Marketing Partner for
The Vision Council
Lab Division
Danny Pugh

JULY 12, 1967 – AUGUST 1, 2019

OPTICAL PRESCRIPTION LAB
OPTICAL SUPPLY CO-OP
Optical Industry Projects

- 100 +- projects for the optical industry
- First Lab website for SEOCO in 2003
- e-laborations email newsletter for Essilor IDD
- 50 +- websites for optical labs
- Design & Print: Logos, Brochures, Banner Stands, Meeting Displays
- Videos: Labs, AR Process, Digital Measurement, Sunglass Manufacturer
- Specialty Work: Frame Catalog, Stock Order System, Rewards Site, Promo Points System
Logo Design
Video Projects
Lab Website Projects

21st Century Optics *
Accurx Inc
Advance Optical *
Aspen Optical
Balester Optical
Chesapeake Optical
Collard Rose
ES Optical Labs *
Essilor Base Labs
Essilor PSE
Focus Optical
Focus Optics
GK Optical
Interstate Optical *
Jorgenson Optical *
Lenstech Optical
Mcleod Optical
NEA Optical *
Omni Optical *
Optical One
Optical Prescription Lab *
OptiMatrix *
Optogenics *
Ozark Optical
Peninsula Optical
Perferx-Precision
Pinnacle Optical *
POL *
Premier Optical *
Rooney Optical
See Better Lab
SEOCO
Sunburst Optics
Sunstar Optical *
Superior Optical *
Sutherlin Optical *
VIP Optical Lab
Vision Craft Inc.
Vision Craft Optical *
Winchester Optical *
Lab Website Evolution

Generation 1

Generation 2

Generation 3

Generation 4

Features

Features

Features

Features

PRICING
Cyber-Crime Poster

- Developed by The Vision Council & danbailey.com
- Available on the TVC website, Lab Division pages
- Print and post around your lab
Viruses, phishing attacks and ransomware hidden in emails and other devices can cause loss of data, cripple your network and effectively stop your business—and your job—for days.

- Never click on a .ZIP file unless you are absolutely certain it is safe
- Avoid clicking on links in emails, and re-type the links into your browser whenever possible
- Never plug in a USB drive unless you know where it came from
- Don’t charge your phone with a USB port on a networked computer
- Don’t visit unknown sites on a networked computer
- Always think before you click!

If you click a link and something unexpected happens, report it to your supervisor immediately.
Marketing & Website Goals

• Attract and retain clients
• Make it easy for your customers to get information
• Reduce workload on customer service
• Confidence in the presentation of your company
• Be there when the other lab lets them down
Questions?