

## P.O.G. receives *top honors* in Las Vegas!

P.O.G. is proud to announce we are ranked **#8 on Vision Monday's top labs in the nation**, during the Vision Expo West conference held in Las Vegas last month!!

Vision Monday, an optical trade magazine, ranks independently owned labs by net sales volume and the number of Rx jobs produced per day. The report also measures the number of employees at each lab and other key criteria such as non Rx business, services and programs offered.

P.O.G. has been on the top lab list for the past 6 years, a huge accomplishment for a lab that is only 18 years old. We moved from #14 last year to #8 this year.

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

"It is always an honor to be recognized for our hard work in the optical industry and we continue to strive for excellence", stated Mike Tamierus, Co-founder of P.O.G. "This award reaffirms that we are doing our job".

P.O.G. was also awarded "**2010 Optical Laboratory Website of the Year**" by LabTalk during the conference.

"We have a lot to be proud of", stated Shannon Waigand (Director of Sales & Marketing). "We would like to thank our customers for their continued business and support and helping us achieve these milestones."



Kate Shafar (Marketing Coordinator) & Shannon Waigand (Director of Sales & Marketing) with Top Website Award.



### Fun Happenings at P.O.G.!

Congratulations to 20/20 Optical located in Texas for winning P.O.G.'s trip to Vegas during the Vision Expo West Conference this past month.



P.O.G. Labs held a promotion for all their customers to encourage them to increase their Transitions® sales. The promotion was based on percentage of growth so it was fair for all customers, big and small. The rules were simple; increase your Transitions® sales enough to make it to the Top 5 Finalists for a chance to win! The prize included airfare to Vegas during Vision Expo, a 4 night stay at the Venetian hotel and dinner with 2 P.O.G. representatives.

Once the top 5 finalists were determined, P.O.G. used a good old fashion horse race to determine the winner!

### What is new and interesting in the Optical Industry?

- Essilor has acquired 18 different companies in the first 3 quarters of 2010.
- New "Parasol" CR39 Photochromatic by Augen has been added to our P.O.G. Progressives Line for just \$70.00/pair. Side by side, you can barely tell the difference from competitors!
- "Intuition" Digitally Surfaced Lens by Optimus; manufactured in the US, distributed only by Independent labs and to be very competitively priced to Jai Kudo. Details to come soon.
- New at P.O.G. ~ Funding Program specifically designed for the optical industry: renovate your office, update equipment, consolidate debt, increase cash flow ~ ask your P.O.G. rep for more information.

**Guarantee Rush Service - \$12.00.** Have a patient leaving on vacation or have other reasons for a time restraint on a job? Request this service and your job will be expedited.

# Extended P.O.G. House Progressive Product Line!

P.O.G. House Progressive brands include Zeiss, Augen, Rodenstock, Shore, Signet & Polycore (May vary without notice).

Please feel free to contact us with any questions about these lenses.

P.O.G. House Progressives 18 MM Fitting Height	Uncut Price/pr
CR39	\$19.75
POLY	\$35.00
TRIVEX	\$65.00
HI INDEX 1.60* available only while supplies last	\$19.75
HI INDEX 1.60	\$55.00
HI INDEX 1.67	\$80.00
CR39 PHOTOCROMIC (GRAY)	\$70.00
POLY TRANSITIONS® (GRAY)	\$89.00
TRIVEX TRANSITIONS® (GR/BR)	\$96.00
MID-INDEX SUNSENSOR (GR/BR)	\$62.00
P.O.G. Short House Progressives 16 MM Fitting Height	Uncut Price/pr
CR39	\$19.75
POLY	\$35.00
TRIVEX	\$65.00
TRIVEX TRANSITIONS® (GR/BR)	\$96.00
HI INDEX 1.60	\$55.00

Informational brochures are available upon request.

For Semi Finish pricing call your sales representative!  
(800) 497-9239

## P.O.G. continues to contribute \$\$ to the fight against cancer!

Help **find a cure** for cancer & provide your patients with **insurance for their lenses**.

P.O.G. will contribute \$2.00 to the fight against cancer for each pair of lenses coated with "Courage Coating®".

### Features of "Courage Coating®"

- Double sided, hard coating
- 2 year warranty
- \$16.00/pr

## Order your contact lenses from us!



Brands include:

- Wesley-Jessen
- Coopervision
- Ocular Science
- Bausch & Lomb
- Ciba

**Call for complete pricing!**

**P.O.G. s' 2010 Sponsors**