



JBOpticians

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Spring/summer 2011 newsletter

Welcome to our first JBOpticians newsletter

We have so much going on in the business that we wanted to tell you about, it seemed to make sense to do it all at once!

There's been - and will be - quite a few changes at our four practices, some of which you'll notice straight away, and others which aren't quite so obvious. But beneath everything, one thing will never change - our commitment to our customers. We will continue to offer you the best eye care, the best service, and the best possible value for money.

We hope you'll enjoy finding out what we are up to, and if you have access to the internet, please do go on and comment on our blog and Facebook page - but more of that later!

Kind regards, John Biddle



Rolling out the refurb

Our customers in Madeley will by now be familiar with our new look in the High Street practice, following our £30,000 refurbishment investment.

Our company will celebrate its 40th anniversary next year - which we think is something to be really proud of - and when we reach that milestone, like any 40 year old, we want to be looking fabulous!

It's also why we felt the time was right to introduce a more contemporary image, which better reflects today's modern business.

The work we did at Madeley includes a new frontage, remodeled interior, and updated signage, displaying our new name, and we intend to carry out further refurbishments at our other practices over the coming months. The old practice was completely stripped out, and new electrics, light fittings, wall displays, flooring and furniture were fitted, as well as a revamp for the consulting room, along with some new equipment.

"We have always tried to be a forward-thinking company, and this includes investing in state-of-the-art equipment, as well as the best staff, and recognizing that the look of our practices needs to better reflect the modern industry we work in," explained the business's founder, John.

"This work, and refurbishing our other practices in Bridgnorth, Wellington and Shrewsbury, represents a considerable investment for us, but we want to show that a family-run independent company like ours can offer everything you'd expect from a 21st century optometrists."



FREE

**Colour assesment
to help you get
the appropriate
tint for your
sunglasses**



**Please bring this
voucher with you to
claim your free colour
assesment, when you
next visit any branch
of JBOpticians**

Visit our website at: www.johnbiddleopticians.com

Our optometrist, Jane, has some advice about taking care of your eyes this summer



As the weather starts to improve, it feels great to be out and about again after a long, cold winter, but please take care to ensure you are properly protected from the sunshine.

As an eye care specialist, I'm obviously not just talking about wearing a decent sun cream, though of course, this is really important, but the need to have a good pair of sunglasses too.

Extended exposure to UV rays can damage your eyes, and has been linked to a number of problems, including cataracts and macular degeneration, which is why proper UV protection is essential.

I'm sure we are all hoping for some great weather, and we all want to make the most of it. But please bear in mind a few things to ensure your summer's as safe as it is enjoyable:

- ❑ Make sure your children have proper sunglasses too. They are even more at risk, as they tend to spend a lot more time outside than adults.
- ❑ If you have a really active lifestyle, please speak to us about the specialist equipment we have to help you enjoy sports in the sun.
- ❑ Remember to wear sunglasses even when you're in the shade. Although reduced, your eyes will still be exposed to UV rays reflected from buildings, roads and other surfaces.
- ❑ Even if your contact lenses block UV rays, you still need sunglasses, as the only the part of your eye under the lens will be shielded. Wearing sunglasses protects the whole of your eye, as well as the delicate skin around it.



We have an extensive range of sunglasses - which can be fitted with prescription lenses - and photochromic lenses, which change according to the light and can be worn inside and out.

Please come along to any of our practices, where our staff will be more than happy to discuss your circumstances, and specific needs.

What's in a name?



As anyone who has visited our Madeley practice recently will know, we have changed our name, from John

Biddle Opticians to JB Opticians in the last few months

We are now in the process of updating our signage and stationery across all of our practices, so please look out for this in the coming months.

We felt the time had come for a fresher look not to mention making life a little easier for our staff answering the phone!

So we have opted for a shorter name and a new, more modern logo. We hope you'll love the new look as much as we do.

Keep your finger on the pulse



We may be in the business of eye care – but we also realise that listening is a huge part of what we do, and communication.

Which is why we have been working hard to find different ways for our customers to keep informed of everything we're doing, and comment on them, if you so wish.

As well as the newsletter you're reading, you can also find out what we're up to through our Facebook page, and our new blog.

Both will tell you about the latest ranges we have in, special offers and any staff or company news, as well as the latest developments in eye care and health.

Please have a look at them, and leave comments if you can - we'd love to hear what you think, and about anything else you'd like to see us include on these pages.