

Monthly Focus

NEWSLETTER

JULY 2025

BACK TO SCHOOL



Back to School is Here!

Now through September 30th, receive complimentary Transitions® GEN S™ lenses when you order POWER Kids or EyeZen Kids lenses on ProLens.

CHOOSE LENS DESIGN

\$47.00
POWER KIDS SV

\$75.00
EYEZEN KIDS

CHOOSE SIGNATURE OR STYLE



Gray, Brown, Graphite Green, Amber, Sapphire, Amethyst, Emerald and Ruby



Bonus Upgrade For Parents

Receive \$60.00 off Transitions Lenses on any digital lens on ProLens when combined with a Back to School kids promotion.



UPCOMING EVENTS

JUL 9

VIRTUAL EVENT

Back to School, Forward In Care: Engaging Young Patients with Impact
10:00 AM CST

JUL 11

WEBINAR

Increasing Profitability with Luxury Eyewear
11:00 AM CST

JUL 23-24

VIRTUAL EVENT

ABO Prep
Part 1: July 23rd from 12 - 3 PM CST
Part 2: July 24th from 9 AM - 12 PM CST

JUL 25

VIRTUAL EVENT

Increasing Second Pair Sales: Why It Is Important For Patient Satisfaction and Practice Profits Part 2
11:00 AM CST

AUG 8

VIRTUAL EVENT

The New Optical Landscape: Key Retail Trends Every Optician Needs to Understand
11:00 AM CST

ECP 
ADVANTAGE
Powered By Walman

Register today
at www.ecpadvantage.com.

For full promotion details visit www.walmanoptical.com/BTS

Back to School Resources

Education

Get your practice ready for Back to School season with educational courses designed to help you better engage and serve pediatric patients.

Live Virtual Webinar:

Back to School, Forward in Care: Engaging Young Patients with Impact held on July 9 at 10 A.M. CST

On-demand courses:

Child's Play: Dispensing to Pediatrics
Transitions® GEN™ Essentials

Additional Tools

Looking for more ways to prepare your practice for Back to School success? Check out these additional resources designed to support your team and enhance your pediatric care strategy.

- Tools for selling Transitions Lenses
- Downloadable assets to help market Back to School in your practice
- Hitting the easy button with DONE4YOU® Marketing
- Community outreach strategies
- Vendor partner and industry resources

For all Back to School Resources visit www.walmanoptical.com/BTS

Transitions Color Match Digital Tool

Elevate your patient experience with Transitions® Color Match—an engaging, interactive tool that helps patients visualize and select their perfect lens and frame combination with ease. Designed to spark conversation and simplify choices.

How it Works:

Patient's Scan the QR Code

Easily directs patients to the Transitions Color Match tool by scanning the QR code with their smartphone.

Visualize Transitions Instantly

The tool allows patients to explore Transitions lens colors, see how they look on their frames, take photos, compare and save favorites.

Share the Perfect Combination

Once patients find their ideal frame and Transitions lens color, they can share their selection, making the experience fun and memorable!

Ask your Walman Optical Account Manager today for a Color Match Tool Kit to display in your office.



PEAK
LOYALTY PROGRAM

Want To Save Money On Lab Work?

Join The PEAK Loyalty Program and earn up to
3% back on lab work.

www.walmanoptical.com/peak