

TAKE YOUR BUSINESS HIGHER WITH ASCEND

By **James Gilchrist**,
ABB President

Looking for reasons to switch labs? You're not alone. Across the country, practices are voicing similar concerns: inconsistent quality, long delivery times, limited product options and unpredictable pricing. These are pain points that can disrupt your workflow, impact patient satisfaction and affect your bottom line.

Now more than ever, practices are seeking stability. They want to work with a lab that delivers consistent results, offers a robust portfolio and supports their growth—not just today, but long term. At ABB Labs, we've built our foundation on delivering that level of dependability. Our independent network of labs is designed to offer personalized service, fast turnaround times and a range of solutions that meet the needs of independent eye care professionals (ECPs).

That commitment has only grown stronger in recent years. We have invested in infrastructure and expanded our offerings to ensure practices can count on us. Whether you're looking to improve turnaround time, reduce remakes or gain more control over your optical, ABB Labs is here to help you move forward with confidence.

Introducing Ascend

At ABB Optical Group, we're always looking for ways to support independent ECPs. That's why we've launched Ascend, our premium portfolio of lens designs and coatings available exclusively through ABB Labs.

This isn't just another lens offering. Ascend is a performance-focused product line built for ECPs who want more control, more visibility for their own brand and better margins. It's an opportunity to deliver exceptional quality while strengthening the patient relationship and protecting your

Because they're exclusive to ABB Labs, Ascend lenses help you build loyalty to your business and brand instead of someone else's. Patients can't find these products online, and that helps reinforce the value of your expertise and care.

Consider this: 83% of patients don't



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business from big-box and online competition, all while enjoying healthier margins for your practice.

With the expansion of our industry-leading lens portfolio, we are excited to offer ECPs an independent advantage. And that's exactly what Ascend delivers.

Build around your brand

The Ascend portfolio includes everything you need to build a complete optical

know their lens brand. And 74% of patients want a lens recommendation from their eye care provider. In other words, patients want their eye care professionals to help them choose. Your practice and your recommendation are what your patients trust most.

The Ascend line joins our already extensive portfolio of Shamir, Unity, Varilux, Seiko and other popular lens brands. As the largest independent lab network with the broadest portfolio, we can provide ECPs with unbiased consultation and the ability to choose what is best for their practice. When combined with our tremendous lab service, it's clear why ECPs are selecting ABB Labs.

That's what makes this product line so powerful. It's not just the lenses—it's the full package of choice, support and flexibility that gives you the edge.

Drive satisfaction and profitability

What sets Ascend apart is how it helps you take care of both your patients and your business. With fast turnaround times and fewer remakes, practices are already seeing strong patient satisfaction. Combine that with better margins and Ascend becomes a

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solution: a wide range of progressive lenses as well as digital single vision, photochromic, and specialty lenses; and treatments and anti-reflective coatings. These lenses meet or exceed the performance of well-known national brands—while reducing your expenses so you can better compete and enhance your practice margins.

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smart business tool.

Whether you're looking for a lens that fits right the first time, a coating that holds up to daily wear or a design that competes with national brands, Ascend delivers the performance and margin to set your practice apart.

You're also backed by the strength and scale of ABB Labs—consistently rated among the highest in satisfaction by independent practices across the country. That consistency helps you deliver a reliable experience to your patients with every job.

Powered by U.S.-based labs

Behind every Ascend lens, as is true for our extensive portfolio of lens brands, is a commitment to quality and efficiency. We continue to invest heavily in our U.S.-based lab infrastructure so you can rely on fast, consistent delivery and competitive pricing.

We want our ECP partners to feel confident knowing that they can rely on our labs not just for quality, but for innovation, speed and support. That's part of the independent advantage we're proud to deliver.

Ascend isn't just about high-performance lenses—it's about building a stronger foundation for your practice. These lenses help you retain patients, simplify training for your team and reinforce your value in a crowded market.

It's also a portfolio that works across a wide range of patients. Whether you're fitting a complex prescription, upgrading a longtime progressive wearer or helping someone frustrated with their current eye-wear, Ascend gives you tools to meet that need—on your terms.

Results from an independent survey support this approach. ABB Labs continues to earn high marks for quality and service:

- 92% of ABB Labs customers report satisfaction with our services, the

highest of any national lab network

- 90% of customers plan to continue working with ABB in the next year, the highest of any lab
- 98% of lab orders meet customer quality expectations
- 95% are satisfied with consistent quality and service

When practices succeed, we succeed. That's why we'll continue to build tools, products and partnerships that put independent eye care professionals in the driver's seat.

Ascend was built for practices like yours—practices that want to grow, differentiate and keep patient care at the center of everything. Whether you're looking to simplify your lens offering, improve your margins or create a more personalized patient experience, Ascend can help you get there.

To learn more, visit info.abboptical.com/abb-ascend. [PA](#)

ABB Labs Offerings

Progressive Lenses

UNLIMITED

Personalized free-form progressive design with precise and comfortable vision in all distances.

MOD2

Fully customized digital PAL with precise vision at every distance.

GPAL

Digital general purpose PAL with balanced visual fields and precision accuracy.

Single Vision Lenses

UNLIMITED SV

Personalized free-form single vision design featuring flawless visual quality, clarity and comfort.

FLEX SV

Digital single vision design with sharp focus across multiple distances.

Specialty Lenses and Treatments

UNLIMITED WORKSERIES

Personalized free-form occupational lens designed to reduce visual fatigue.

FLEX PLUS

Personalized single vision lens with a light add power.

BLUDEFENSE

Harmful blue light-absorbing and filtering technology built into the lens monomer.

CHOICE PHOTOCHROMIC

Exceptional performance and great value photochromic lens treatment.

Anti-Reflective Coatings

CLARIS HD+

Superior AR coating featuring increased levels of clarity, scratch resistance, and durability.

CLARIS BLU+

Superior AR coating with blue light protection.

CLARIS HD

HDPremium AR coating featuring excellent cleanability and scratch resistance.

CLARIS BLU

Premium AR coating with blue light protection.