R&D OPTICAL LAB

CUTTING EDGE TECHNOLOGY

WHO ARE WE?

R&D Optical began as a venture to bring superior products and services to the independent ECP. The founder, Ron Cooke Jr., has extensive experience in the industry as COO of Diversified prior to their acquisition by ABB. Ron's experience and passion for the industry drove him to start a new lab dedicated to servicing the IECP, and due to that early success Ron has added additional strong proven leaders from the industry who have documented success in launching exciting products geared toward independent ECPs. Our goal at R&D is to help our partners increase profitability. When you win, we win!

WHY ARE WE HERE?

Our commitment is to you, the independent ECP. We pride ourselves on providing you with the quality, service, and turnaround time that you expect, and that helps you compete in an ever-changing competitive environment. We can provide you with brand name products from some of the top vendors in the industry, including Varilux, Transitions, and Hoya, but also offer an extensive private label portfolio that is designed to offer you similar quality and optics at a price that allows you to meet the needs of your value conscious consumer while maximizing your profitability and continuing to grow your practice. We also offer state-of-the-art anti-reflective coatings that will enhance your patients' experience and improve their optical clarity. In addition, we are a VSP approved lab, so we offer you the opportunity to streamline your lab utilization and send all your private pay and VSP work to one lab!

WHAT IS OUR VISION?

R&D Optical partners with innovative and forward-thinking vendors and partners and is always looking for opportunities that might benefit you and your practice. From high quality frame and lens packages; safety packages; high quality tints and mirrors; Bluetooth eyewear; to practice building programs that include opportunities to combat online retailers, we are here to help you compete and win.

Give us a call and let us EARN your business. You aren't getting a new lab, you're getting a partner, and a business consultant that is focused on you, your business, and your success!

Our goal at R&D is to help our partners profitably grow. When you win, we win!

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