

FAST FACTS

Company: CR Surfacing Laboratories

- **Principal/Director:** Adam Fletcher
- **Lab manager:** Dunstan Shepherd
- **Based:** Melbourne, VIC; Christchurch, New Zealand
- **Founded:** 1976
- **Number of staff:** 35
- **Equipment:** Optotech, Satisloh
- **Daily lens turnover:** On application
- **Clients:** On application
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INDEPENDENT RX LABS. PART TWO

An Investment in INDEPENDENT OPTOMETRY

In the second half of our two-part series, focussing on the viability and sustainability of independent optical laboratories, we speak with CR Surfacing, Shaan Labworks and Precision Optics. **Carolyn Koens**

Local independent labs, faced with the task of providing products and services that are on par, or better, than that of their large competitors, have stepped up to the mark.

Offering premium products and services, local independent labs are distinguishing themselves by offering value in areas the multinationals will increasingly find difficult to compete with.

CR Surfacing Laboratories

Since 1976, CR Surfacing Laboratories, the family-owned and operated company, has launched itself into the forefront of lens processing.

Director, Adam Fletcher, believes one of CR Surfacing Laboratories' key points of

difference, is its ongoing investments in the latest German technical processing equipment. Boasting the latest online ordering service – CR-Connect, enables them to compete on the same playing field as the multinational labs.

Injecting significant funds into Freeform lenses, and its Melbourne lab's surfacing technology, has dramatically decreased the company's operating costs.

"Due to our continual equipment upgrades, we are the only independent lab in the world to be accredited to produce Teflon Easycare coating, and the only lab in the southern hemisphere to produce toric surfaces, utilising Trueform technology," Adam claims. "This is cutting-edge technology and, while we

don't want to be the biggest in our field, we certainly strive to be the best."

It's About Time

Adam credits part of the company's ongoing success to client loyalty and rapid turnaround service time. "This is a critical factor for any independent lab. The independent optometry practices are now in competition with companies such as Specsavers," he explains.

"We can ensure our services are as fast as possible due to our local manufacturing labs, whereas most multinational labs tend to use overseas labs, resulting in longer in delivery times. This means they simply cannot compete with our faster turnaround service times."

Adam claims Freeform lenses take "approximately three to five working days to produce locally, as opposed to a time frame of up to two weeks from an overseas lab".

"As an independent lab, it's absolutely crucial to offer a complete service to keep ahead of industry standards and developments," Adam says.