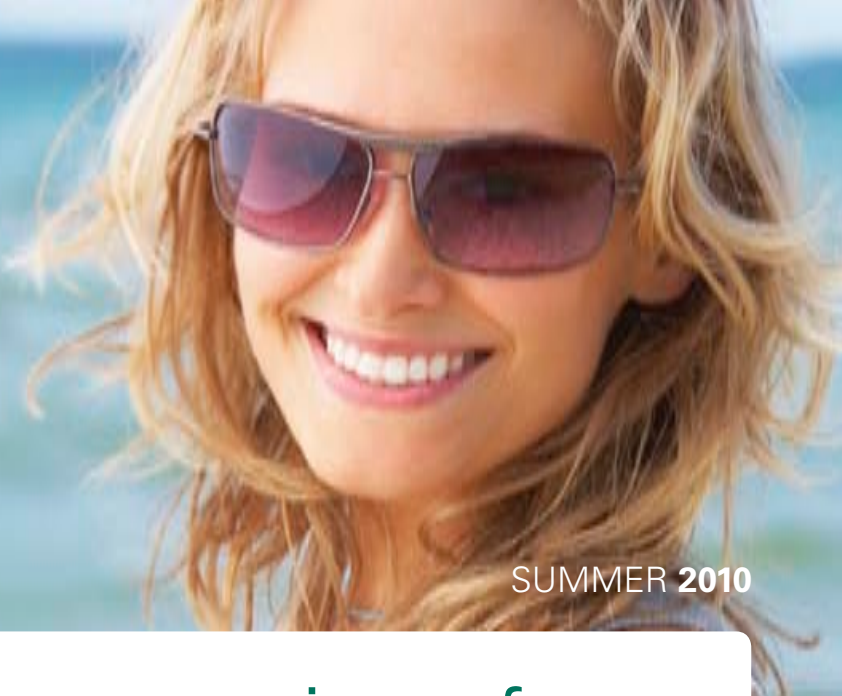




Oldbury and Cruickshank

newsletter



SUMMER 2010



New showroom rises from bakery foundations!

There were times when we wondered if all the hard work was going to be worth it - but now it's up and running we're elated...

**So, what are we talking about...
The extension to the Pickford Street practice, of course!**

After six arduous months of construction work, the remodelling of our Macclesfield practice is complete and the results have exceeded our expectations and are proving to be a major improvement to the service we offer you, our customers.

We have also increased our examination rooms to five, added two clinical rooms and created additional office space for our administration team.

Practice manager, **Jackie Price**, is delighted with the refurbishment and says: "The extension provides space for superb displays of all our frames - including the very latest frame designs from around the world - as well as a stylish and comfortable dispensing area.

Patients can take advantage of the visioffice here, too - the leading technology for dispensing personalised lenses that will provide the best possible vision from their spectacles.

We would love to hear your views on the improvements and invite everyone to pop in and take a guided tour at any time."



Some facts and figures about our new extension

- The old bakery was demolished in just one week and took just over six months to build.
- The extension doubles the size of O&C.
- It has allowed us to display over 100 more frames.
- Increased space to house a training room to improve our in-house training facilities.

Site for more eyes...

It's here at last! The brand new O&C website is now live, giving you access to all our products, designs, services, special offers and latest news updates.

Simply click on www.icopticians.co.uk and you can access all the information you need about our state of the art eye-health technology, stylish new showroom and stunning eyewear styles.

"I like coming here, everyone always has a smile on their face and it feels like being part of the family"

John Kershaw
Bollington



Built on the site of an old bakery warehouse, this exciting addition to the business premises has resulted in a stunning, spacious showroom for dispensing and displaying our frames, lenses and contact lenses.





Comfort Zone...

Spectacle lens technology is developing at breakneck speed - none more-so than with international lens manufacturer Essilor.

Their lenses are so personalised they are five times more precise, no matter which direction you move your gaze.

Our technicians at **O&C** can calculate this information using Eyecode's 3D eye measurement technology - taking into account up to 20 different factors to calculate your individual lens specification.

What you end up with is the finest, most accurate lenses to give you instant, immediate and comfortable vision.

Essilor also specialise in anti-fatigue, polarising, smudge-repellent, easy clean, scratch resistant and tinted lenses... to name a few. So call in and let the team at **O&C** advise you in all these areas and demonstrate their eyecode and other high-tech equipment to give you the perfect vision solution.



Could I wear contacts?

You may have tried contact lenses in the past and ruled them out because they felt uncomfortable or you feared there was maintenance hassle.

Times have changed in the world of contacts, however - and you might be surprised to discover that they could now be the perfect choice in corrective eyewear.

Modern materials make contact lens wearing incredibly comfortable and with the option of '1 Days' you don't have to worry about lens cleaning solutions, either. These disposable lenses cost only the price of a cup of coffee per day, so they can fit your budget. Of course, we will also tailor them to your exact prescription to achieve perfect vision.

Many people combine wearing glasses with contact lens use, too - giving themselves options for part-time wear. This way you can choose contact lenses for playing sports, social events or for special occasions - wearing glasses the remainder of the time.

Come and talk to us about contact lenses at our Pickford Street, Macclesfield branch - they've changed and so could you...

Frame by frame at the Oscars

Orgreen frames are so chic that they have had to pull their designs from their own website... because they're being copied by too many of their competitors!

That's how cool and sought-after these frames by the edgy Danish designers are - and it has led to recognition by the Dansk Fashion Awards who nominated Orgreen as Danish Accessory Designer of the Year. If you want to join the fashionistas you now have to head to cutting edge opticians, like **O&C**, to view the innovative and futuristic designs of this world-leading frame manufacturer.

Combining quality materials, minimalist styles and eclectic colour contrasts, Orgreen is taking the spectacle world by storm. Combining up to 400 colours and shades in their handmade frames makes this designer stand out from the crowd and appeal to a diverse audience - everything from the professional career woman to the rebellious young man.

In fact Avatar star, *Sam Worthington*, was spotted donning Orgreen frames at the recent Oscar awards.

Better still, head to **Oldbury & Cruickshank** and try on some Orgreen frames for yourself!

In Focus... Kelly Lewis



This issue of 'In focus' sees the spotlight fall on our Optometrist, **Kelly Lewis**, who has been with the O&C team for 2 years.

What is your dream destination?

Cuba, so I could Salsa the night away!

What is the best thing you have ever done?

Spending two weeks in Barbados playing netball - it was amazing but hot.

Who is your favourite band?

Basement Jaxx.

Who's your favourite hunk?

Johnny Depp.

What's your favourite pastime?

Salsa and running.

What do you enjoy most at O&C?

Having fantastic work colleagues who I can have a laugh with and who are always there to support me.

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Oldbury and Cruickshank

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