



INDEPENDENCE THROUGH PARTNERSHIP

what is your **purchasing power?**



Dear Future Member,

I would like to take this opportunity to thank you for finding out a little more about Optical Resources. From this brochure you will see it's never been easier to protect your freedom as an independent optical retailer or wholesale lab. Optical Resources brings you the best prices from some of the finest lens makers, frame crafters, equipment manufacturers and shop supply vendors. You will find Optical Resources is more than an optical buying group.

Optical Resources has created purchasing programs to fit each type of optical business. Because of this, Optical Resources is able to meet the different needs of each type of member while combining the purchasing power of all. No matter your size, lab capabilities, or specialty, Optical Resources can provide you the pricing, tools and customer service to grow your business while not sacrificing your independence. Optical Resources provides you purchasing capabilities to not just compete in price, but to lead in quality and selection with the freedom to choose what works best for your company.

So if you're looking for more independence and higher profits, look to Optical Resources. Contact us today to become part of the partnership that is working to build your business and strengthen your independence. Join an alliance of entrepreneurs working toward the same goals: stronger sales, greater profits and solid relationships.

Speaking for the entire Optical Resources team we would like to invite you to find out more about Optical Resources, its staff and just what we can do for you and your business. Give us a call at 317.522.0872 or visit [www.opticalresources.net](http://www.opticalresources.net) for more information.

Josh Halstead  
VP/General Mgr.

## **OPTICAL RESOURCES STRONG**

By joining Optical Resources you will join one of the largest lab oriented buying groups available in the industry. Optical Resources is comprised of a growing 540+ members, which represent over 500 surfacing labs, exceeding 700 in-house finishing labs, 47 states and more than 1,200 retail locations. By participating in the Optical Resources partnership your purchasing power will become stronger than ever before with the leading suppliers in the industry. *That's Optical Resources strong!*

Optical Resources has created purchasing programs designed specifically for each classification of membership we have: Integrated Retailers, Optical Wholesale Labs and Optical Retailers. No matter your lab capabilities, size, or if your lab work is as a self consumer or for outside accounts, Optical Resources has negotiated pricing with the top lens manufacturers, consumable vendors, lens stock houses, and equipment producers, in which you can take advantage of, at pricing normally limited to larger wholesale labs and retail chains.

When you use services out-of-house, they have to provide the same quality you do at a great price. Optical Resources has collected some of the best lab services in the industry at the best pricing so you can rest assured you never have to sacrifice quality.

Frame vendors participating with Optical Resources are an elite group of vendors. Optical Resources has chosen to partner with only those frame vendors that offer our members the ability to stand apart from the competition through product, selection, pricing and quality.

Optical Resources has also partnered with companies to provide discounts on shipping, displays, lab software and much more to help you address all levels of running your business. Optical Resources members also receive additional promotional opportunities and quarterly specials just for being a member.



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## **EASY TO JOIN & IT'S FREE**

To join Optical Resources you merely have to fill out a few simple forms, fax them back to us and the rest is done for you. It's hassle free and at no cost.

## **GUARANTEED IMMEDIATE SAVINGS**

There are absolutely no initiation fees to join Optical Resources; your discounts are in place and you can resign anytime should you ever become dissatisfied.

## **INCREASED PURCHASING FLEXIBILITY**

A broad expanse of purchasing programs are offered through Optical Resources, increasing your ability to utilize the best products from many leading suppliers at the best possible pricing.

## **INCREASED PURCHASING POWER**

Because Optical Resources membership is largely comprised of larger independent retailers and wholesale labs, we are able to bring our members discounts equal to or greater than national chains and corporate labs. This equates to greater savings opportunities for you.

## **DEPENDABILITY AND RELIABILITY**

Optical Resources strives for the highest level of customer service. Our first focus is to provide superior customer service to our members. No matter the question, request, help or information needed, Optical Resources strives to provide a timely answer or solution. You can be confident in knowing that you will always remain important to us.

## **GREATER PURCHASING POWER WITHOUT THE HEADACHE**

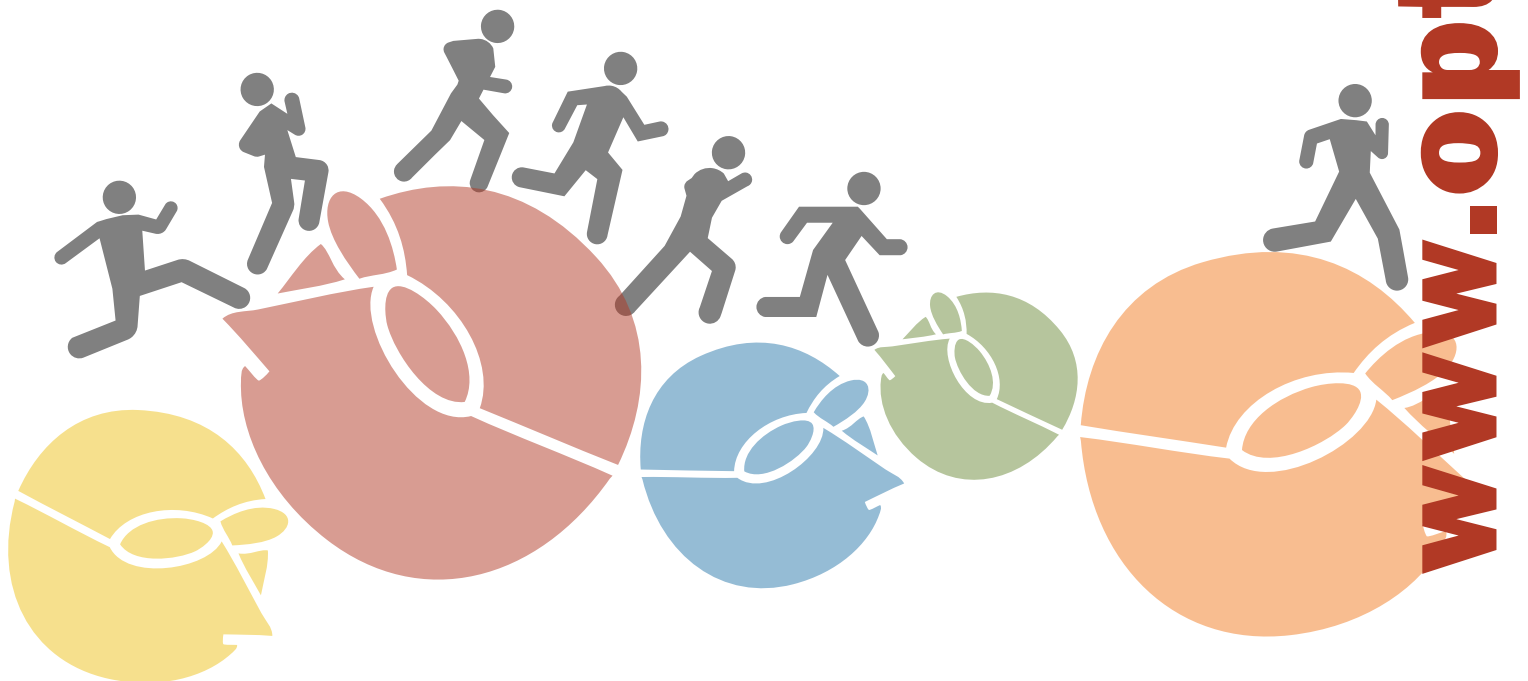
Optical Resources is organized to provide you with the most independence while providing you with the best pricing. Because our suppliers bill our members directly there is no interruption to previous existing supplier relationships. There is no minimum participation or hidden requirements. Use Optical Resources pricing only where it benefits you. We provide you with the purchasing power without compromising your company's independence or ability to make decision based on what's best for you. There are no initiation or monthly fees. You are given the freedom to choose who, what, when, where and how to participate with Optical Resources participating vendors and the purchasing programs they offer.

## **PARTNERSHIPING ATTITUDE**

Optical Resources continued success is directly attributed to our genuine partnershiping attitude and our understanding of the independent optical business.

## **FOR INDEPENDENT THINKERS**

If you're looking for more independence through higher profits, look to Optical Resources. Call today to join an alliance of entrepreneurs working toward the same goal: stronger sales, greater profits, and solid relationships. Become part of a partnership that is working for you – **317.522.0872**.



**www.opticalresources.net**

