

# The Ultimate Guide to *In-Office finishing*

In this essential guide, we'll help you understand more about In-Office Finishing, what sets Santinelli International apart, and the particulars of our award-winning line of Lens Finishing Equipment, Optical Tools and Supplies.

# Unmatched Quality

For nearly 50 years, Santinelli International has assisted ECPs looking to provide better and faster service to patients while simultaneously increasing profits. Our ongoing commitment to quality, innovative technology, technical expertise, and unmatched customer service has earned us a leadership position of which we are proud.

## Santinelli International

Why Santinelli .....	4
AdvantEdge .....	5
Protection Plans.....	5
Certified Pre-Owned.....	6

## In-Office Finishing

Why In-Office Finishing .....	8
Stock lenses.....	9
Managed Care .....	10
Multiple Pairs .....	10
Blue Light.....	11
Chemistrie™ .....	12
Misconceptions of IOF .....	14

## Lens Edger

Multifunction Edger	ME-1500.....	16
Patternless Edger	LEXCE Trend8 .....	17
	LEXCE Trend.....	17
	LE-1200 .....	18
Edging Station	LE-800 .....	18

## Industrial Edger

System Edger	SE-9090 Supra.....	20
	SE-9090 Supra L.....	20
Auto Drilling Unit	AHM-1000 Supra ...	21
Server Software	iRx Server .....	21
Software	iRx Satellite.....	21
Auto Edging System	AES-2200.....	22
	AES-1500.....	22
	AES-1000.....	22

## Peripherals

Satellite Tracer	LT-1200 .....	24
	LT-980 .....	24
Intelligent Blocker	ICE-1500.....	25
	ICE-1.....	26
Centering Device	CE-9.....	26
Lens Dust Filtration Unit	Lfu-220 .....	27
Lens Edger Deodorizer	LED-200 Plus .....	27

## Sios

Welcome to Sios .....	29
Lab Modular System .....	31
Editor's Choice.....	33





**PROUD MEMBER OF ADVANCING EYECARE™**

## **ABOUT ADVANCING EYECARE™**

Advancing Eyecare™ is a partnership of leaders in the eyecare instrumentation marketplace established to offer the best products and service solutions in the ophthalmic equipment industry. Currently comprised of Lombart Instrument, Marco Ophthalmic, Enhanced Medical Services (EMS), Ophthalmic Instruments, Inc., Santinelli International®, S4Optik, and INNOVA Medical, the combined scope of the organization has the broadest product portfolio, the most knowledgeable people, and the most reliable service in the industry.

- Exclusive line of lane and advanced technology instruments
- Access to the largest portfolio of products from major ophthalmic instrument manufacturers
- Largest offering of certified pre-owned equipment
- Largest network of reliable service technicians in the country
- Financing programs and product/service package discount capabilities

**ONE ALLIANCE ▪ SEVEN INDUSTRY LEADERS**  
**COMPREHENSIVE OPHTHALMIC SOLUTIONS**

# *Santinelli International*

PERFECTING THE ART INSIDE THE FRAME™



2021 **EYEVOTE** 20/20 VM

Voted the Best Optical Equipment Company  
and Brand for 13 consecutive years!

# WHY SANTINELLI?

## Finish what you started with the best!

Today's ECP can no longer overlook the multiple advantages that In-Office Finishing provides. Choosing a lens finishing equipment company to partner with is a significant business decision. It's important to know that while several options are available, not all lens edger companies are created equal. Invest in your practice's future success with a company rich in history, quality products, service, and reliability that only Santinelli International can deliver.

## Why choose Santinelli International?

### | Almost 50 years of proven success

Since our founding in 1973, we have been a respected leader and award-winning provider of optical finishing equipment, services, and supplies. As a proud member of the Advancing Eyecare™ Alliance our experienced staff works hard every day to provide the highest quality experience for our customers.

### | Largest selection of lens finishing equipment

Since Lens Finishing Equipment is our sole focus, we provide the largest selection of Lens Edgers to the market and can accommodate any budget or need.

### | Greatest equipment resale value

Because our equipment is high quality and built to last, it has the highest resale value over other lens edger brands.

### | 30+ Year partnership with Nidek

With management, ownership, and distributor changes among so many optical companies we are especially proud of our 30 years representing only NIDEK Lens Edging products.

### | Nationwide Sales and Service team of professionals

Our dedicated Sales and Service Professionals have decades of company tenure and industry experience to support our many customers' needs. We ensure your lab will always be a profit center for your practice.

### | Convenient one-stop shopping

Through our tools and supplies brand, Sios (Santinelli International Optical Supplies), we can offer you convenient and easy online shopping at SiosOptical.com, giving you access to our full line of optical finishing supplies, consumables, tools, and accessories for your practice.

### | Industry-leading and innovative technical support

Our industry-leading Technical Support allows you access to hundreds of video tutorials on our exclusive "AdvantEdge" platform. We also have many convenient ways to support you: in person, on-line chat, by phone / text, or video conferences.

### | Lens finishing is our specialty

What distinguishes us from some other companies in the market is that we specialize only in Lens Finishing Equipment. For almost 50 years, it's been our primary focus and we take it personally.

### | Comprehensive, professional installation and training

Our Sales and Service professionals are factory trained and provide highly responsive best-in-class support and consultative advice for your practice.

### | Extremely easy to use equipment

Our top-rated quality lens finishing equipment is designed to be used by all levels of optical professionals, from beginners to experts and everything in between – we have a customizable solution just for you.

### | Consistent, accurate finishing

With proper maintenance, our equipment provides consistent accurate lens finish throughout its lifetime, assuring you of a first time fit with high luster lenses for top-quality eyewear deliverables you can be proud of.

### | 2021 EyeVote Readers' Choice Award

Since its inception, Santinelli has been the proud winner of the 20/20 Readers' Choice Award!

- ECP/Retail In-Office Lab Equipment: Best Company & Best Finishing Brand;
- Optical Equipment for Wholesale Prescription Labs: Best Company & Best Finishing Brand.

# ADVANTEDGE

## Our AdvantEdge online support offers you a great resource

With Santinelli's top-ranked AdvantEdge Service, you get 24/7 online support, along with knowledgeable service and operational assistance from our nationwide network of professionals.

Because when you put the best finishing equipment in your lab, you deserve the best service to back it up.

- | Continuously expanded FAQ's for all models
- | Over 900 "How To" videos
- | ME-1200 Edger Master Class video series
- | Equipment manuals & software upgrade notifications
- | Online support available 24/7 - whenever you need it
- | Online Live Tech Chat



# PROTECTION PLANS

## We've got you covered

We hope you share in our commitment to keeping your Santinelli equipment in top-performing condition. We've made it easy by designing the most cost-effective way to extend the life of your equipment:

### Hybrid Plans

A creative "hybrid" Protection Plan approach entitles you to substantial benefits, such as aggressive discounts on parts purchases and a fixed fee for on-site service.

### Preventive Maintenance

Exclusive "Preventive Maintenance" service visits which utilize a 56-point detailed inspection and calibration checklist to ensure we cover everything.

### Multi-level plans

Protection Plans are available in multiple configurations and designed to meet any need and budget.

	BRONZE	BRONZE (No PM)	SILVER	SILVER (No PM)	GOLD
"56-Point Inspection" Preventive Maintenance Service Visit	Included @ no charge	Not Included	Included @ no charge	Not Included	Included @ no charge
Replacement Parts Discount (Electro-Mechanical)	50% Discount	50% Discount	75% Discount	75% Discount	90% Discount
Consumable Items Discount	--	--	10% Discount	10% Discount	20% Discount
Virtual Repairs (Zoom)	Discounted flat rate & no travel fees				
Fixed Fee for On-Site Travel & Service	Discounted flat rate				



# CERTIFIED PRE-OWNED

## There's only one source

There are new lens edgers. There are used lens edgers. And then, there are those in a category of their own: Santinelli Certified Pre-Owned Lens Edgers! They are thoroughly reconditioned, meticulously inspected, and confidently backed. Why shop anywhere else if you can buy from the source?



## Thoroughly reconditioned

Santinelli Certified Pre-Owned Lens Edgers must be in excellent condition. That means using only certified Santinelli parts for any necessary mechanical repairs, as well as performing internal and external restorations to meet Santinelli standards.

## Confidently backed

Because every Santinelli Certified Pre-Owned Lens Edger is thoroughly reconditioned and meticulously inspected, we can comfortably sell them with a Santinelli one-year warranty. This, of course, is fully included in the purchase price.

## Meticulously inspected

All Santinelli Certified Pre-Owned Lens Edgers must pass a comprehensive 151-point inspection by a factory-trained technician. If any discovered flaws cannot be repaired to our standards, the lens edger will simply not be certified.

## Hand selected

Not all pre-owned lens edgers are worthy of the coveted Santinelli Certified Pre-Owned designation - only the best!



THE POWER & PROFITABILITY OF

# *In-Office finishing*

**What is keeping you up at night?**

- | How to grow your business in challenging times?
- | How to increase profits without necessarily increasing prices?
- | How to differentiate yourself from your competition and deliver high-quality eyewear products to your patients?



# WHY IOF?

## Give your practice an EDGE!

There has never been a more opportune time to integrate In-Office Finishing into your practice for a myriad of reasons.

The pressures Independent Vision Care Professionals face today are similar to other industries but no less daunting. More aggressive competition, changes in third-party plans, customer online shopping behavior, and a "need it now" customer mentality all strongly suggest that independents should adopt In-Office Finishing.

Our latest technology is designed with ease of use for the operator, guiding them through the edging process from start to finish. Additionally, our edgers are smaller and more compact, so generally, you don't need more than a 2' x 2' space. We also offer many options to choose from to fit any budget.

There are many things to consider when deciding to purchase and operate your own In-Office Lab. Use this guide to gain control of your offerings, quality, service, and profits by going beyond the basics with In-Office Finishing.

## The 5 compelling reasons to edge in house

You meticulously examine your patients with high-technology refracting equipment. You dispense the finest selection of eyewear reflecting the quality of our practice. You invest in marketing your practice and services.

But are you finishing what you started? In-Office Finishing completes your overall practice proposition. Maintain the integrity of your exam through the delivery process by implementing In-Office Finishing. It equates to complete satisfaction for you and your patients - from start to finish.

Without a doubt, there are significant profits to be made by installing an Edger into your practice. Still, there are an additional "5 Compelling Reasons" that practices should consider when thinking about IOF:

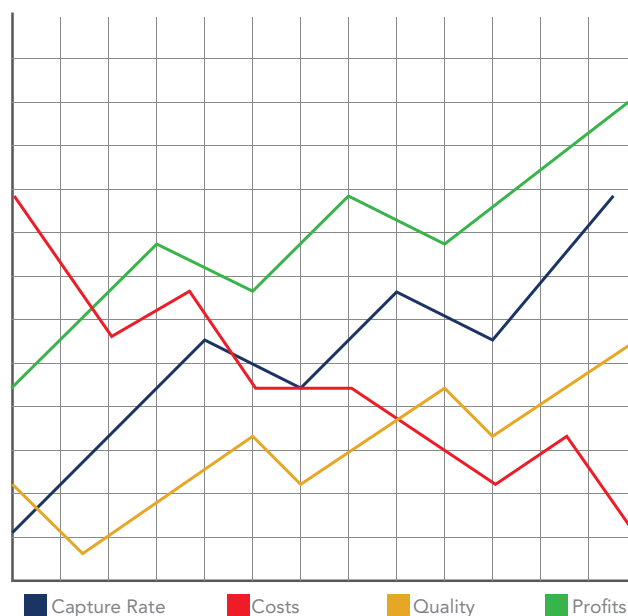
| Increase your capture rate

| Control your practice costs

| Improve & control finished quality

| Provide exceptional service

| Increase profits with managed care



Let us show you just how profitable IOF can be! We can perform a complete analysis of your monthly lab bills with our proprietary "Real-Eyez Profit Analyzer", to demonstrate just how valuable IOF can be. Call us at 631-731-1348 to learn more.

# STOCK LENSES

## Stock lens materials have never been more accessible

Did you know that there are now more high-quality single vision RX stock lens choices available in every index, in photochromatic, hard and/or AR, than ever before? This means a wider range of options and great pricing for today's ECP to use to their advantage.

By sourcing and finishing your own ophthalmic lenses, you build enormous flexibility into your practice, and provide greater convenience and service for your patients. Imagine your patients' delight when you can offer to produce their new Rx in clear AND polarized lenses in a matter of minutes.

Additionally, many lens companies offer easy, on-line ordering and same day fulfillment services. Buying stock lenses allows for significant savings and greater profits, as illustrated by the examples below.



BASE PRODUCT	OUTSOURCE FINISHING	IN-OFFICE FINISHING
Clear CR 39 & Poly Pair of Lenses, no special treatments	\$35.00	\$5.00
Staff/labor	\$0	\$5.00
<b>TOTAL</b>	<b>\$35.00</b>	<b>\$10.00</b>

## Save \$25 per job or more!

PREMIUM PRODUCT	OUTSOURCE FINISHING	IN-OFFICE FINISHING
Poly Pair of Lenses with Premium AR	\$90.00	\$25.00
Staff/labor	\$0	\$5.00
<b>TOTAL</b>	<b>\$90.00</b>	<b>\$30.00</b>

## Save \$60 per job or more!



Improved  
Patient  
Convenience &  
Satisfaction...  
**PRICELESS!**

| See the savings adding up. Plus, increased patient satisfaction and convenience. It's a true win/win!



# MANAGED CARE

## Leveraging it for your practice

There was a time when managed care was a barrier to In-Office Finishing, but not anymore. Managed care providers have come to recognize the benefits of greater service and convenience to their members.

In fact, today's ECPs are encouraged to edge single vision managed care jobs in-office as a way to

increase customer service while receiving additional reimbursements. VSP™, and others are making it profitable and easier for ECPs to provide this service, while improving customer convenience and satisfaction. Check out these VSP™ "real world" reimbursements below.

SAMPLE STOCK LENS	PRICE PER PAIR	VSP™ IOF SERVICE FEE	REVENUE EARNED FOR IOF
Plastic (CR-39) Clear UNITY Uncoated 65/70	\$1.20	\$10.00	\$8.80
Polycarbonate Clear UNITY Classic AR (B)	\$13.70	\$44.00	\$30.30
1.67 Index Aspheric Clear UNITY Elite AR (D)	\$38.80	\$100.00	\$61.20
Plastic Transitions Signature VII Gray Crizal Advance UV AR (D+UV)	\$56.40	\$90.00	\$33.60
1.67 Index Aspheric Transitions Signature VII Gray Crizal Advance UV AR (D+UV)	\$98.20	\$149.00	\$50.80

# MULTIPLE PAIRS

## Boost multiple pair sales & profits

It's not easy in a challenging economic environment to convince patients to purchase more than one pair of eyewear. But an In-Office Finishing lab can make it an easier sell by offering more affordable options.

Combine your own custom-edged single vision and/or polarized lenses with slow-moving or discontinued frames for a high margin, patient-pleasing opportunity. The need for more than one pair is virtually always there to address different styles. Now you can make more financially within reach.



EYEWEAR WITH CLEAR SINGLE VISION	
Patient Purchase Price	\$100.00
Your Cost	-\$30.00
Closeout/Discounted Frame	\$5.00
Poly SV with AR Pair Cost	\$20.00
Staff Labor & Maintenance	\$5.00
<b>YOUR PROFIT</b>	<b>\$70.00</b>

SUNWEAR WITH POLARIZED PLANO	
Patient Purchase Price	\$100.00
Your Cost	-\$25.00
Closeout/Discounted Frame	\$5.00
Poly SV with AR Pair Cost	\$15.00
Staff Labor & Maintenance	\$5.00
<b>YOUR PROFIT</b>	<b>\$75.00</b>

## Promote to your patients:

- | Work environment eyewear
- | Computer/desk glasses
- | Spare pairs
- | Customized, Rx-correct, optically superior readers
- | Polarized sunglasses
- | Sport eyewear
- | Dress glasses/creative rimless designs

# BLUE LIGHT

## Catch the blue wave

Many lens companies and ECPs continue to be concerned about the effects of blue light on vision and overall health. Educate your patients on the benefits of protective blue lens technology and market blue lens eyewear edged in-house for even greater profits. As you know, these lenses filter damaging blue light known to be associated with blur, glare, macular damage, and sleep cycle disruption. Plus, the outdoor lens provides all of the benefits of premium polarized protection, with the added bonus of allowing patients to read digital devices outdoors without distortion. They are ideal for contact lens patients who spend many hours on digital devices but don't require a prescription.

Offer patients fast delivery, customized blue lens protection, and gain over \$600 in monthly profits while demonstrating that your practice is at the top of its game!



PRODUCT	AVERAGE COST PER JOB	AVERAGE RETAIL PRICE PER JOB	AVERAGE PROFIT PER JOB	ESTIMATED MONTHLY PROFIT
1.56 Plano Polarized Outdoor Brown with Backside AR Coating	\$50.00	\$105.00	\$55.00	\$110.00
1.56 plano Indoor with AR Coating	\$45.00	\$155.00	\$110.00	\$220.00
1.56 Finished Single Vision Indoor Rx with AR (-3.00 to +2.00, up to -1.00 cylinder)	\$55.00	\$245.00	\$190.00	\$380.00
<b>TOTAL (based on 2 jobs of each per week - lenses only, does not include frame profit)</b>				<b>\$710.00</b>

## Suggested Strategies

### | Start by asking

Start by asking how many hours a patient is on a computer or digital device. If three hours or more, then suggest blue filtering lenses for their primary eyewear.

### | Educate parents

Be sure to educate parents on the importance of protecting young childrens' eyes so they develop the habit early on.

### | Offer it as a second pair

Make sure to offer blue filtering lenses as a second-pair Rx or Plano sunglasses and/or computer/work/office eyewear.

### | Contact lens patients

Don't forget about your contact lens patient as another untapped market for incremental sales with great margins.



# CHEMISTRIE™

## The right Chemistrie™ for greater profitability

Accelerate far past the competition and increase practice revenue with Chemistrie™ Magnetic Lens Layering System Accelerator Package, providing options for sunlens, reader, computer or 3D layered lenses.

Now you can produce Chemistrie™ clips in-house for

virtually any frame on your board by using the Click Mode software on Santinelli edgers. Producing Chemistrie™ clips is an easy way to add over \$900 per month to your bottom line when you sell just four pairs per week. The more you sell, the more you profit!



## Annual gross margin

### | Making Chemistrie™ in your practice

COST TO MAKE CHEMISTRIE	SALE PRICE	PROFIT	ANNUAL PROFIT SELLING 3/WEEK	ANNUAL PROFIT SELLING 5/WEEK	ANNUAL PROFIT SELLING 10/WEEK
\$38.00	\$100.00	\$62.00	\$9,672.00	\$16,120.00	\$32,240.00
\$38.00	\$125.00	\$87.00	\$13,572.00	\$22,620.00	\$45,240.00
\$38.00	\$150.00	\$112.00	\$17,472.00	\$29,120.00	\$58,240.00

- Cost is based on the solid lens





THE MISCONCEPTIONS OF

# *In-Office Finishing*

Deciding whether to incorporate an In-Office Finishing Lab into your practice might seem like a difficult task. And, like any other capital equipment purchase, it requires some research and analysis. Unfortunately, many myths about the difficulties of operating a lab have circulated over the years, making the entire process more emotional than analytical.



# MISCONCEPTIONS

## The 8 major misconceptions about In-Office Finishing

We've listed below the 8 most common misconceptions ECP's might hear about In-Office Finishing, and the facts to refute them.

### The equipment cost is too high

Although In-Office Finishing is a significant investment, it certainly has numerous advantages. Doing your finishing work in-house will dramatically boost your per-job profit margin, provide you with unmatched quality control, and increase your capture rate. When purchasing In-Office Finishing equipment, you will also have the flexibility to choose how you pay for it, such as budgeting it into a smaller monthly payment or paying for it all at once. Also, keep in mind that your equipment is tax-deductible! At Santinelli, we offer various levels of equipment to fit anyone's budget. We will work with you to determine what is right for you and your practice.



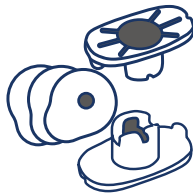
### Maintenance & breakdowns are costly

With proper maintenance and care, your finishing equipment should last for more than a decade. You will most likely replace other office equipment first before needing to replace your lens edger. All of our finishing equipment comes with a full parts and labor warranty. Additionally, we offer several Protection Plan Packages that will drastically lower your costs should any issues occur after the warranty period has ended. Most of our plans include free yearly preventive maintenance visits that will ensure your equipment remains at peak performance without the worry of downtime.



### Consumables are expensive

The reality is there are actually not many consumable goods needed for an In-Office Finishing lab. The costs are very reasonable, especially when factoring in the savings from not sending the jobs to a lab. Our Sios (Santinelli International Optical Supplies) division offers a vast line of high-quality consumables and supplies that you can order online through our eCommerce site SiosOptical.com. Also, with some of our Protection Plans, you will receive a special discount on any consumable goods you may need.



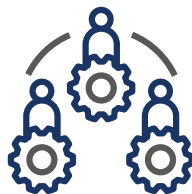
### It takes too long for a return on investment

Santinelli offers a free proprietary ROI Analysis based on your practice history to determine whether In-Office Finishing is right for you. A simple rule of thumb is to compare your current monthly lab costs to your potential in-house lab costs (including equipment financing, cost of personnel, cost of goods, and consumables). If your daily job volume is sufficient enough and you run your lab efficiently, you will quickly see an improvement in your profitability and a return on your investment within a very short period of time.



### I'll have to hire more staff

Our Lens Finishing Equipment is so technologically advanced and extremely easy to use that even someone with no optical experience can use it with minimal training. You can assign anyone within your practice to run the jobs without difficulty. Additionally, our sales professionals will train you during installation and follow up consistently to ensure you are getting the most of your equipment.



### I'll lose money on expensive lenses due to breakage

An edger does not know how expensive a lens is. It treats every lens the same when it cuts it. Plus, today's equipment is so technologically advanced and automated that it's easy to use and accommodates even the most inexperienced operator. By edging your own lenses, you control the quality within the frame by adjusting bevel placement, safety bevels, size of lenses, shelving, etc., allowing a flawless finish every time.



### It requires a large space

Today's Finishing equipment has reduced drastically in size. We offer a vast selection of equipment, including all-in-one lens edgers, that can fit into the smallest spaces. You no longer need a whole room dedicated to your finishing lab – a small surface area will suffice.



### Patients don't care if I can do finishing work in-house

While this may have been true years ago, today's patients want it now and having In-Office Finishing becomes your best marketing tool! You can increase your capture rate by 40% or more by edging in-house, and you control the end quality of your finished jobs.



Many satisfied clients have integrated IOF into their practice with the peace of mind that Santinelli stands behind them, ensuring their success.



Exceeding the expectations

# *Lens Edger*



All Santinelli lens edgers are designed to exceed customers' expectations. From customers looking for the latest sports glasses to others seeking the minimalistic look of rimless eyewear, our lens edgers meet and exceed all of today's diverse demands.

Santinelli continually listens and responds to customers' needs, and our lens edging technology will always strive to be at the forefront of the ever-changing lens and frame designs.

# ME-1500

## Avant-garde technology to deliver expert lens edging

NIDEK's flagship model, the ME-1500, boasts comprehensive technology to deliver expert lens edging. True to its name of "multifunction edger", the expanded features such as drilling, high base curve lens processing, and design functions allow processing a wide array of frames.

NIDEK's exclusive processing mechanism results in a high percentage of one-cut fit accuracy and delivers edging like a master craftsman's work. An ergonomic and compact design, plus a colorful LCD touch screen, gives the operator a masterful command of all the functions.

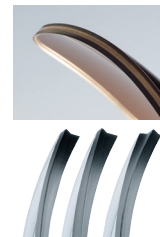
### Automatic 3D drilling

Various hole shapes such as slots, notches, counterbored holes, and jewel holes can be performed. A maintenance message notifies the operator when the drill bit needs replacing.



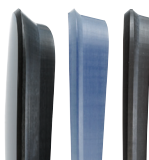
### High base curve processing

NIDEK's unique independent front and rear grinding function offers a high base curve bevel with flawless results. The position and height of the bevel can also be manually controlled.



### Multi/mini beveling

Highly customizable, asymmetrical bevel permits lenses to be perfectly fitted into various eyewires. Mini beveling is also available with a single touch of the button.



### Step beveling / partial step processing

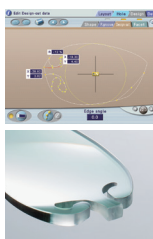
With step beveling, Rx lenses can be easily inserted into sunglass frames, which are traditionally difficult to fit. The partial step processing grinds Rx lenses for specialty-type sports frames.



Maximum lens size:  $\phi 67$  mm (type PLB-8S),  
 $\phi 72$  mm (type PLB-2R8S)

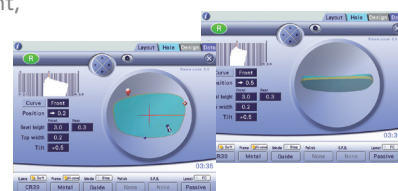
### Design cut

Bespoke lens shapes can be designed creatively by utilizing the drill bit as a milling tool.



### User friendly

The distinctive design of the ME-1500 is in the pursuit of ergonomics and ease of use. A full-scale display and jog dial offer smooth data entry. The assistant functions make workflow more efficient, even for beginners.



Intuitive 3D level simulation





# LEXCE Trend Series

## Upward trend

The LEXCE Trend is a feature-rich, all-in-one edger.

It incorporates a high-performance drill, an intelligent blocker and a frame tracer in a compact body.

Multiple configurations can be chosen from different model types depending on the situation of all optical shops and labs, either as a new integration or as an additional unit.

### Proven high quality finishing

- Special wheel design for high base curve lens processing
- Multi bevel shapes to meet today's challenging eyewire frames
- Mini step bevel to grind an asymmetrical shelf-style rear bevel

Available for LEXCE Trend 8 models only



### Intelligent blocker with integrated imager

The blocker unit is simple to operate while offering outstanding performance. The integrated imager can capture optical tracings, along with drill hole data.



### Precise tracing for all types of shapes

The originally designed NIDEK 3D frame tracer, now equipped with a full auto clamping mechanism, performs highly precise measurements even on high curve frames.



### Exceptional processing unit with integrated drill

The drill unit uses a 5-axis mechanism, providing a high degree of accuracy for all your drilling jobs. The processing unit that runs the drill also performs high-quality safety beveling and grooving on any lenses.



Wizard mode

Professional mode

### Selectable user interface designed for intuitive operation

Driven by two types of user interface; a step-by-step Wizard Mode™ for beginners and a Professional Mode™ for experts, it offers every user a comfortable operation with incredible ease.



# LE-1200

## Delivering consistent quality

Achieving 15% faster processing compared to previous version models and equipped with an advanced tracer to accommodate a wide range of frames, the LE-1200 provides reliable quality with refreshing technology.

### Heavy-duty, durable mechanisms

Direct drive stepping motor and sintered-gear system provide a steady and reliable operation. Y-axis assembly with unique design delivers consistently high precision.

### Mini bevel

Tailored mini bevel is ideal for thin metal eyewire frames, for example, aviator-style frames.



### Built-in high-wrap frame tracer

Multiple-frame tracer provides accurate measurement of a wide array of frames including high-wrap style.



### Grooving and safety beveling

Fully-automatic grooving and safety beveling are performed in a smooth operation with a unique "multi-disk" arm. Specially designed wheels provide highly accurate grooving and safety beveling.



# LE-800

## Easy to operate, all-in-one capability

The LE-800, our entry-level edger, enhances your lens edging process. Engineered with simplicity in mind, it provides reliable performance from tracing, blocking, to finishing lenses, and even ease of maintenance.

### Built-in intelligent blocker

The built-in intelligent blocker performs accurate blocking with simple operation. Exact alignment is available with the high-resolution color touch screen and the image magnification function.



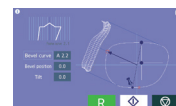
### Precise shape recognition

3D tracing data can be easily obtained even without using the tracer by simply tracing the demo lens or pattern in the processing chamber.



### Consistent, beautiful finishing

After lens shape measurement, the 3D images are displayed to simulate beveling/grooving. The data, such as groove/bevel position, can be easily edited.



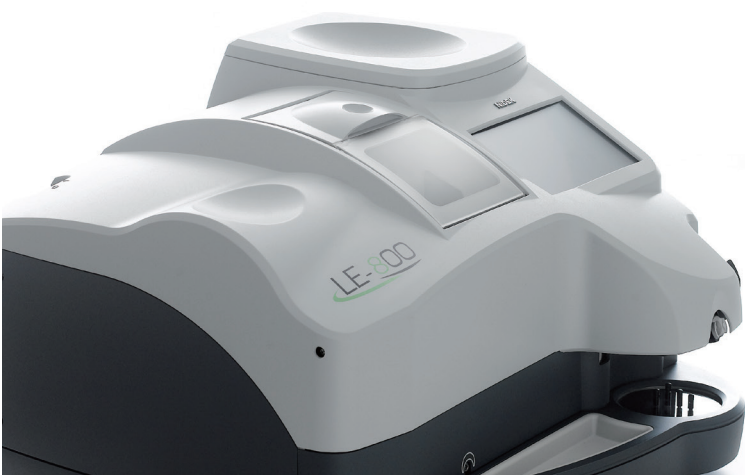
### Well-organized user functions

The Wizard Mode™ assists beginners with step-by-step processing. The "next job" function allows the operator to prepare the next job during lens processing for a more efficient workflow.



### Custom-designed frame tracer (optional)

The on-board tracer confidently handles even high-wrap frames. Controlled tracing pressure assures superb accuracy.



The ultimate lens processing

# *Industrial Edger*



NIDEK industrial lab edging systems are extremely accurate, durable, robust, and suitable for labs of all sizes.

According to each lab's specific needs, various configurations are available with the SE-9090 Supra / Supra L, AHM-1000 Supra, and RHU-2200/1500/1000 robotic units.

# SE-9090 Supra / Supra L

## Reliable wet industrial edger

The SE-9090 Series is a wet industrial edger that has been highly regarded in many labs throughout the world. Durable and accurate grinding results in high volume production with an aesthetically pleasing finish.



## Faster grinding with dual spindle system

The unique dual spindle system incorporates a program which automatically controls grinding pressure at seven different levels to deliver high speed-processing.



## Simultaneous dual-surface lens measurement

The SE-9090 series simultaneously measures both front and rear surfaces of the lens for speedy operation.

## User-friendly 10.4-inch SVGA color LCD touch panel

10.4-inch color LCD touch panel provides all the information needed for any lens processing. The bevel simulation screen gives you the ability to precisely place the bevel for a guaranteed quality finish.



Layout screen

Parameter setting screen

## High quality automatic polish safety beveling

To produce a brilliant finish for every job, the SE-9090 series offers automatic safety beveling and polish safety beveling as standard.



Mirror polish (Flat/Bevel)

## Auto grooving\*

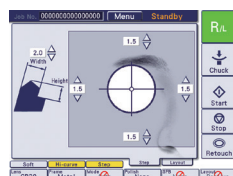
Fully-automatic grooving and safety beveling are available.

\*Grooving is available for the SE-9090 Supra L only when connected to the AHM-1000 Supra.



## Step beveling (Available for type PLB-8S)

Step beveling makes prescription lens mounting on sunglass frames easy, which is traditionally difficult due to uneven eyewire profiles. Maximum lens size:  $\varnothing 90$  mm



## Quick size adjustment

The touch-sensor calibration function (optional) largely reduces the time for size adjustment through revolutionary technology.



# AHM-1000 Supra

## Automatic 3D drilling and grooving

The AHM-1000 Supra unit provides automatic 3D drilling and grooving for any frame styles. Combined with the RHU-1500 and SE-9090 Supra / Supra L, the AHM-1000 Supra offers automatic and continuous lens processing for labs in conveyor belt or stacker configurations.



| Automatic 3D hole drilling perpendicular to front base curve of the lens

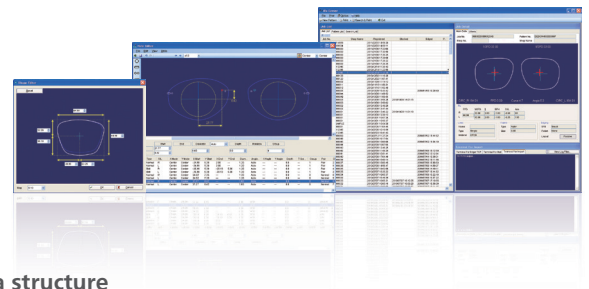


| Precise grooving with tilt function for rimless jobs

| 10.4-inch LCD touch panel for easy operation

## iRx Server Server software for lab

The iRx Server, along with the use of NIDEK equipment, creates a simple and complete package of internet remote tracing system, using only traditional internet access.



| Internet remote tracing system with Internet ordering system

| Server function for small to medium class labs

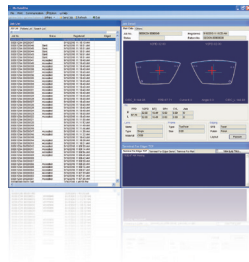
| Data structure

| Practical management of job and pattern

| 3D-fit data communication

## iRx Satellite

Connecting retail shops to labs



| Internet remote tracing system with iRx Server

| Server function

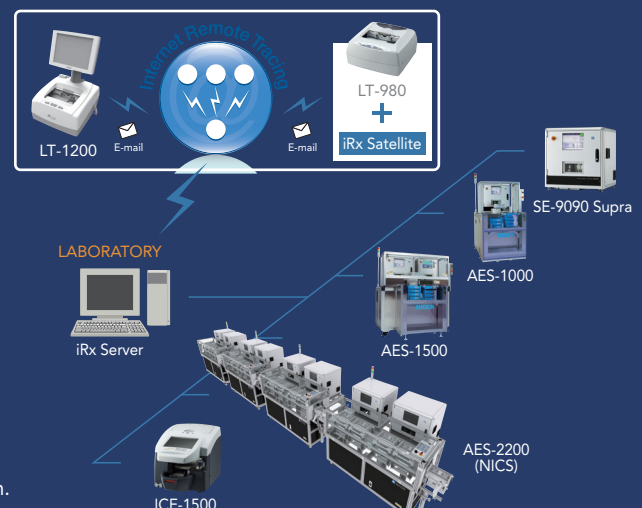
| Shape edit function

| Communication with the ME-1500's design mode data

# Internet remote tracing system

NIDEK's internet remote tracing is the real solution, without the need for an installed dedicated server. NIDEK's tracers and lens edgers by 3D-fit technology provide high-quality "first-time fit" lens-to-frame, which is crucial to accurate and precise remote tracing.

These configurations are just examples. Please contact us for further information.

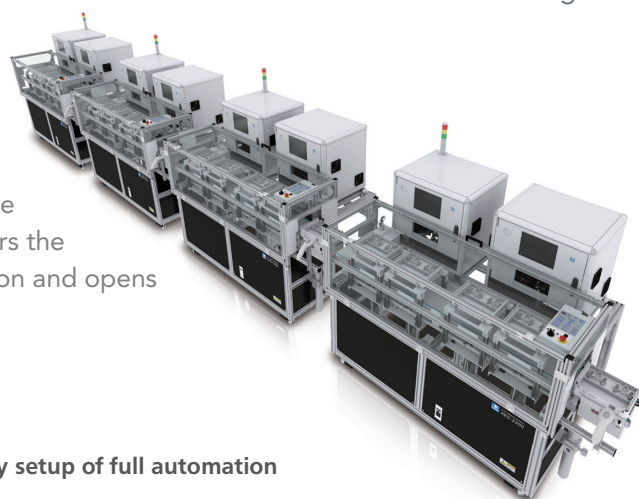




# AES-2200

## Opening the new door to the next stage of lab business

The AES-2200 is NIDEK's automatic lab system, which combines the RHU-2200 and two SE-9090 Supra / Supra L units. This system offers the opportunity to organize an innovative lab system for high production and opens the new door to the next stage of laboratory business.



### High speed processing

The NICS (NIDEK Intelligent Conveyor System) can operate over 1,600 jobs in just 14 hours\*.

\*when connecting four units of AES-2200

### Duo robotic arm

Remarkable duo robotic arm mechanism improves lens setting capability and dramatically increases high-speed performance



### Easy setup of full automation

The NICS can be run in a closed loop or linked to the lab management software. Complicated server configuration and peripheral equipment are not necessary. Lower initial cost contributes to upgrading investment value and maximizing the effectiveness of laboratory space.

# AES-1500

## High efficiency industrial robotic system, a winning combination

The AES-1500 system is available with two different robotic handling units: stacker configuration (RHU-1500S) or conveyor belt configuration (RHU-1500CB). The optimal combination of the SE-9090 Supra / Supra L's proven technology, the AHM-1000 Supra's 3D drilling and grooving, and the RHU-1500's automated lens handling results in a reliable and efficient solution for lab business needs.

### Great adaptability for any edging laboratories

Two different configurations of the AES-1500 provide a highly productive and efficient workflow for automated and continuous lens processing for any type of lab. The systems offer flexibility and can fit various floor plans and production areas.



### Auto grooving

### Step bevel processing (SE-9090 Supra PLB-8S only)

### Small footprint

# AES-1000

## Combination system of SE-9090 series and RHU-1000

Available with the SE-9090 Series, the AES-1000 systems are offered with the RHU-1000 robotic series, in a stacker configuration or a conveyor belt configuration.

### High speed conveyance

The RHU-1000 Series Robotic Handling Unit offers automatic lens conveyance to assist automation of lens processing in industrial labs.

### High base curve lens processing

### Easy operation and maintenance



# Peripherals

Making a difference



NIDEK peripheral equipment is designed to be environmentally friendly, yet renders the lens process comfortable and convenient for the operator. With NIDEK peripheral equipment, operators can positively impact both the environment and their labs.



# LT-1200

## Confidently performs around all curves

The LT-1200 incorporates an advanced state-of-the-art tracing mechanism that operates in a true 3D precision context with various frames regardless of the degree of curvature.

### Automatic 3D binocular tracing

A variable fulcrum stylus keeps the axis angle perpendicular to the frame at any height, and the unique 3D mechanism digitizes a binocular measurement of 1,000 points of reference per eye.



### Composite tracing

Composite tracing measures the FPD/DBL and frame wrap angle along with the frame shape to calculate all frame data automatically.



### LCD color touch screen

Large 10.4-inch color LCD screen allows easy job data input.



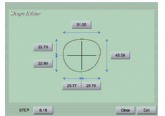
### Multifunction industrial and web tracer

As an industrial tracer, processing conditions and layout data can be easily transmitted to any server PC and/or lens edger. The LT-1200 can also be used as a web tracer without PC.



### Advanced shape editor function

The LT-1200 has a unique shape editing function inclusive of height ("B") and width ("A") dimensional adjustments via a simple +/- touch screen input, or select easy shape modification for finite design when needed.



# LT-980

## Vital performance for accurate lens fit

Tracing is the essential foundation for well-constructed eyeglasses. The advanced technology of the LT-980 delivers the brilliant fit and finish of eyewear.

### Automatic 3D binocular tracing

A variable fulcrum stylus keeps the axis angle perpendicular to the frame at any height and the unique 3D mechanism digitizes a binocular measurement of 1,000 points of reference per eye.



### Multifunction industrial and web tracer

As an industrial tracer, the LT-980 can be connected to any server PC and/or lens edger to send full frame trace data. In addition, it can be used as a web tracer with the use of iRx Satellite.

### Built-in accessory storage space

The LT-980 has a convenient built-in ergonomic storage compartment for storing accessories safely.





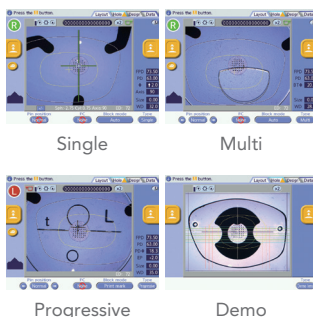
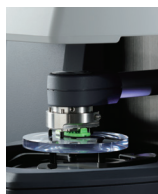
# ICE-1500

## Born from the pursuit of precision - A masterpiece in blocking

NIDEK proudly introduces the ICE-1500, an elite intelligent blocker. Precise blocking is the foundation for all lens processing. Perfectly manufactured eyewear results in enhanced customer satisfaction. The ICE-1500 plays an important role in lens edging. Working behind the scenes, it ultimately provides support for an excellent lens finish.

### Automatic lens measurement and blocking

The ALM (Automatic Lens Measurement) function allows the operator to block a single vision lens without marking it up. Four measurement methods are available and can be selected depending on lens type. The ICE-1500 incorporates exceptional ingenuity, which makes quick and accurate automatic blocking possible.



Single

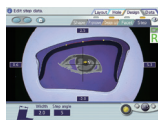
Multi

Progressive

Demo

### Easy-design functionality with stylus pen

Special functions such as design cut, facet, and partial step can be easily created with the touch of the stylus pen. Each screen can be magnified for easy viewing of the lens shape being created.



Step / partial step editor

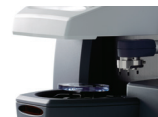
### High-wrap curve frame tracer



The variable fulcrum-stylus mechanism provides accurate measurement of a wide array of frames, including high-wrap style.

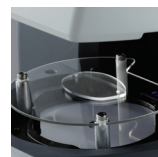
### Lens clamp with multifunction mechanism

The flexible lens clamp design stabilizes the lens surface with optimal pressure for parallax-free blocking.



### Shape imager measurement

Shape imager function provides precise digitization of lens shape and hole detection for rimless frames. In addition, measurements of partial step and design cut features are available.



### High resolution, multicolor LCD touch panel

8.4-inch multicolor display shows lens shape and layout information in actual size.

Functions are represented with easy-to-understand icons for simple operation.





# ICE-1

## Multifunctional blocker, with the pursuit of user-friendliness

The ICE-1 is an easy-to-use intelligent blocker with consistent accuracy and stability in blocking. Developed with emphasis on usability for anyone, from beginner to expert, this instrument offers operators a remarkably comfortable experience.

### Sensible mechanical design

The sensible mechanical design allows the operator to confirm lens shape and data images simultaneously. The storage space for accessories is designed to enable easy storage and accessibility.

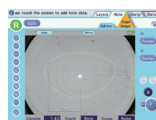


### One touch blocking



The blocking motion is accurate, quick, and comfortable without needing extra pressure or effort.

### Hole & design edit function



Hole editor

### Shape imager function



Hole

Design cut

Partial step



# CE-9

## Feel the difference

The CE-9 is a maintenance free, electric power saving centering device. It is compact and has an attractive, ergonomic design.

### Long-life LED

Long-life LED eliminates the need to change a light bulb and reduces energy consumption.

### Light control for optimum visibility

The brightness of the LED is adjustable.

### Compact and stylish design

# Lfu 220

## Environmentally friendly

Environmental issues continue to be a concern in all sectors. With NIDEK's own leading technology, "Hybrid System," which separates water and the lens waste, water consumption is drastically reduced in a compact design.

### Hybrid System

The Lfu 220 features NIDEK original "Hybrid System" combined with centrifugal and filtration methods. The unit is highly instrumental in maintaining a clean water supply. Furthermore, by keeping the lens edger processing chamber clean, it essentially extends the life of the edger.

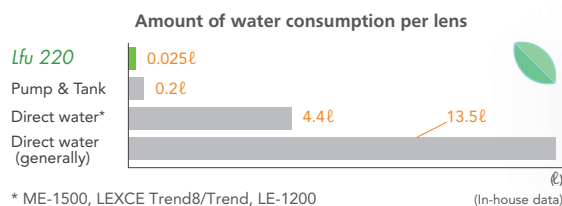
### Easy and comfortable disposal of processing waste

Disposing the lens waste is done by simply replacing the internal disposable plastic bucket.



### Water conservation

Using centrifugal filtration technology, the unit drastically decreases water consumption in the shop / lab. The Lfu 220 is also designed to cost-effectively eliminate disposed lens grinding sludge, commonly seen with direct water cooling systems, which can potentially contaminate sewage systems.



# LED-200 Plus

## A more pleasant environment

The LED-200 Plus built-in vacuum removes the air from the lens edger chamber and absorbs the source of the odor with its deodorizer to create a better processing environment.

### Slim and compact design

The LED-200 Plus is slim and compact. It can be easily stored in small spaces.

### Auto power saving function

The LED-200 Plus is automatically controlled by the lens edger and streamlines lens edging operation flow.

### High-performance deodorization

High Index lens processing, which causes unpleasant odors, is efficiently deodorized by using high performance activated carbon filter.



# What our Customers Have to Say

“““

**MOST PRECISE MACHINE I'VE EVER USED**  
MY EXPERIENCE HAS BEEN VERY POSITIVE  
THE ASTON MARTIN OF FINISHING EQUIPMENT  
**OUR LOCAL REP IS OUTSTANDING**  
EASY TO USE AND EASY TO TRAIN  
GREAT PRODUCT OVERALL  
AMAZINGLY DURABLE EDGER  
**ACCURACY IS OUTSTANDING**  
GREAT TEAMWORK IS ALWAYS EVIDENT  
EQUIPMENT IS VERY EASY TO USE  
**QUIET AND VERY ACCURATE**  
WE ENJOY WORKING WITH SANTINELLI  
**EASY TO WORK WITH**  
**THE EQUIPMENT IS GREAT**  
**ONE OF THE EASIEST EDGERS TO LEARN TO USE**  
SANTINELLI REPRESENTATIVES WERE VERY PROFESSIONAL IN ALL ASPECTS OF MY DEALINGS WITH  
**INCREASED OUR IN OFFICE PRODUCTION AND CUSTOMER SATISFACTION**  
REALLY GO ABOVE AND BEYOND TO TAKE CARE OF YOUR CLIENTS  
OF ALL EQUIPMENT OUT THERE I AM MOST COMFORTABLE WITH SANTINELLI  
THERE'S A REASON WE BUY SANTINELLI AGAIN AND AGAIN  
**EXCELLENT OVERALL AND I LIKE THE QUICK ANSWERS FROM THE TECHS**  
WILL CONTINUE TO RECOMMEND SANTINELLI EDGERS  
**EDGERS ARE NOTHING BUT QUALITY AND EDGE VERY CONSISTENTLY**  
VERY USER FRIENDLY AND PROVIDES BEAUTIFUL RESULTS  
WOULD NOT HESITATE TO PURCHASE AGAIN IN THE FUTURE  
OUR EDGER HAS ADDED GREAT VALUE TO OUR PRACTICE  
**SUPPORT TEAM HAS BEEN EXTREMELY HELPFUL**  
EASY TO DEAL WITH

**ACES**  
VERY EASY TO MAINTAIN  
**GREAT TEAM**  
**SANTINELLI**  
**VERY PLEASED WITH MY SANTINELLI EDGER COLLEAGUES**  
HAVE NEVER FELT THAT OUR BUSINESS IS TAKEN FOR GRANTED  
I'VE BEEN A CUSTOMER FOR TWENTY YEARS  
GREAT COMPANY TO DO BUSINESS WITH  
CUSTOMER SERVICE IS THE BEST  
**GREAT EDGING EQUIPMENT**  
GREAT PRODUCT AND  
AWESOME REPRESENTATIVES  
**SIMPLE TO USE AND**  
**I FEEL CONFIDENT**  
STAFF IS ALWAYS VERY HELPFUL

**YOU CAN'T BEAT**  
THE QUALITY ALL THE WAY AROUND  
**I LOVE MY SANTINELLI**  
GREAT COMPANY FOR ALL OUR NEEDS  
EXTREMELY BENEFICIAL TO OUR PRACTICE  
**A TRUE PARTNER OF OURS**  
AMAZING PRODUCTS ALONG WITH GREAT EMPLOYEES  
EVERY INTERACTION HAS BEEN OUTSTANDING  
**HELP VIDEOS ARE AMAZING**  
AN EXTREMELY SOUND INVESTMENT  
OWNER IS A VERY NICE PERSON WHO REALLY CARES  
IS TRULY A TRUSTED PARTNER  
IS THE PARAGON OF EDGER EXCELLENCE

**GREAT JOB**

”””

QUALITY EDGER AND BLOCKERS





# Welcome to Sios



Santinelli has been a trusted leader of in-office lens finishing equipment for eyecare professionals for almost 50 years. Now, we've partnered with another leading family-owned optical company from Italy called CentroStyle, to create the Sios™ portfolio of products. Together, we possess a collective passion for understanding the day-to-day needs of the optician and are devoted to introducing some of the finest, practical optical tools, supplies, and accessories you've ever seen. Hence the brand promise to Simplify Optical™.

# SIOS ECOMMERCE

**Everyday items you need, designed with purpose, style and flair**

To learn more about our extensive line of optical tools, supplies and accessories, visit our e-commerce

## SiosOptical.com



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From anywhere, any time

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Digital Catalog**



# LAB MODULAR SYSTEM

## Easy Navigation Concept

Introducing The Lab Modular System, a fresh new way to organize your workspace, increase efficiency and enhance professionalism. This innovative color-coded design is engineered to quickly identify the right tools and frame parts for the job at hand.

### STANDARD



METAL AND ACETATE FRAME PARTS

### FLEX



SPRING HINGE PARTS

### RIMLESS



RIMLESS FRAME PARTS

### SPECIAL



SPECIAL PARTS



# simplify optical™

PRACTICAL BOXES



ORGANIZED TRAYS



PERFECT PLIERS



DEDICATED DRIVERS



Scan to view video

# EDITOR'S CHOICE

## Our customer's favorites

We have everyday items you need, designed with style, purpose, and flair. If you're looking for accessories, finishing supplies, tools, frame parts, or anything else for your practice or lab, we're confident that we can meet or exceed your needs with the most excellent and accessible systems in the industry.



Lab Modular System - Craftsman Kit



Nidek Pliable Blocks



Blocking Pads



Working Aides



Spring Hinge Tool Kit







