

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

Interested in Contact Lenses?



contact lens

- 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
-
- **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