

Municipal Retirees Organization Ontario MROO

Presented by:
Dan Ranger



Specsavers

Introduction

Dan Ranger

- 32 years experience in the industry
- Started wearing glasses at the age of 7
- Optical Co-op placement in high school
- Attended Georgian College to be a Licensed Optician
- Optical Journey:
 - **20 years experience with Luxottica**
 - **GTA Area Manager at Ollie Quinn**
 - **Head of Canada for Oscar Wylee**
 - **Partnership with Specsavers in 2022**

History

- Specsavers Originated in the **United Kingdom**
- Founded by **Doug & Mary Perkins** – Optometrists
- Mission – **We believe expert eyecare and quality eyewear should be accessible and affordable for all**
- Celebrated **40 years in business in 2024**
- **2900+ locations & 45,000+ employees** globally
- **43 million** registered customers worldwide
- Specsavers entered the Canadian market in **2021**
- Currently **165 stores** in Canada – and growing
- **Franchise Partnership Model** – Retail & Optometry
- Every location is **locally owned and operated**
- **World-Class Marketing** is part of our national culture -
“Should have gone to Specsavers”

Product

We pride ourselves with offering best pricing without sacrificing quality.

- Our frames are proudly made in **Canada & UK**
- Specsavers **owns and operates** our BC lab
- Progressive options are **latest digital technology**
- We provide **industry-leading** coatings
- **Digital technology of measuring** – VDTM
- **Digital education of lenses** – VDTL
- Over **1500 frames** to choose from in-store
- Variety of shapes, sizes, colors **to meet all needs**
- **Professional staff** to assist with product selection



Retail Offer

Our glasses are priced to include Single Vision Lenses with a scratch-resistance coating and UV protection

One Complete Pair

- Smart designs at affordable prices from **\$69**
- Designer glasses from **\$99**
- Digital Progressive glasses from **\$149**

Two Complete Pairs

- Kid's glasses from **\$99**
- Men's & Women's glasses from **\$149**
- Designer glasses from **\$199**
- Ultra light glasses from **\$349**
- Rimless glasses from **\$399**
- **Persons 65+ Everyday Offer – 50% off Lens Upgrades**
- **We direct bill to most insurance companies!**



Sun Protection

Protect Your Eyes From the Sun & UV

- **Protect Yourself From Sun Damage**
 - Cataracts
 - Skin & Eyelid Cancer
 - Age-Related Macular Degeneration
 - Snow Blindness
- **Protect Yourself From the Weather**
 - Snow, Sand, Wind and Dust
 - Can irritate and damage your eyes
- **Enjoy Outdoors Without the Need to Squint**
- **Prevent Headaches & Migraines**
- **Drive Safer by Reducing Glare**
 - Tinted lenses
 - Polarized lenses reduce additional glare



Contact Lenses



contact lens

Interested in Contact Lenses?

- Upcoming Wedding, Events, Vacation, or Sporting
 - Provide your eyes a rest from wearing glasses
 - Add more variety to your wardrobe and show off your style
 - Contact Lenses don't fog up – Even if you're wearing a facemask
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- **Low price** for Contact Lens Fits - **\$30 fitting fee** with current prescription
 - Other places generally charge **\$50 - \$250** to fit Contact Lenses
 - **Specsavers offers our own Easy Vision house brand at a value**
 - Monitored fit and success by a **licensed professional**
 - We teach you how to **insert and remove** contacts
 - **Complimentary trial lenses** are provided - adjustments can be made
 - **Single Vision** and **Multi-Focal** Contact Lenses are available to trial
 - Contacts can be **shipped directly to your home**

MROO Everyday Offer

**60% off
Lens
Upgrades**



- Anti-Reflective Coatings
- Sun Tints
- Polarized Sun Lenses
- Light Reactive Lenses
- Mirrored Lenses
- Thinner and Lighter Lenses

Pre-Test Technology



PRE-TEST

NIDEK TONOREF™ III

Auto Refractor



PRE-TEST

TOPCON MAESTRO2

OCT



PRE-TEST

**ZEISS HUMPHREY® FIELD
ANALYZER 3 VISUAL FIELD**

Doctor

Through our Provincial Health Care **OHIP**, **Persons 65+** are eligible for an Eye Exam **every 18 months**.

Diabetic patients are eligible for an Eye Exam **every 12 months**.

Book Your Exam at Specsavers

- Comprehensive Eye Exam
- Diagnostic Testing
- Optometrist Consultation
- Patient care focused
- Easy to book an appointment by phone, in-person or online
- State of the art Visual Fields
- Driving Test Exam (Including Forms & Visual Field)
- Easy Referral Management
- Accessories available in clinic
- Experienced and friendly staff

Our comprehensive Eye Exams include an **OCT** (Optical Coherence Tomography), a **3D scan of the eye** that can detect eye diseases **up to 4 years** in advance.

Most Optometrist offices charge **an additional \$50 to \$100** for an OCT 3D scan.

Success stories from clients having an OCT scan

Chris Hadfield in Conversation with Specsavers

Specsavers

In conversation with
CHRIS HADFIELD

A Recent Study Showcases that...

50% of people
believe they'd know
if they had an eye
issue

61% of people
don't know their
Provincial
Coverage for an
Eye Exam

What were your
beliefs prior
to our
presentation
today?

Specsavers Warranty

Included with your purchase at Specsavers, we stand behind our product and offer a **2-year Warranty on Manufacturer defects** at no charge to you!

No Worries, No Fuss Guarantee

The **90-day No Worries, No Fuss Guarantee** is a pillar of the Specsavers business.

It serves 2 purposes:

1. Gives patients time to adjust to a new prescription or lens type.
2. Upholds our value of providing platinum service to our clients.



Free Life-Long Services In-Store



**Complimentary
Cleanings**

**Complimentary
Fittings &
Adjustments**

**Complimentary
Minor Repairs**

Community

Specsavers Gives Back to our Local Communities

- **Lions Club**
 - Clients donate older eyewear for a cause
- **Educating Older Adults** at local Retirement Homes
- **Volunteer Days**
- Active member with the **Greater Niagara Chamber of Commerce**
- **Wellspring Cancer Support Niagara**
 - Sponsored Fashion Show on Apr 6th
 - Models were all Breast Cancer Survivors
 - Donated free RX glasses to all models
 - Raised over **\$15k** for cancer support



Thank you!

Visit us at Specsavers St. Catharines

**The Pen Centre
&
Fairview Mall**

Specsavers