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DECADES OF INNOVATION

Luzerne Optical Laboratories LTD Honored as:
"LAB INNOVATOR OF 2010".

John Sailer

THE OPTICAL industry has come a long way since Jack Dougherty started Luzerne Optical in Wilkes-Barre, PA, in 1973. A lot has happened since then—the introduction of plastic lenses, the development of anti-reflective treatments and, most recently, the implementation of digital surfacing have all transformed wholesale optical labs and the products that they produce. Dougherty and his lab have been in the forefront all the way.



It was a full 20 years since starting the company when he invested one million dollars to install the lab's own anti-reflective facility, and at that point, in-house digital surfacing was still a good 15 years away. Still, in both cases, Dougherty's lab was a trailblazer, ahead of the curve as an early adopter of these revolutionary technologies that changed the industry.

Of course, investing in new technology brings rewards to the lab itself as well as to its customers and to the final end user, the patient. Luzerne's willingness to risk large sums of money has enabled it to subsequently reap the benefits of being among the first to be able to supply the latest and greatest vision care products to eyecare professionals and their patients throughout the country. It's an ongoing challenge, and it continues today, almost 40 years later, with the help of the second generation of Luzernes in the business.

In some ways, the fact that Luzerne Optical has been able to remain independent while growing and investing in state-of-the-art technology is reason enough to honor it as Lab Innovator of the Year, and investing in nascent technology even before it has become commonplace in the industry is just one example of what makes Luzerne Optical a Lab Innovator. Creative marketing endeavors and devotion to its employees also come into play.

Luzerne Optical also treats its regular customers well through the use of promotional programs that reward loyalty. Its "Luzerne Millennium Maximum Discount Program" operates like a Wholesale Club in which members get the best possible pricing on commonly used items, receive certificates to try certain products, while also being entered into contests to win money or prizes. In addition, those who need help marketing can take advantage of Luzerne Optical's in-house graphic design capabilities...at no charge!

Innovation has always been key to Luzerne Optical's success, from investing in state-of-the-art technology, to establishing unique promotional programs, and perhaps most importantly, to focusing on the people who make the lab a success—its employees, its customers, and the Dougherty family itself. We're pleased to name Luzerne Optical Lab Innovator of 2010.

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