

WHY DIETRICH OPTICIANS WORKS WITH ABB LABS

For **Peter Goetz**, owner of Dietrich Opticians in Manasquan, New Jersey, the decision to work with an independent lab is about more than just pricing—it's about reliability, service and a shared commitment to quality. As a third-generation optician, Goetz has seen the evolution of the optical industry firsthand. His grandfather founded the business in 1952, followed by his father in 1965. Goetz himself joined in 1988 and took over ownership in 2007.

"Our business has deep roots, and we value long-term relationships," Goetz says. "That's why we seek out independent labs that align with our standards."

About two-and-a-half years ago, the business went through some big changes, led by a \$2.5 million expansion that doubled the size of the optical. The optometric group that provides the optometry services added a doctor, so now four ODs can see patients there.

Around the same time, the opticians began experiencing some challenges with the lab they were using. Goetz had seen several former labs he worked with be acquired by large labs, and losing that independence translated to a drop in quality and service, he says.

So, he set off to find a new lab. The optical relies heavily on Shamir lenses, so Goetz asked his lens rep to recommend labs based on his experience. "Our rep told us that ABB was the best lab out there, and they had all the right coatings and products," he says. "That gave us confidence. We started ordering small and were working with four other labs at the time, but ABB consistently delivered faster and more reliably. Some of the others were a disaster." ABB Labs Senior Lab Account Manager **David Utnick** helped him and the staff with all the elements of the transition.

"Pricing and production time are always important, but the overall ordering platform and support also matter," Goetz explains. "ABB delivered on all fronts."

Dietrich Opticians processes between 140 to 160 pairs of progressive lenses each month, many of them Shamir designs such as Autograph II Plus and Intelligence. But he appreciates the wide portfolio that ABB Labs offers, which allows him to select lenses to meet all his customers' needs. Today, Dietrich Opticians sends about 95%

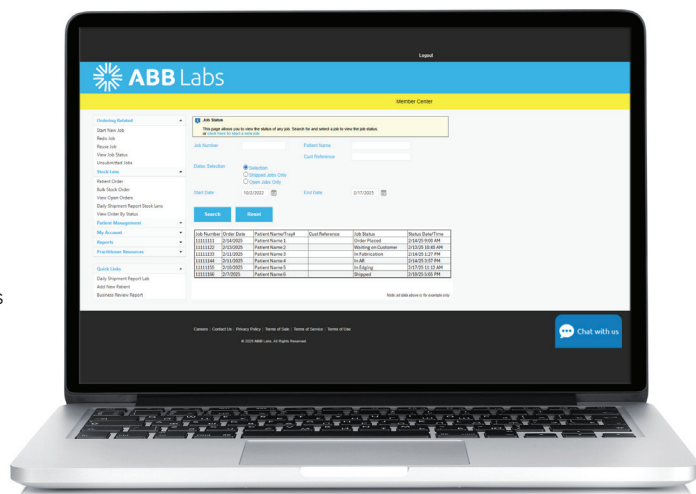


From stock lenses to custom craftsmanship, ABB Labs helps you deliver great eyewear to your patients.

of its work to ABB Labs, a testament to the trust they've found in the business partnership. ABB Labs Sr. Lab Account Advisor, Stock Lenses **Jeff Glickman** also lends his expertise in the stock lens department. "Jeff has helped us streamline the workflow and optimize pricing," Goetz says.

"Service and turnaround time are just as critical as pricing," Goetz says. "The ability to check on a job's status, see if it has shipped and track orders easily is a big advantage. If we run into an issue, we reach out to ABB, and they guide us through whatever we need." That helps him and his opticians be more responsive to patients more quickly. In turn, patients feel more confident about their orders.

Working with an independent lab is important to an independent optical, Goetz says. He doesn't want to be influenced by the lab to select brands or products. "We like to support those who support us,"



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Goetz says. "We don't want to have to pick and choose constantly. As long as ABB remains independent and continues providing the same level of service, we're sticking with them."

For Goetz, the right lab partnership isn't just about transactions—it's about working with a team that understands the needs of an independent optical business and consistently delivers results. And for Dietrich Opticians, ABB Labs has proven to be that trusted business partner. **PA**