

# Give Your Eyes the Best!™

by Iain Johnston, B.Sc (hons), D.Opt, Director of 2020

Sir Alex Ferguson was quoted as saying he had only coached 4 truly world class players in his nearly 40 year career. Ryan Giggs, Eric Cantona, Cristiano Ronaldo and Saddleworth's very own Paul Scholes. After building my own teams in the optical business, I have to say the same as Sir Alex.

The current team at 2020 Saddleworth is the first truly world class team of my career. We have youth and experience mixed in with a work ethic and a desire to provide a world class service right in the heart of Saddleworth. In fact, we are about to celebrate the team's 100 years of experience in optics.

We have combined all of this knowledge to provide an advice system that empowers the staff and patients to collaborate in the patient's final eyewear products but especially their ophthalmic lenses. After all, the lenses are the essential items to achieve legal and practical levels of vision from driving to computers to digital devices.

The patented system is called OPOL and is used every day to provide practical, easy to understand advice concerning your optimum performance lens for your visual needs.

Our optometrists all perform a history and symptoms analysis in your pre-testing routine. They, the optometrists, are placed in the ultimate position to advise you of your visual needs. So OPOL is built with 5 lens types, 4 plastic materials, 4 treatments and 3 coatings to provide a selection system to recommend lens products and quotations based on your individual needs and budgets.

The optometrists will use OPOL, and its 240 combinations, to inform you of their recommendation and you can adjust any parameter depending on your own preferences. You have total control of the buying process not us, the professionals. We

will only recommend the optimum performance product for your prescription without any hidden charges and no add-ons. No over-selling.

We price label all our frames in store and we publish those prices on the web and on our building. We are amazed that opticians do not publish their prices either on the web or in advertising. Our motto is "We are proud of our Prices".

2 in every 3 spectacles sold in the UK are from just 2 companies. Our prices are bang slap in the middle of these two behemoths. So independent opticians can compete with the large corporations due to flexibility, personal service, in store glazing, German branded lenses and Italian branded frames.

We aim to quote you for lenses within 30 seconds and no more than 1 minute. We are not reducing choice, just confusion.

We truly believe that reactor lenses are the best lenses long term for patients as they totally block sun UV from hitting the retina reducing your risk of Macular Degeneration.

With our 2 for 1 system operating every day, the sun protection market is growing. Our Polaroid sales up to 65% of our sunglass division. Once worn, never bettered. Come and try them in store.

We chose Zeiss to be our Platinum Partner and use Precision Plus Duravision Coated lenses as our standard Varifocal lens. After my 40 years in the industry, patients' perception places Zeiss as a brand truly related with eye lens quality.

Come and try all the different technology in Saddleworth and "Give Your Eyes the Best"™

**2020 Saddleworth, 61 High Street, Uppermill, OL3 6AP Tel: 01457 87 2020 [www.2020saddleworth.co.uk](http://www.2020saddleworth.co.uk)**

THE **TEAM** IS THE MOST IMPORTANT KEY TO THE SUCCESS OF OPOL. OPTOMETRISTS, TECHNICIAN AND SALES ASSISTANTS MUST ALL IMPART THE SAME ADVICE THROUGHOUT THE PATIENT JOURNEY USING OPOL GUIDELINES AND GRAPHICAL INTERFACE.

