



TIPS OF THE TRADE

Customizing Rimless Eyewear Isn't Just Fun

IT'S GOOD FOR BUSINESS

"One-to-one" or personalized marketing is a goal of many businesses because it allows differentiation of products and services in a way that adds value to the customer. This customer focused approach to business is thought to gain competitive advantage and increase customer loyalty. While quite a challenge for many businesses, optical practices are the perfect venue to leverage personalization, and rimless eyewear the ideal tool to help.

These days, rimless can be bold or unobtrusive, with individualization limited only by the imagination. The lens can be tinted, studded, funkily edged or made to disappear, and temples range from bold and trendy to those with timeless finesse. Boldly let customers know you can...and will...go the extra mile for them! And then begin to play with the tools in your chest.

- **Lens Shape** Sure...manufacturers provide a range of shapes that make it easy to demonstrate rimless versatility and to fit a wide range of individuals. But there's no reason to stop there. Personalize your eyewear through custom shapes and striking cuts.
- **Edge and Surface Treatments** Equipment advances have taken our options well beyond ordinary shapes and colored edges. Today, you can create jewel-like facet edges and, for the truly discerning customer, there's even equipment to add semi-precious and precious stones. If you don't have access to this equipment or know which labs do, call the equipment manufacturer for help in locating a lab near you.
- **Lens Tints and Coatings** AR coatings have almost become a staple for rimless frames. And, as the sophistication of the lens keeps increasing, the importance of its finish does as well. But lens treatment options go well beyond AR. Consider how a very light gradient tint in a soft shade can complement aging skin or a flash gradient mirror can make a sophisticated statement. When you broaden the offering to include sun and fashion tints, you propel rimless to another category entirely.
- **Temples and Bridges** The ability to mix and match temple lengths and bridge widths to create the perfect fit has long been a benefit of rimless, especially for the patient that is hard to fit. With today's expanded offering of colors and designs, your ability to customize look has greatly expanded rimless appeal and the breadth of what you are able to offer.

Remember. Tailoring unique eyewear to meet individual customer needs can distinguish your practice, bring in higher dollars and enhance customer satisfaction.

BROUGHT TO YOU BY *Silhouette*[®]