

# Eyewear Collection 2022





# Pre-Delivery Checks

---

Did you know your glasses are checked at least twice before you collect them? Once by the manufacturers before dispatch and then again by a team member on arrival at the practice (then again by Helen if there is any doubt!). This multistage inspection process ensures that you don't get them until they are perfect.

Please do not be alarmed if at your fitting appointment, the spectacle lenses are covered in markings in yellow or black paint. These are placed on the lens during manufacture and left on to help to verify power and fit. They will be removed once your frame has been fitted and do not damage the lens surface in any way.



# Fitting Appointment

---

Your spectacle lenses are designed to correct your vision when held firmly, in a fixed, stable position, in front of your eyes. Many of us do not realise how critical proper frame alignment really is. The optical centre of the lens needs to align properly in front of the pupil for ideal vision correction.

At your fitting appointment, your new glasses will be adjusted to give you a comfortable fit. This appointment is important to ensure both physical comfort and visual performance of your new eyewear.

# Routine Lens Cleaning

---

Without regular attention, spectacle lenses will become dirty, reducing the quality vision and cosmetic appearance. Modern spectacle lenses are easy to maintain in good order if looked after correctly.

1.

Clean your glasses every day using a large microfibre cloth and a spray spectacle lens cleaner. Spray cleaners vary in quality, and we suggest you stay with the brand we have supplied. It comes in pocket size (supplied) and larger

2.

Launder the cleaning cloth once a week using a mild detergent but no fabric conditioner. Synthetic silk microfibre cloths have good grease holding capability but regular cleaning ensures perfect cleaning results. If not laundered regularly, they can hold onto grit particles which can cause scratches to spectacle lenses

3.

Wash your spectacles in a warm solution of mild detergent once per month to remove grease and dirt trapped between the rim and the lens that will otherwise lead to smears. A few drops of washing up liquid in water that is not too hot is ideal.

4.

Clean the lenses using only the appropriate lens cloth and spray cleaner. Other fabrics such as cotton can be abrasive and lead to lens scratching. Please use only the spray cleaner we recommend. Other spray cleaners may react with the frame material causing it to discolour or shatter.

5.

Single use disposable lens wipes are ideal for occasional use away from home when a lens becomes marked. They do not clean as well however as a spray and microfibre so we recommend that these are used only for convenience when you cannot access your usual cleaning materials. Please get in touch if you would like to purchase a box of disposable wipes.

# Looking after your new eyewear

---

Spectacle frames keep the spectacle lens securely on the face at the appropriate angle of inclination. If the frame becomes twisted, the frame will no longer sit appropriately and the vision through the lenses may be affected. This applies to varifocal lenses in particular.

1. Never place the spectacles on the top of your head as it will stretch and distort the frame and can lead to smears and scratches on the lenses.
2. When not in use, replace the spectacles in their case.
3. Refrain where possible from suspending the frames on a cord or string around the neck. Neck cords can cause damage to the side joints of the frame and lenses can become scratched if they rub on zips or buttons.
4. Never place the spectacles in places likely to get very hot, for example on the dashboard of your car. The extreme heat can cause crazing of the lens surface.
5. Always use both hands to put on and remove spectacles so as not to over stress the spectacle side joints. Gently grasp the frame sides with equal pressure and carefully slide them on or off, lifting them carefully over your ears.



# Spectacle Service

---

Regular service checks on your spectacles will keep them comfortable and help prevent dramas such as lost screws.

## 1-month Post-collection check

We will contact you one month after collecting your new eyewear to check that all is well. If you are having any concerns with the fit or comfort of your glasses, we will book an appointment to attend to any minor fitting adjustments required.

## Routine servicing

We suggest a routine service interval of 6 months. Spectacle service is complementary for all spectacles purchased from SW & C Jackson Opticians but is by appointment. Please allow 20 minutes for your complete spectacle service. The service covers.

- Checking all screws are securely driven home to prevent loss of lenses or nose pads.
- Checking the spectacles remain a good fit. Minor adjustments can be carried out to keep both comfort and vision optimal.
- Replacements as required of consumable such as nose pads and tips. There may be a small charge for these parts once the spectacles are out of warranty

## Warranty claims and accidental damage - When something goes wrong

All new spectacles purchased from Jacksons Opticians carry a 12 month manufacturers warranty against defects. If you have a concern regarding your glasses that may result in a warranty claim, please let us know as soon as possible so we can work with the manufacturers to resolve the problem.

Certain frame components will need replacing as part of your planned spectacle maintenance. Nose pads and temple covers can be thought of like the tyres of a car. They ensure good grip but can become worn over time which affects their performance. Occasionally they will fail completely. Fortunately, replacements are usually quick to fit and inexpensive.



# Looking after your new eyewear

---

## Accidental Damage

Manufacturer warranties sadly do not cover accidental damage. If you have an accident with your glasses, please do not be tempted to see if you can fix the problem as you may do more harm than good! In particular, do not try to repair a frame using glue which may make both frames and lenses unsalvageable! Get in touch and we will arrange for you to bring your glasses to the practice or alternatively post them to us if this is more convenient ( we always recommend recorded delivery with the appropriate level of insurance cover)

Often it is not as bad as it looks!

## Glasses Insurance

Some household insurance policies do cover accidental damage to spectacles, as do some travel policies when you are away from home. In case of accident, you may wish to consult with your insurer.

We are always happy to supply copy invoices for insurance claims or quotations for replacement spectacles.

## Protect your glasses using Eyeplan

Did you know that you can protect your glasses against accidental damage using Eyeplan?

All spectacles purchased whilst a member of Eyeplan can be protected by the Eyeplan Accidental Damage Scheme. Spectacles are covered for two years from the date of purchase whilst you are a member of Eyeplan. There is no limit on the cost of the spectacles covered or the number of claims you can make during that 2-year period. A small excess is payable with each claim for spectacle damage.

The logo for Eyeplan, featuring the word "eyeplan" in a lowercase, blue, sans-serif font, followed by a registered trademark symbol (®). The logo is set against a white rectangular background.

# Frequently asked questions about accidental damage

---

## Is there an excess for repairs?

Unlike a car insurance policy where there is a standard excess no matter the size of the claim, the excess paid with Eyeplan is linked to the cost to repair your spectacles. This is usually around 20% of the repair cost.

## Are all forms of accidental damage covered?

All accidental damage is covered from a scratched lens through to "the dog ate my glasses and here are the bits!"

Not covered by the insurance is damage due to repeated neglect or total loss – we must have some broken bits to show the insurance company.

## If I have a reglaze, can I insure my glasses through Eyeplan?

Reglazed spectacle frames cannot be covered by Eyeplan insurance

## Do I have to pay for Eyeplan accidental cover?

Eyeplan accidental damage cover is included as standard on our Gold cover plan. Accidental cover can be added to all other Eyeplan policies and applies for two years from the date of purchase whilst you remain a member of Eyeplan.





# Spectacle Lenses

---

The form and function of spectacle lenses is dictated by three different components.

## Design

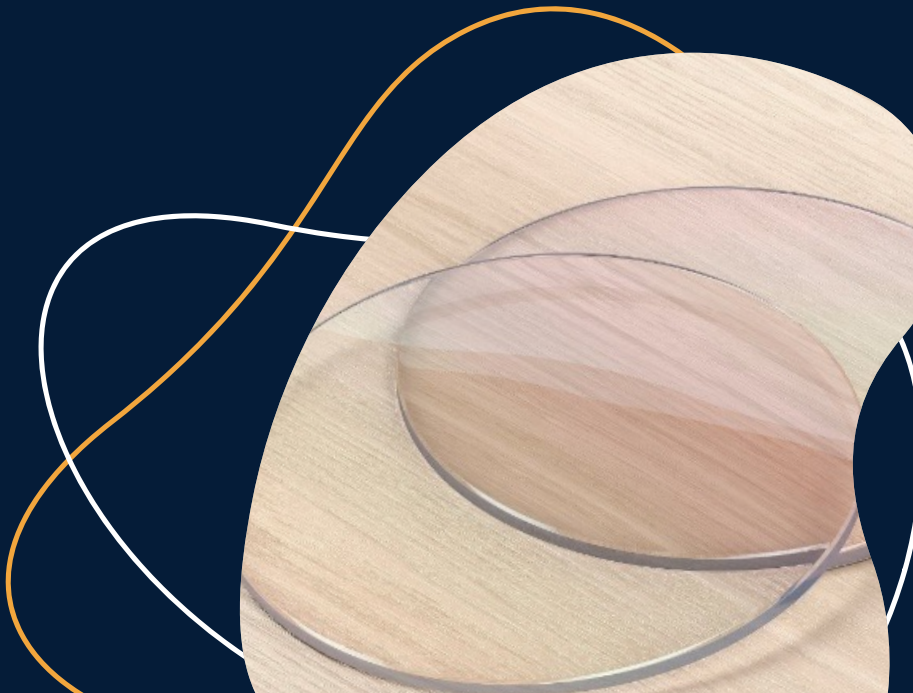
The lens is designed to the wearer's prescription needs, whether that's for distance, intermediate or near vision. Design options include single vision, reading, bifocal, trifocal, progressive and computer lenses.

## Material

The look, weight and toughness of your glasses will depend on whether the lens is made from plastic, polycarbonate, high-index plastic, or glass.

## Lens technology

Modern lens technology allows spectacles to perform better than ever before. Special surface treatments applied to the lens surface, enhance the performance of both design and material. They can extend the longevity of lenses and improve clarity of vision. They can block dangerous wavelengths of light from entering the eye and improve cosmetic effect by reducing unwanted reflections. Others repel dust and water or are fog resistant. Lenses come in a vast array of colours options. Some are fixed and some are variable dependent upon light levels



# Lens Designs

---

## Single vision lenses.

These lenses have one focal point. In younger people these can be used to see at all distances but as we get older and lose the focussing power of the eye's natural lens, they will focus for one distance only. Often people need multiple pairs of single vision glasses - driving and TV, reading, computer for example.

## Bifocal lenses

These lenses help people who are losing the ability to focus close up using the natural lens within the eye. This usually happens in our 40's onwards. The top of the spectacle lens is for long distance and the bottom for reading. The reading segment can be seen as a raised area towards the bottom of the lens. These lenses lack an intermediate vision area – the distance at which we view computer screens. For this reason, they have fallen out of favour in recent times.

## Varifocal lenses

Varifocal lenses help people who are losing the natural focusing ability of their lens. They are multifocal – they have focal points at multiple distances and so can be used for most day-to-day tasks including long distance, reading and computer work.

Modern lens technology has made these lenses very wearable, so most people get on with them very well. Older varifocal designs are still available, but these tend to be more difficult to wear although they are often less expensive.

## Specialist lenses

There are many specialised lenses available to help with specific tasks. These include driving lenses, boosted lenses and office lenses.



# Lens materials

---

Historically, lenses were made from white ophthalmic crown glass however today, mostly they are made from several types of plastic.

Spectacle lenses bend light to bring it to a focus on the retina, allowing you to see clearly. The amount the lens is bent by is governed by the curvature of the lens and the material it is made from.

Lens materials have a measurable refractive index. This is a measure of how well it bends light. A high refractive index bends light better than a low refractive index. For example, in crystal glassware, lead is added to increase the refractive index. This makes the glass bend light better so making the crystal more sparkly when it is faceted or "cut"

What index we make a pair of spectacle lenses from is dependent upon

- The lens prescription
- The type of frame selected
- The patient budget

**At Jacksons we work only with the best quality lenses and will always recommend your best visual solution.**

## 1.50 index

Used for basic low powered prescriptions

## 1.59 index

Also called polycarbonate, this material is exceptionally light and suitable for rimless frames. It is however very soft, scratching easily

## 1.60 index

Useful for rimless frames and medium strength prescriptions. This material is very clear and chip resistant

## 1.67 index

Useful for higher strength prescriptions. Thinner than 1.6 index but not as strong.

## 1.74 index

Used to give good cosmetic results to stronger prescriptions. Slightly more brittle than 1.67 index and bearing a slight lens colouration against a white background.

## 1.76 index

Used by specialist lens manufacturers for stronger prescriptions. Thinner than 1.74 index and less brittle and whiter in better colour. This material is often used instead of 1.9 index glass for very strong prescriptions.

## 1.9 index

this is a glass lens and the thinnest material currently on offer. It is used for very strong prescriptions but is very heavy and expensive. Often 1.76 plastic gives a similar cosmetic appearance whilst being lighter, safer, and less expensive.

# Lens surface treatments

---

The surface of plastic spectacle lenses is quite soft, so they are given a surface treatment to make them more scratch resistant. These treatments can have other benefits including

- Stopping reflections from the lens surface improving vision and rendering the lenses appear almost invisible.
- Blocking unwanted wavelengths from entering the eye such as Ultraviolet (UV) and the near blue spectrum.
- Making the lens surface more water repellent – better in the rain and easier to clean!
- Preventing unwanted lens fogging.

Lenses can also be coloured for cosmetic effect or to reduce the light level reaching the eye. These can be broadly divided into fixed and variable tints.

## Fixed tints

These remain static in use and range from a light cosmetic tint to flatter the face through to a dark sun blocking lens. Polarised lenses are a subcategory, blocking light in a special way to reduce glare and reflection without being excessively dark, making them an excellent choice for driving and water sports.

## Variable tints

These photochromic lenses respond to the ambient UV levels to keep the wearer comfortable in all light conditions. Historically these have not worked well behind a car windscreen but there are now some photochromic lenses that address this point. Historically photochromic lenses have been available in only grey, brown, and grey green. Other colours are now available including amethyst, sapphire blue, amber and emerald allowing the lens colour to better compliment the spectacle frame.



# Frames

---

The purpose of a spectacle frame is to hold the spectacle lens securely on the face of the wearer. It should also be comfortable in use, complement the wearers features and reflect their personality.

The process of spectacle frame design and manufacture can be a lengthy one. At Jacksons, our spectacle frames are generally handmade rather than mass manufactured. Some are made in very small numbers so there is little chance of seeing another one. Others can be bespoke to give exactly what you want in terms of fit and colour.

## Metal Frames

Usually have small noes pads on pad arms. Metals used for frame manufacture include.

- Titanium – super light, super strong and hypoallergenic
- Steel – many variants. These frames are heavier than titanium and can cause allergy issues for some people
- Precious metals including gold and silver.

## Plastic frames

Usually have a comfort bridge for a larger bearing area on the nose. Most quality plastics frames are made of cellulose acetate, a natural material made from wood pulp and cotton. By layering acetate to combine many layers, various opacities and patterns can be achieved for a depth and richness. Feature colours and patterns to be embedded entirely throughout the frames meaning that the desired look can be achieved without using paints.

Plastic frames can also be manufactured from petroleum-based nylon pellets. These are often a less expensive option and are generally of more basic design due to the limitations of the material.



# Our frames collections

---

At Jacksons we select frames collections from all over the globe so that our patients can select from the very best in spectacle design.

We like to work with manufacturers who produce smaller numbers of frames each year to give exclusivity and those who have unique manufacturing processes.

Here is selection of some of our favourite collections.

Lindberg frames are extremely popular with our patients and frequently we find that once they experience the comfort that these lightweight frames extend, they will wear nothing else.

Lindberg gives you the freedom to create your perfect pair of personalised glasses using its online 3D customisation tool. This gives more than one billion different configurations! Alter the side length, bridge width, colour, or trim to create your exclusive pair that fit perfectly and demonstrate your style. When you book a Styling Consultation at Jacksons, we can use the online configurator to help you build your dream pair of glasses frames.

## L I N D B E R G <sup>®</sup>

**LINDBERG** frames showcase aesthetics, technical innovation, and impeccable craftsmanship. Hand made in Denmark, LINDBERG designs feature responsibly sourced materials including titanium, acetate, gold, platinum, and diamonds.

Lindberg have stripped away everything that is not essential – including all screws, rivets, and welds. This means Lindberg frames are incredibly strong and flexible – yet among the lightest and most comfortable in the world. Often when first tried on, our patients are concerned about the durability of these ultra-lightweight spectacles. Rest assured however, because of the design and materials used in their manufacture, their lightness belies their strength.



# TOM DAVIES

At Jacksons we select frames collections from all over the globe so that our patients can select from the very best in spectacle design. We like to work with manufacturers who produce smaller numbers of frames each year to give exclusivity and those who have unique manufacturing processes. Here is selection of some of our favourite collections.

**Tom Davies** is a prestigious eyewear brand without parallel, built on the principles of fit, form, and function. Have you ever found your perfect frame, but it just does not fit? Have you ever found your perfect frame, but it would be even more perfect in a different colour? Do you find that your glasses are too big on the nose or too tight leaving tram lines on the side of your head? Then Tom Davies frames could be for you.

We can alter virtually every aspect of every frame in this collection to make it what you want and need it to be. Each frame is then hand made to order which takes 6-8 weeks in The Tom Davies factory which is located just outside London.



**skaga**  
sweden 1948

**Skaga** is a Swedish traditional, authentic, and genuine brand with a history that began as early as in 1948. Skaga has an authentic heritage, a long design tradition and history that few brands can rival. They have found a classic and timeless way to balance a good form with function and design, and the brand constantly strives to be at the forefront in terms of both quality and design. Skaga is a leading brand in Scandinavia in the manufacture of eyewear. Skaga also takes pride in being the only Swedish eyewear company granted the Royal Warrant Holder title.

Orgreen

COCO★SONG  
EYEWEAR

**Orgreen** glasses frames are designed and developed in Denmark and hand made in Japan. Orgreen frames are superb quality, produced using specialist materials, such as titanium and beta-titanium precious metals and are designed to last. Individually crafted with more than one hundred processes, each Orgreen frame can take up to six months to manufacture. Orgreen Optics was founded in Copenhagen in 1997, by three design students who were members of the underground Danish art scene and worked with products relating to street culture and extreme sports. They wanted 'to create something different and fresh, something provocative and to shake things up in (the world of) designer glasses.'

Orgreen has always embraced the cutting edge over the safe and the cool versus the commonplace.

**Coco Song** is an exclusive Italian collection of handmade frames for ladies. Featuring exquisite elements such as silk, feathers, dried flowers, enamel, and semi-precious stones in both vibrant and muted colourways. Each frame is one of a limited edition of five hundred pieces.

Drawing inspiration from the mystery of the Orient, using the finest materials in the world, Italian brand Coco Song creates women's luxury eyewear delivering an unparalleled artistic masterpiece in each and every frame. Exquisite elements such as silk, dried flowers, feathers, semi-precious stones, metal accents and enamelling are matched with one-of-a-kind acetates. Each frame is made by the careful hand and expertise of an artisan master taking a minimum of six months to perfect. A magical blend of Italian design and oriental culture delivers.... an artistic masterpiece.





# Our proven process

---

At Jacksons we do things a little differently. We have a proven process which starts with you talking and us listening. Next, we explore eyewear possibilities with you, but we bring the frames to you, so you do not become bewildered by the hundreds of potential options. Think of us as like having your own personal shopper. Choosing glasses can be daunting but we do it every day. Trust us to help you find the right glasses for you.

## Our Proven Process



## Love your glasses warrantee

---



Your satisfaction is our priority, and we will do everything within our power to resolve any issues or concerns you have with your new spectacles. If you are unhappy with the comfort of your new glasses within 60 days of collection, we will change them to resolve the problem.

## **Please get in touch**

**If there is anything that we can help  
you with, please get in touch.**

Telephone: 01270 625889

Email: [jacksonsopticiansnantwich@gmail.com](mailto:jacksonsopticiansnantwich@gmail.com)

Website: [www.jacksonsopticians.com](http://www.jacksonsopticians.com)

SW & C Jackson Opticians  
43-45 Welsh Row, Nantwich  
Cheshire, CW5 5EW