able to adapt to their progressive lenses, replacement single vision or lined bifocal lenses will be processed at no expense to you within 60 days of the original delivery.
- Should the patient decide to try a different progressive lens, we will credit the less expensive lens.
- Any additional charges (e.g., tints, coatings, edging, etc.) will incur remake charges.
- P.O.G. will bill replacement lenses with a notation of credit pending. Credit will be given for the less expensive pair, upon return of the original lenses.



#### **P.O.G. POINTER:**

Avoid delays on your credits, make sure you are sending the proper paperwork with your credit request!

## PATIENT OWN FRAMES/LENSES:

- Patient's own/old frames or lenses are accepted for processing only at the patient's own risk. POF processing failures will be returned to your office along with the lenses, where a similar frame can be selected from your display.
- P.O.G. is not responsible for any breakages that may occur on lenses sent to be edged down into a frame or additional processing (e.g., tint or AR added.)

## LENSES:

- SCRATCH COATING:** Is warranted for 1 year, one time replacement.
- COURAGE COATING:** Is warranted for 2 years, one time replacement.
- NOTE:** Lenses must be replaced in identical form. A maximum of one replacement per Rx order is allowed. Front surface scratches, due to normal wear, will be covered; However, abuse of the lens will not be covered. Scratch warranty will be approved per P.O.G. discretion. **Safety lenses carry no warranty.**
- DRILLED RIMLESS & GROOVED RIMLESS:** Rimless Rxs fabricated in trilogy or 1.60 index and above will be warranted for cracking or breaking for a period of 1 year, 1 time. (Normal wear.) Rxs fabricated in polycarbonate will have a 90 day warranty. Drilled rimless or grooved rimless orders processed in cr39, mid index, Sunsenors or Instashades will carry no warranty.

## COMPLETE FRAME INFORMATION:

- Complete frame information is needed in order for calculations of lens thickness and decentration to be accurate. P.O.G. will not honor credits for lens thickness issues, unless the complete information was given at the time the order was placed. (E.g., frame shape from shape chart, A, B, DBL and ED.) If lenses are being returned for thickness, they must be edged in order to receive credit.

**Note: Varilux® is a registered trademark and trade name of Essilor of America and the Essilor Group. P.O.G. is not an authorized distributor of Varilux® lenses.**



**P.O.G. POINTER:**

Extend the life of any lens by applying  
"Courage Coating®" for just \$16.00.

## ANTI-REFLECTIVE COATINGS:

**NOTE: Applying AR to any lens voids the manufacturer's warranty and the following policies apply:**

### IN HOUSE AR:\*

- Basic Coating:** Is warranted against defects for 1 year, one time. Lenses must be sent in for strip and recoat.
- Plus Coating:** Is warranted against defects for 1 year, one time replacement. Should the coating be found defective the lenses will be replaced. This is limited to original Rx in the same material and same frame. Customer must return old lenses accompanied by both invoice numbers in order to receive credit.
- Premium Coating & Elite Coating:** Is warranted against defects for 2 years, one time replacement. Should the coating be found to be defective, the lenses will be replaced. This is limited to the original Rx in the same material and same frame. Customer must return old lenses accompanied by both invoice numbers in order to receive credit.

### OUTSOURCED AR:\*

**Crizal®/Alizé®/Avancé®/Teflon®/Hoya & Kodak AR:**

- Are warranted against defects for 2 years, one time. P.O.G.'s standard credit policies still apply.

**\*NOTE: P.O.G. will only give credit for defective coatings; We will not give credit for damage caused by improper care. Additional services (e.g., coatings and tints) will be charged at full price.**

**\* All warranties are at P.O.G.'s discretion.**

## RETURNS:

- All semi-finished, stock lens or special order item returns **must** be accompanied by an invoice number and RA number provided by P.O.G. (A 20% restocking fee will be applied.)
- All returns are at P.O.G.'s discretion.
- Special order items ordered that P.O.G. does not carry in our inventory are **non-returnable**. This includes but is not limited to: frames, special order lenses, contact lenses\*, lab supplies, custom clip-ons, lens blanks, etc.

\*Contact lenses carry no warranty.

## MISC:

P.O.G. provides customers with packing slips for items that are sent to us. Please enclose a complete packing slip. Upon receipt, we will verify the contents. P.O.G. will not be responsible for any missing items if a packing slip is not enclosed. If sending via UPS, please keep your tracking number for quick and easy reference. Packing slips are also available to print from our website.



Customer Service  
7:30 AM - 5:30 PM CST  
"Live" Online Chat Available  
[www.poglabs.com](http://www.poglabs.com)

ADO • ALLIANCE • BLOCK • COMBINE • HMI • RED TRAY • WVA



701 South Oak Street  
Creston, IA 50801  
Phone: (800) 497-9239  
Fax: (800) 507-4285  
HOURS:  
Monday through Friday  
7:30 AM to 5:30 PM (CST)



6870 N. Broadway, Unit B  
Denver, CO 80221  
Phone: (888) 900-0995  
Fax: (303) 427-1586  
HOURS:  
Monday through Friday  
8:00 AM to 5:00 PM (MST)



26847 Grand River Avenue  
Redford, MI 48240  
Phone: (888) 300-8852  
Fax: (313) 794-0914  
HOURS:  
Monday through Friday  
8:00 AM to 5:00 PM (EST)

