

ABB LABS: MADE IN AMERICA

Mitigate some risk as tariff concerns grow

Independent eye care professionals (ECPs) worrying about the impact of tariffs on important spectacle lenses should feel a little more secure with their orders from ABB Labs. "ABB Labs currently sources only a limited amount of lens materials from China, Mexico and/or Canada. Second, and potentially more importantly, all of our ABB spectacle lens labs and our more than 700 lab team members are right here in the U.S.," says **Daniel Liberman**, ABB CEO.

ABB feels it is well-positioned to handle potential border delays that result from the tariffs as well. "We focus on ensuring our customers have access to a broad range of spectacle lenses (i.e. Shamir,



Daniel Liberman

to the consumer, so it's important for ECPs to know how they will handle their pricing strategy. "ABB prides itself on being transparent with our customers across all areas of our business and will continue to communicate on any price changes. For all ABB Contact Lens customers, ECPs



James Gilchrist

have access to the Digital Price Monitor (DPM). The DPM is the most trusted and utilized pricing report in the optical industry, designed to empower ECPs with the insights needed to fine-tune their retail pricing strategy,"

says **James Gilchrist**, ABB President. The DPM helps ECPs keep a competitive edge with weekly pricing alerts so practices can adapt quickly to the dynamic market, which would include changes like if an online competitor changed their price due to impact of the tariffs.

Finally, ABB Labs accounts should know that a team at ABB is focused on what happens next. "We meet with our vendors and discuss opportunities to ensure consistent level of services for the mutual customers we serve. Over our 35 years in this industry, ABB has always been the independent business partner that brings innovative solutions to the table on behalf of our customers. We will continue to focus on ensuring our customers can succeed at providing the best care to their patients," says Liberman. **PA**

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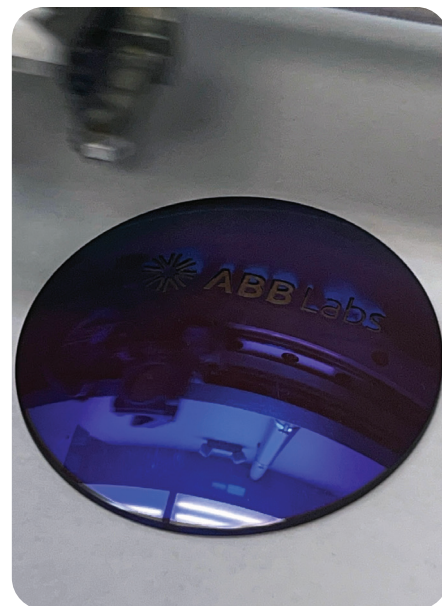
— *Daniel Liberman*

Unity, Varilux, our ABB proprietary lenses, and others) at attractive prices delivered quickly and with the highest possible quality," says Liberman.

Assessing risk in this environment is important. Independent ECPs can ask their current lab providers where they are surfacing and coating their spectacle lenses and where any of the goods they order are coming from China or Mexico. Opening an account with an independent or exclusively domestic supplier, like ABB Optical Group, could help mitigate some of that risk.

Transparency in pricing

Tariffs can have financial implications throughout the supply chain, ultimately



The ABB Labs logo is etched on a lens.

