



LEAP YEAR EVENT



There is no doubt that the world of eyewear is pretty special, if you look hard enough. Which is why Michelle, Jocelyn and myself took a trip to Munich, Germany to attend OptiMunich. This Optics event hosts hundreds of different manufacturers, from small independent businesses to multinational firms. We focused our efforts on the smaller, niche brands, looking for some new styles and colours of frames that our customers would like.

We saw frames from Spain, USA, Denmark and Holland and settled on a new brand from Italy and France and updated some of our favourites.

Drum roll.....**TREE Spectacles**; originally manufactured from wood, are now made with refined materials, promoting sustainability. The collection features some different shapes and colours and has been going down well with our customers.

On Thursday 29th February we are launching this new brand in our Ballymoney branch.

We will be working with the Woodlands trust on the night, sharing the values of our new brand, planting some new trees around the country.

We will also have some new arrivals from Etnia Barcelona and some of our other favourites plus new sunglasses for 2024.

Our Take 2 offer will be running allowing customers to pick up a second pair for a big discount.

If you would like a peek at this collection, then please give us a call to make an appointment to avoid disappointment.

We will be able to give you a personal styling If you need a sight test we will be open until 8pm.

In the picture Newsletter Vol 9. Issue 1

Hello and welcome to "In the Picture", a little update on what has been going on over the last few months. Thanks for your support and we look forward to seeing you again soon.

Brian

JOHN LAVERTY
OPTOMETRISTS

LEAP INTO A NEW LOOK!
Enjoy an exclusive first look at our latest brand

TREE[®]
SPECTACLES

Thursday 29th February
5-8pm
Ballymoney Branch

In conjunction with the Woodlands Trust
Promoting sustainability

TREE[®]
SPECTACLES



Life's hurdles

In early February I made a business trip to Lord's cricket ground in London. As a business owner it's good to put some time into planning for the year ahead and learning from others. The guest speaker at this event was Sally Gunnell and she didn't disappoint.

She shared her story of a 12 year old young girl beginning her journey into athletics. Not knowing what she was good at so trying everything. Then gradually moving from 7 disciplines down to 100m hurdles. Her coach saw her potential and suggested the 400m hurdles.

She built a great team around her, physio, nutritionist and a sports psychologist. She really was an early adopter of many things that athletes do today. So much of what held her back in the early days was in her head. "What would other people think?", "Am I good enough?". She had setbacks and injuries along the way which she shared with us.

In 1992 at the Barcelona Olympics, all her hours and months and years of training came down to one final run. She visualised the entire event. Right down to the smallest details. She shared a pep talk she got from Linford Christie



who had just won his gold in the 100m. He said to her before she got on the bus to go to the stadium, "Do you want to be sitting with us at the front of the plane, or down the back with everyone else?" That stayed with her, and maybe gave her another fraction of a second.

She played her run on the big screen and wow, with a Queen soundtrack, she was impressive, at the age of 26, Olympic gold. Inspiring stuff.

Don't worry, I'm not dusting off my athletics gear, but when life throws a hurdle in your way, I feel better equipped to straddle my way over it!



SIMPLY THE BEST



Just to keep my elite athlete theme going. I was in the queue for some hot chocolates while away skiing and I couldn't believe who walked past me. Only the past Ireland and Ulster rugby captain, Rory Best. He was on his phone so I couldn't apprehend him for a

selfie....disappointed, my opportunity was gone. I said to Kim who I saw and waited for eternity to get my drinks. The smirk that Kim had on her face when I brought the drinks over to the table. She had got the selfie and had a brief chat with him, can you believe it?!

Clinical Corner



OCT (Optical Coherence Tomography) is the expensive eye scanner that we have in Coleraine and Ballymoney. I was recently at a talk from a Professor of Ophthalmology who was explaining how these incredible machines will help us to diagnose various medical conditions in the future. To give you an idea, the scanners we use create 50,000 scans per second and provide

more information than we can process. With the advent of artificial intelligence these numerous data points will be assessed instantly and software will indicate the likelihood of various medical conditions developing over time. They can already assess an OCT image and determine if the image belongs to a male or female, is a smoker and can accurately estimate their BMI. OCT definitely is an area to watch.

We took the opportunity in January to have a day of training upstairs in our new home at 1 Abbey St, Coleraine. It was great to get the whole team together and work on customer service skills and ways to make the business more efficient. We had some training from Essilor on bespoke lenses and new digital lenses as well as some training from our Audiologists.

Staff Training

I replayed a few clips from an Apple TV series I've been watching called Ted Lasso, which has some incredible snippets of advice for everyone.

We also celebrated the fact that Ballymoney had hit the dizzy heights of 100 5 Star Google reviews, so we cracked open some Hotel Chocolate to mark the occasion.



Discounted
multi-pair offers.

Ask for details.
Terms and conditions apply.



Take 2 Offer

Essilor have started up this fantastic offer once again. This means that if you simply need glasses for distance you can get a second set of sunglass lenses for free.

Or if you wear a good quality varifocal who can get another set of the same good quality lenses for half price.

The offer includes polarised lenses and transitions.

It also includes Eyezen lenses which are made for anyone who spends time on their phone, ipad or PC. It has a built-in blue light protection system as well as better optics for seeing clearly, plus you can now get a second pair free in the offer.

We Value YOU!

"In the picture" is a quarterly conversation between us and our customers.

I believe in relationships and we really value having a strong relationship with our customers. This is our way of showing you what we're like.

For new customers, this unusual publication is an open

dialogue between us so that you can get to know who we are as a company. And painful as it can be, we like to show some of our personality. We're not a faceless company. For regular customers many of you only come in once a year or once every two years. So we can go a long time without seeing you. And a lot can

happen in a year or two. Hence we like to keep in touch.

The feedback is invaluable. I'm extremely interested in what our customers have to say. Please send your thoughts and comments on what we are talking about to:

brian@johnlaverty.co.uk

Recommend a Friend

If you like what we do, would you be interested in recommending a friend to come and see us to? We are running a competition where if you do recommend someone, you could win

a luxury Sage coffee machine! All you have to do is ensure you tell us who you recommended to be entered into the draw. Good luck!



Customer Photos




× **B** Beverley Clyde
1 review

★★★★★ ⓘ 2 months ago

Delighted with my new glasses. Thank you to John Laverty and the team for looking after me in both the Garvagh and Coleraine shops. I was impressed with their efficiency and professionalism. They also had a great selection of trendy glasses! Highly recommend

👍 Helpful 🗨️

 2 months ago

Thanks Beverley for the kind words, we try our very best to help.

Share this newsletter with friends and family

Branches at:

15 High Street Ballymoney

Tel: 028 2766 2480

1 Abbey Street Coleraine

Tel: 028 7034 2624

66 Main Street Garvagh

Tel: 028 2955 8666



John Laverty
Opticians



lavertyopticians