

# VISION EXPO 2022 | NYC

## Expo Attendees are Taking Care of Business... Again

NEW YORK—A feeling of calm and well-being flowed through the Javits Center yesterday morning, as the sun streamed in through glass walls and ceiling of the atrium and Vision Expo attendees filed into the exhibit hall and classrooms. There were few signs of the pandemic and its turbulence that resulted in the show's cancellation for the last two



years, save for the protective masks that some showgoers still wore to protect against COVID. In a sense, it was as if Vision Expo had picked up where it left off.

Yet conversations with optical retailers and eyecare professionals attending Expo revealed a strong sense of purpose shaped by their experiences during the pandemic. Most were

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## Question of the Day

Why did you come to Vision Expo East and what are your priorities?



**Paul Clare**  
Co-Founder  
Opticommerce  
U.K.

"It's great to showcase omnichannel and digital marketing services— they have never been more important."

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# SHOW DAILY

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## For Vision Expo East It's a Wrap for 2022



**A**s Vision Expo East 2022 wraps up today the organizers of Vision Expo, The Vision Council and RX, would like to thank all supporters, attendees and exhibitors for their enthusiasm, hard work and commitment that has made the Show's thrilling return to New York City so successful.

Vision Expo East 2022 featured more than 360 exhibiting companies across several distinct neighborhoods and offered cutting-edge continuing education as well as engaging programming.

Presented under the banner of VisionEd, Vision Expo's education program offered more than

230 hours of education, ranging from the latest business strategies and fashion trends to patient education tactics and cutting-edge innovations. Returning to the Show, OptiCon@Vision Expo offered an unmatched education program and exhibit hall experience for opticians, contact lens practitioners and ophthalmic allied professionals.

The Bridge served as a main stage destination and a hub for collaborative learning as the host venue for the EYE2EYE Series panels, headlined by fashion innovator and author, Dapper Dan. The Bridge also housed the

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**Performance perfected.**

NEW **ZEISS PhotoFusion X**



## Satisloh Is Ready to Disrupt Optical Coating Tech

NEW YORK—As optical machinery manufacturer Satisloh marks 100 years in business, it is launching a revolutionary film lamination process. The announcement came Friday morning, with company president Richard Hughes proclaiming that Satisloh is looking ahead to how it will serve its customers for the next 100 years.

"It's important we develop new and innovative technology even if it is disruptive to the market," he said, adding that this paradigm shift has a significant impact on production times and quality.

The process produces coated lenses in 15 minutes per pair and 30 minutes for front and back AR. The technology uses Satisloh Tech-Film AR, a pre-fabricated, all-in-one, multi-layer film that replaces several coating consumables by combining multiple coatings and a bonding adhesive.

Andy Huthoefer, VP of product management and marketing noted that this technology will be easily adaptable to small in-house labs, taking up one-third of the space and one-third of the cost. He added that it will also allow labs to complete jobs 10 times faster than the traditional coating.

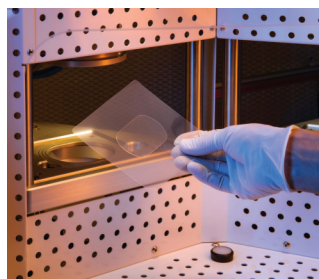
Huthoefer said, "We asked ourselves how we could make it easier for labs to add a coating to their production. And film lamination was the answer. It's a truly groundbreaking, unprecedented technology—enabling virtually any size lab to keep the entire value chain in-house. We're very excited to see this technology revolutionizing coating as we know it."

Huthoefer believes this technology will eliminate barriers for new labs to enter the market and allow small in-house edging labs to increase their service offerings. The technology is fully automated meaning it is easy to teach non-optical professionals how to use the machines.

He noted that the results of this technology mean a higher level of quality control, particularly on rush jobs or special orders, where the status of the job can be carefully monitored.

The technology produces a lens that is 40 percent thinner than standard lenses and 18 times more impact resistant than traditional coated lenses.

Huthofer said this technology will change how labs operate in other key ways. He said film lamination is a "green process" reducing the reliance on consumables such as chemicals, hard coating lacquers, and reducing the amount of water produced during production. ■



*Satisloh field service manager Nelson Prada gives a demonstration of newly released film lamination technology. The new coating process is an alternative to traditional AR coatings completing a pair of lenses in as little as 15 minutes.*

## Question of the Day

### Why did you come to Vision Expo East and what are your priorities?

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**Kristine Verkaik, OD**  
Central Florida Eye Centre  
Eustis, Florida

"I'm here buying equipment. I need a visual field tester and edger. You can get a better price here and I can see the product."



**Georg Mayer**  
Director of International Lab Support  
Rodenstock  
Germany

"It's important for our international relationships in North America and South America.

This is the first trade show since Jan 2022 so it's significant. We need direct communication and want to hear about the latest developments."



**Lauren Strutt**  
Marketing and Products Coordinator  
Eyenvision  
Pittsburgh, Pennsylvania

"I like to see the new designs. This is my first year and I'm trying to take it all in."



**Nicola Johnston, Optician**  
Prooptics  
Sydney, Australia

"We come from Australia, so we are looking for new collections. It's nice to get to see all the wholesalers in one area. It makes it a lot easier."



**Nadiya Artemchuck**  
Technician  
Sound Vision Care  
Stony Brook, New York

"I'm here to see what is new and have fun. It's much easier when everything is in one space. It saves time and there is no pressure."

## National Optometric Association Panel Tackles Issue of Vision Care for Minorities

NEW YORK—Despite a growing population in the U.S., minorities remain underserved in many areas of health care. This is particularly strong in the areas of vision health, where many minorities lack access to care or the resources to pay for it. There is also a significant barrier to entry in the field of optometry among minorities, including African American communities and other marginalized groups.

These issues were tackled by the National Optometric Association during a special forum titled *The Importance of Eye Health and Improving The Social Determinants and Access in Minority Underserved Communities*.

Dr. Sherrol Reynolds, past president of the NOA noted that there are many contributing factors to the lack of access to care including location, education, and generational mistrust of the medical community. She said one of the most important ways to increase trust and access to care is by bringing more people of color into the eyecare profession.

“Doctors often don’t believe the symptomology of black women. We have seen studies of minority women not doing well after childbirth because doctors don’t believe the patients’ issues and concerns,” she said.

This was echoed by other panel members including Dr. Essence Johnson who said she



*Members of the National Optometric Association tackled the issue of diversity in care at a special presentation titled *The Importance of Eye Health and Improve the Social Determinants and Access in Minority Underserved Communities*. Panelists included (l to r) NOA past president Dr. Sherrol Reynolds, Dr. Camille Cohen, Dr. Ray Corbin-Simon, and Dr. Essence Johnson who each shared their personal experiences about providing care in underserved communities.*

has seen this time and again while working in underserved communities. She added that there needed to be a contentious effort to get into these communities to raise that level of trust.

“We need to be educating patients about different symptoms by talking to the right people. It’s about creating a sustainable method,” she said. “Trust goes back to how we talk to patients.”

She added that more work needs to be done to ensure patients have access to care including transportation. “Can they

physically get there? You have to look at the demographic of the patients you are going to reach,” she said. “ECPs need to find ways of getting care into marginalized communities and breaking down these barriers.”

For many patients, eyecare is their first experience being diagnosed with health issues such as diabetes and glaucoma. Dr. Ray Corbin-Simon noted that this is the reason eyecare providers need to provide information on all facets of eye health to prevent more serious health problems in the future. “We need to be making sure we educate patients on what they eat and the impact of how diabetes is affecting them,” she said.

In addition to patient education, the issue of eyecare provider education was also explored. Dr. Camille Cohen highlighted that much of the change needs to begin with the care providers themselves.

“We as practitioners need to educate ourselves about why things are the way they are,” she said, noting many barriers to care go back for generations to the Jim Crow era when African Americans and other minorities had both education and care opportunities taken away.

“There is a structural reason to take up responsibility and overcome it,” Dr. Cohen said. ■

## For Vision Expo East It's a Wrap for 2022

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Innovation Stage, the Show Floor destination dedicated to groundbreaking content and state-of-the-art products and services revolutionizing the industry.

NOW by Vision Expo, a new eyewear trends showcase, also made its debut at this year’s Show.

For those who were unable to attend the Show, Vision Expo+, a complimentary

digital extension of the Vision Expo experience, will be offered from Friday April 1 to Friday, April 8, 2022 through ShopVISION, Vision Expo’s global sourcing platform. Vision Expo+ will offer a number of virtual experiences, including online showrooms from Vision Expo East’s exhibitors and recorded content from events taking place at The Bridge.

To gain access to Vision Expo+ offerings,

register for ShopVISION at [shopvision.balluun.com/en-us/home/anonymous](https://shopvision.balluun.com/en-us/home/anonymous) by clicking the “Sign in/Join” button and then “Register Now.” ShopVISION and Vision Expo+ are being offered on a complimentary basis to all eyecare providers, buyers and all Vision Expo East 2022 exhibitors. Registrants who signed up for Vision Expo+ ahead of previous Shows do not need to register again. ■

# SHOW SHOTS



1. Carl Zeiss Meditec's Bob Gibson made sure all systems were go at the booth.

2. (L to R) De Rigo Group's Massimo De Rigo and Michele Aracri flank Alessandro Baronti, De Rigo Rem.

3. Marilyn Ravelo (l) and Shamar Collier were ready for a colorful day at the Etnia Barcelona booth.

4. Optometric Architects' Robert Stensland was at the ready with office design advice for showgoers.

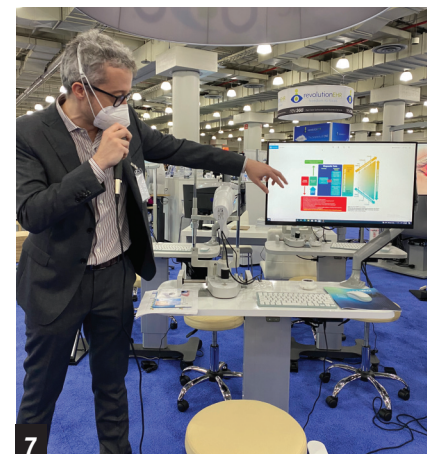
5. (L to R) The Optify team of Dan Seplovich, Jenn Denham and Brady Bate were ready and waiting for Expo attendees.

6. VSP Vision's Toni McElroy (l) and Brian Walker had a bird's eye view of the Show Floor.

7. (L to R) Maculogix' Michael Fuchs, Mark Ketcham and Tori Loch had the booth in tip-top shape for a busy day at the Show.



1. Thomas Burkhardt, Marchon Eyewear and Marie Wilkinson, Cutler and Gross, celebrate the new Cutler and Gross X The Great Frog eyewear collection at The Great Frog SoHo store.
2. There is a new NFOS College Bowl reigning champion. Judy Quinones (l) of Raritan Valley Community College blew away the competition with her knowledge of opticianry at the annual event held yesterday. The winner's trophy was presented by EssilorLuxottica professional development director-opticianry Judy Lew and will be displayed at the winner's school until next year.
3. (L to R) Jobson's Marc Ferrara, The Vision Council's Mitch Barkley, Antonio Laspina, Italian Trade Commission and Giovanni Vitaloni, Mido at the Mido breakfast in the OPTimum Lounge.
4. Coburn Technologies' Michael Bois and Ashley Montecalvo made sure all systems were up and running at the booth.
5. Charmant's Masakiyo Honjo (l) and Masato Nakagaichi were ready to meet with customers at the company booth.
6. (L to R) Techifeye co-founders Drs. Brianna Rhue and Jenn Tabiza with Kayla Ashlee of Spexy and Erich Mattei of Akrinis at the Techifeye reception Friday evening at the Beer Authority.
7. The team at US Ophthalmic presented their latest dry eye diagnostic technology at Vision Expo on Friday. Product specialist and trainer Marco Dutto shared how this technology allows eyecare providers to better understand the type of dry eye a patient has and provide an informative care plan.



# SHOW SHOTS



1. Fashion innovator and author Dapper Dan shared his incredible story with moderator Lilliana Vazquez, former host of “E! News” yesterday afternoon at The Bridge. Dapper Dan detailed how he stayed motivated to pursue his dreams as an independent designer.

2. The winner of the Vision Choice Award was Zeiss for their PhotoFusion X Lenses. They adapt quickly to changing light conditions, changing from clear to dark, depending on the amount of UV present. Check out this groundbreaking technology at Booth # F4011. Zeiss’ Robert Spirito (l) accepted the award from Peter Zezima, RX, co-organizer of Vision Expo.

3. (L to R) The L’Amy America team of Nicole Jarvis, Marie Everett, Alicia Fradsham, Desiree Shack and Stephen Rappoport had a busy day on the Show floor.

4. (L to R) Zyloware’s Jennifer Derryberry, Mary Lanning, Jackie Janiec, James Shyer, Janna Neal and Jim Galinsky had Halston front and center at their booth.

5. It’s a family affair at the ClearVision booth with David and Peter Friedfeld.

6. The team at Hoya was all decked out and ready to say “Aloha” to attendees. (L to R) Michael Gatti, Griff Altmann, Warren Modlin and Jennifer Lapointe.

7. Stevie Mitchell, VSP Vision talks with Dr. David Dexter and Dr. Lori Youngman of Harbor Eyes Associates, Oswego, N.Y. in the Career Zone on Saturday afternoon.

8. Brian Dombrowski is all ready to tell the Modo story to attendees.



# Expo Attendees are Taking Care of Business... Again

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here to reinvigorate themselves and their staff with new knowledge and new products, and to refocus their energies toward growing their businesses and practices.

Show organizers were feeling upbeat about the first in-person Vision Expo in New York in two years. "It's been an incredible few days back in New York City. We're thrilled to see so many of our members in-person—doing business, learning, forging new relationships and connecting with longtime peers," said Ashley Mills, CEO of The Vision Council. "We have to thank our members and everyone in the community for lending their support."

Brain Boddy of Dynamic Optical Solutions in Florida said, "It's been great to make those personal contacts and have face-to-face interactions. As a consultant, it is my role to connect my clients with the latest technology. I have renewed a lot of business and seen a lot of new products."

Christine Maddalein of Lawrenceville Optician in New Jersey said, "It's always great to come to Vision Expo. It's more toned down this year and right out of a pandemic I wouldn't expect anything else. But it's still worth coming."

"The energy on the Show Floor is buzzing," said Fran Pennella, Vice President, Vision Expo at RX, co-owner of the Show. "We're so pleased to be back in New York City and have a bit of return to normalcy. From the engaging panels at The Bridge to the packed education schedule and inspiring Show Floor displays, it's been an amazing few days."

Angel Rosado, Caribe Optical Lab, Puerto Rico said, "I have been getting to know the new technology and new machinery. It's good to meet with suppliers face to face and take advantage



of the deals at Expo. This year has been slow so I have been able to meet with customers I haven't seen in New York."

"I'm interested in sitting down with vendors and having an in-depth discussion about their brands," said Patricia Vetri, who is the buyer for Vintage Eyewear Showroom, Westhampton Beach, N.Y. and a Vision Expo veteran. "I want to talk about the new styles and materials, so I can get a feel for what's trending."

First-time VEE attendee Jessica Hathaway of Fab Eye Care Center in Phoenixville, Pa., said she was impressed with the overall set-up of the booths at the show, which made for an easy review of the various new frame styles on offer. "I think the show is great," she said, noting that she had heard from other attendees that Friday was "much busier" in all the aisles. Hathaway said her main intention at Vision Expo was to look more closely at a number of the lower-priced lines from frame manufacturers.

This is also the first Vision Expo for Courtney Challies, technician at Local Eyes in Orleans, Mass., and she was excited to be walking the exhibit floor in search of new eyewear and equipment. "Now that COVID restrictions have been lifted, our business has returned to pre-pandemic levels," she said. We have a broad range of customers who like everything from vibrant colors and up-to-date styles to older customers who prefer more neutral eyewear, so we're looking at lots of different brands." ■

