

# The Opticare Story

**Opticare** is a 100% Australian owned and operated organisation providing products, services and support to independent practitioners within the Australian optical industry.

**Est. in 1984,**  
we pride ourselves on the provision of quality service, premium products and the personal relationships forged with our clients.

Our business is one of flexibility and commitment, along with a truly Australian focus.

**After** gaining extensive knowledge and experience in the fields of retail and optometry, George Nasser founded Opticare.

George was able to obtain a distinct understanding of what the profession required and the level of service needed in order to compete in a world of large corporate and global competition.

**S**tate-of-the-art technology, the highest quality materials & innovative procedures are constantly implemented at Opticare.

Our laboratory delivers on the promise that we can do jobs no one else can.

**Introducing**  
multicoating and frames in 1990, we have maintained a high level of precision in the products we supply... and this is our point of difference.

An essential element of our business is constantly reviewing the market and assessing the needs of our clients and their patients.

# What We Offer:

## LENSES & UPGRADES

### OPTIPREMIUM

- Infinity 3D
- Infinity
- Delta Premium
- ClearPro Series

### OPTIDIRECT

- Independent's Choice
- Office

### OPTISAVER

- DPRO
- ECO
- VPRO

### Coatings

- Armour Hardcoat
- Skeye Multicoat
- Skeye Blue Multicoat

### Fitting

- Metal
- Nylon
- Rimless
- Shell
- Sunglass

### Upgrades/Materials

- Blue Guardian
- Litrex
- Slimlite Process
- Sunwise Photochromic
- Transitions/NuPolar

## INSTRUMENTS & EQUIPMENT

### Consulting/Diagnostics

- Aberrometer
- Auto Lensmeter
- Auto Ref/Keratometers
- Digital Refractors
- Fundus Camera/Perimeter
- Handheld Instruments
- Instrument Tables
- Mobile Refractive Solutions
- Ophthalmic Units

### Workshop/Lab

- Blockers
- Edging Solutions
- Frame Tracers
- Hand Tools & Accessories
- LCD/Projector Charts
- Lensmeters
- Slit Lamps
- Tracers

## FRAMES & ACCESSORIES

### Frame Brands

- Aston Smith
- Deborah Hayes
- Hyde Optical/Sunwear
- Instyle
- Instyle Kids
- Instyle Plus
- Transitions Drivewear

### Frame Accessories

*Generic or branded with your practice logo*

- Lens cloths
- Cases
- Lens Spray

### Frame Display Stands Frame & Fit Packages

## PRACTICE MANAGEMENT SOFTWARE

- Ocelot Software developed entirely in-house
- Minimise paperwork
- Email/SMS Patient Reminders
- Option to pay in full or in monthly installments

## DESIGN & MARKETING SERVICES

- Marketing Support/Advice
- E-mail Marketing
- Graphic Design
- Social Media Management
- Website Design and Development

## ADDITIONAL SERVICES FOR INDEPENDENT PRACTICES

- Networking Activities between independent optometrists and business owners
- Facilitating, selling and purchasing of independent practices
- Advice on setting up a new practice
- Business Mentoring
- Business Strategy Development

Contact us today to discuss how we can assist your independent optical business.