

**MH OPTICAL
SUPPLIES**

128 Leuning Street
S. Hackensack, NJ 07606

**New Hampshire
Optical**

32 Library Street
Allenstown, NH 03275



**Pelican
Optical LLC**

6850 Whitfield Industrial Ave.
Sarasota, Florida 34243

**NHO Optical
Maine**

197 Lisbon Street
Lewiston, ME 04240

This Month's Articles:

- SEIKO Freeform
- Back to School
- Lab Highlights:
Customer
Service



MH Optical
Supplies
VSP® Contract
Laboratory #445

New Hampshire
Optical
VSP® Contract
Laboratory #726

Pelican Optical
VSP® Contract
Laboratory #866

SEIKO Freeform

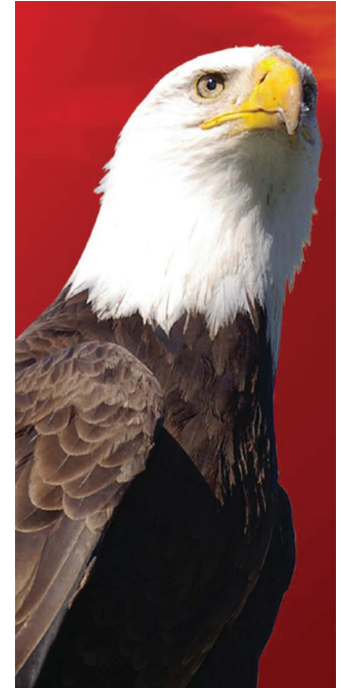
SEIKO, a name known around the world for quality and innovation is also a world leader in providing cutting-edge technology for progressive addition lenses (PALs). Seiko custom PALs are the most advanced type of progressive lenses available today because the entire lens prescription is 3-dimensionally fused on the back surface of the lens. You can compare it to the look and feel of tailor-made clothing versus buying "off the rack."

Seiko's custom made PAL design virtually eliminates the swim & sway distortion you feel with other PAL

lenses. You'll feel as though you're wearing single-vision lenses, with natural comfortable vision, near, far, and in-between.

When the complete prescription is placed on the back surface of the lens, the result is similar to looking through an antique door lock, the closer your eye gets to the keyhole, the more of the next room you can see. This same principle gives Seiko custom made PALs clear distance vision along with extrawide reading and intermediate zones.

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SEIKO

Back to School Starts Now!

Seems too early, we know, but Labor Day is just around the corner. That means MHO Labs, Back to School programs are starting now with special package pricing on *Jelly Bean* and *Affordable Designs* frames. The package includes polycarbonate lenses, and a one year scratch warranty. Be on the lookout for a "School Days" flyer headed your way soon..

The School Days Package features a premium frame from our special collection, and a polycarbonate single vision lenses, all for just **\$34.95!**

Another great choice is our "Value Line" package. This ongoing promotion includes select frames by *Detari*, *Eye Q*, and *Ce-Tru*, combined with single vision polycarbonate lenses at the

special price of **\$35.95**. Contact your customer service rep for more details or to order a selected frame kit.



**Save Money with
"School Days"**

SEIKO Freeform

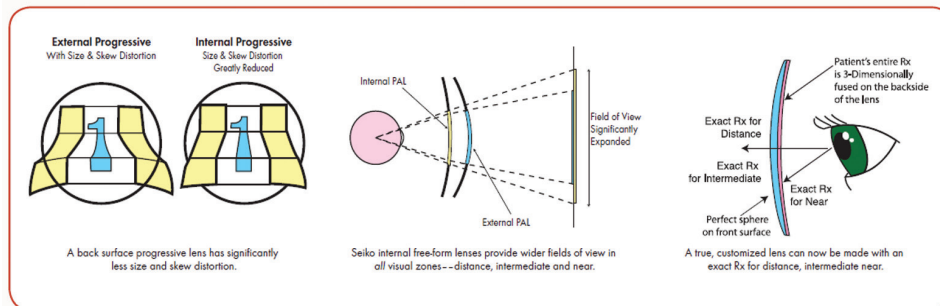
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The intermediate corridor (the area between your distance and reading zones) on Seiko's custom made PALs is up to 35% wider than other progressive lens designs, which is a tremendous benefit to those who spend time on computers.

Progressive lens designs are usually described as being harder or softer, depending on their design and the features they offer the wearer. A hard design has a more restricted intermediate area, but provides a much wider reading area. A soft design has a wider

intermediate area. Seiko's advanced software, back surface designs, and know-how creates a totally new type of progressive lenses.

Seiko custom made PALs provide true, expanded vision, making them much easier to use than other progressive lens designs. If you are new to progressive lenses, you will be amazed at how easy Seiko custom made lenses are to wear. Just hold your head naturally and let your eyes do the seeing. No more nose, or chin pointing to bring objects into focus.



Succeed & Succeed W's

Succeed & Succeed Ws design customizes aspheric compensation in the progressive channel based on the patient's complete Rx. The result is a much wider viewing areas throughout the lens.

Succeed has a soft design that is enjoyed by first time wearers. It is recommended for people with active lifestyles and for prescriptions with low to medium add powers. (Minimum fitting height 15mm)

Succeed Ws is a hard design better suited to seasoned wearers and those with difficult prescriptions. It is recommended for prescriptions with medium to high add powers. (Minimum fitting height 13mm)

Supercede & Supercede W's

Supercede & Supercede Ws lenses introduce advanced aspheric compensation (AAC) into the intermediate and near visual zones. This takes into account eye rotation in relation to the visual and optical axis of the lens, a tremendous benefit to patients with difficult prescriptions.

Supercede uses a softer design that is ideal for the active first time PAL wearer. It is the correct choice for low to medium add powers. (Minimum fitting height 14mm)

Supercede Ws use a hard design that is desirable in frames with a narrow B measurement. It is suited to seasoned wearers with medium to high add powers. (Minimum fitting height 14mm)

-Nothing Short of Superior Optics

Have you seen the latest Hilco ad? MHO can provide all Hilco products at the Hilco List Price. Hilco products are the highest quality, fully featured ophthalmics available anywhere, in styles that really sell. The Styles represent today's popular trends in eyewear and a sampling of traditional styles. They're priced at a fraction of what you now pay for comparable frames from other suppliers. Choose Hilco today!

Purchase SEIKO Freeform Today!

Inform your patient's about Seiko's advanced new patented lens technology and how they can have a pair made to their exact prescription. Seiko custom made progressive lenses will fit in most frame styles, and can be ordered in standard plastic as well as a variety of thin, lightweight and strong materials. In addition, polarized and Transitions® Lenses are available for outdoor use, they can also be ordered with AR coating to provide sharper vision and better cosmetic appearance.

Lab Highlights: Customer Service

When asked to define Customer Service most people get a puzzled, glazed look about them. Is Customer Service purely subjective or is it objective? When the two words come together there are two possible outcomes; they can collide leaving the customer and employee frustrated and angry, or it can be a comfortable joining of friends leaving both the customer and the employee satisfied.

At MHO Labs, Customer Service is an integral part of our philosophy. Which is made up of the most vital and indispensable part of our business, our employees. MHO is proud to have the best Customer Service in the optical industry. Starting at the top, our goal of amazing customer service, is rewarded and recognized, admired and emulated, and is sustained by being ingrained into the fabric (or



should I say glass?) of the company.

MHO allows the time to listen, asks all the right questions, and sets it's sights high, because only then, can others follow in our footsteps.

Take a Look at this Great Deal!



**Satisfaction
Guaranteed!**

Bulk Purchase of Frames Valued
at more than \$10.00 each.

100 Frames for \$250.00

200 Frames for \$400.00



Larger quantities available. Call for details and pricing.



*Offer valid from 7/1/11 to 12/31/11. Must have an active account that is in good standing to qualify. Larger quantities available. Prices subject to change.

SEIKO



SEIKO

FREE Succeed LENSES

This certificate entitles the holder to a **FREE** pair of
SEIKO Succeed Internal Free-Form PAL lenses

Lenses available in Clear Polycarbonate or CR-39 from your MHO Lab.

Additional charges may apply for AR Coating, Transitions, edging, etc...

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