



Marketing Partner for
The Vision Council
Lab Division





Danny Pugh

JULY 12, 1967 – AUGUST 1, 2019

OPTICAL PRESCRIPTION LAB

OPTICAL SUPPLY CO-OP

Optical Industry Projects

- 100 +- projects for the optical industry
- First Lab website for SEOCO in 2003
- e-laborations email newsletter for Essilor IDD
- 50 +- websites for optical labs
- Design & Print: Logos, Brochures, Banner Stands, Meeting Displays
- Videos: Labs, AR Process, Digital Measurement, Sunglass Manufacturer
- Specialty Work: Frame Catalog, Stock Order System, Rewards Site, Promo Points System

Logo Design

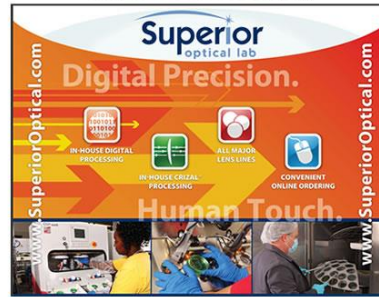


Marketing Materials

Superior Website



Superior Booth Display



Superior Trifold



Personalens Brochure



Superior Presentation Folder



Superior Handout Slick



Superior Video



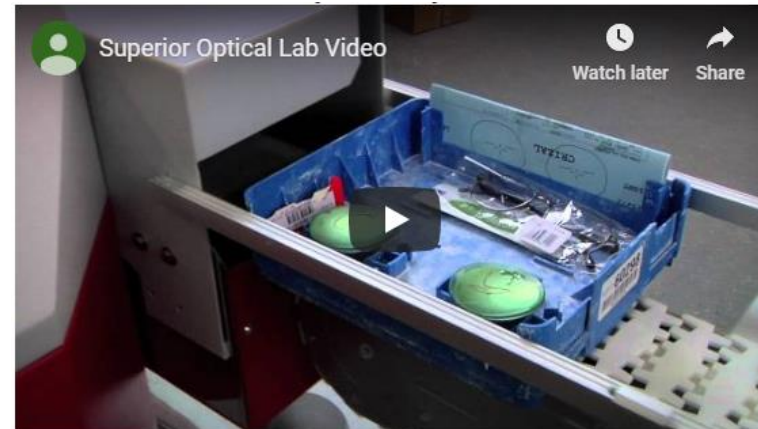
Superior Post Card



Personalens Banner Stand



Video Projects



Lab Website Projects

21st Century Optics *

Accurx Inc

Advance Optical *

Aspen Optical

Balester Optical

Chesapeake Optical

Collard Rose

ES Optical Labs *

Essilor Base Labs

Essilor PSE

Focus Optical

Focus Optics

GK Optical

Interstate Optical *

Jorgenson Optical *

Lenstech Optical

Mcleod Optical

NEA Optical *

Omni Optical *

Optical One

Optical Prescription Lab *

OptiMatrix *

Optogenics *

Ozark Optical

Peninsula Optical

Perferx-Precision

Pinnacle Optical *

POL *

Premier Optical *

Rooney Optical

See Better Lab

SEOCO

Sunburst Optics

Sunstar Optical *

Superior Optical *

Sutherlin Optical *

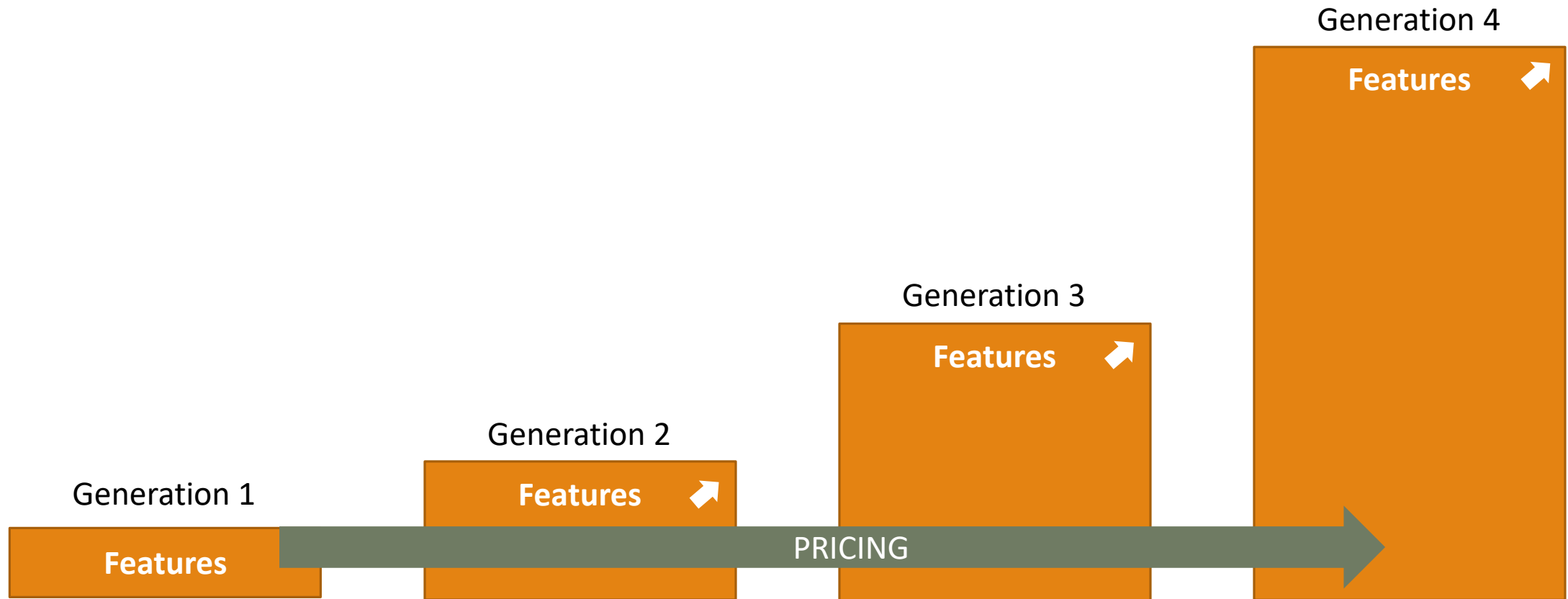
VIP Optical Lab

Vision Craft Inc.

Vision Craft Optical *


Winchester Optical *

Lab Website Evolution



Cyber-Crime Poster

- Developed by The Vision Council & danbailey.com
- Available on the TVC website, Lab Division pages
- Print and post around your lab




DOWNRIGHT SCARY!

The boogie man may not be out to get you, but cyber-criminals are.

Viruses, phishing attacks and ransomware hidden in emails and other devices can cause loss of data, cripple your network and effectively stop your business—and your job—for days.

- Never click on a .ZIP file unless you are absolutely certain it is safe
- Avoid clicking on links in emails, and re-type the links into your browser whenever possible
- Never plug in a USB drive unless you know where it came from
- Don't charge your phone with a USB port on a networked computer
- Don't visit unknown sites on a networked computer
- Always think before you click!

If you click a link and something unexpected happens, report it to your supervisor immediately.

 **THE VISION COUNCIL**

Brought to you by
The Vision Council and danbailey.com

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Marketing & Website Goals

- Attract and retain clients
- Make it easy for your customers to get information
- Reduce workload on customer service
- Confidence in the presentation of your company
- Be there when the other lab lets them down

Questions?