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OPINIONS ONE-TO-ONE



Jim Grootegoed, Professional Editor, OLP, interviews Steve Swalgen, National Director—Lab Business, Santinelli International, Inc.

Q. What does your role as National Director—Lab Business entail? How does it fit in with the company's overall mission?

A. Around 2003, our wholesale lab business began to mature with the growing success of our first-generation SE-9090 industrial tabletop edger. I was handling our retail ECP efforts via our direct sales team up to that time while also shepherding our growing lab footprint. We knew it was time to dedicate select energies, both sales and technical, to what we determined was a growing opportunity for our breadth of finishing technologies. I took on my current position in November of that year and since then have

been fortunate to put our product and service imprimatur well within most aspects of the U.S. wholesale lab market.

JIM: WHAT PRODUCTS DO YOU PROMOTE AS LAB PRODUCTS?

STEVE: Our complete Nidek Co., Ltd. product portfolio, whether in edging, tracing, or blocking, has been adaptable and sought after by much of the wholesale market, especially since our SE-9090 technology received the OLA Award of Excellence in 2004. Even highly specific “design-centric” tabletop edging technologies (such as our ME-1200) that were developed for high-end retailers doing complex jobs have been adopted for specialty cells in labs nationwide. Our automated edging systems have now evolved to second-generation dual edging systems (AES-2200 and ADS-2200) and we've become the gold standard nationally for tracing with our LT series of tracers.

JIM: DOES THE SUPPORT OF LABS DIFFER INTERNALLY FROM THE SUPPORT OF ECPS?



STEVE SWALGEN began his career with Santinelli International, Inc. as Director of Sales in January 2001. Prior to that, Steve was an experienced senior executive in the medical device and biopharmaceutical industry for 16 years, during which time he served as Vice President of OEM Sales at Pall Corporation (NY). Since joining Santinelli, Steve has also served as a Board Member of the Optical Laboratory Association (2009-2013) and played a key role in its transition to the Optical Lab Division of The Vision Council.



Xtreme-D LT-1200
Confidently Performs Around All Curve

The Xtreme-D LT-1200 represents an advanced state of 3D and newly engineered tracing machinery that operates in a 3-D precision contact with all traces regardless of the curve.

Automatic Dual 3-D Tracing with Variable Falcum 3
A variable falcum value keeps the work perpendicular to the face at any height and the 3DGA 3-D tracking system is capable of measuring 1,000 points of reference per job.

Composite Tracing
Composite tracing measures the 3DGA, and forms may map it along with the frame shape. This, combining all trace measurements automatically.

LCD Color Touch Screen
The LT-1200 offers a large 10.4 inch color LCD screen for ease of job-set-up.

Advanced Shape Editor Function
The LT-1200 has a unique shape editing feature that allows the user to make any full dimensional adjustment to a single or dual screen input, or select any shape modification for hole change color request.

Multi-Function Lab Tracer and Web Tracer

Santinelli and Nidek are vigilant in seeking to keep labs of all sizes relevant with regard to daily production changes and challenges, both now and in the future.

knew needed to change once I took on my new role was "service," as specific to wholesale labs. It is indeed more in-depth and dynamic when dealing with labs and much different than dealing with ECPs. All labs have a high level of technical wherewithal and skill sets, typically assigned to key maintenance personnel. This allows for more expedited resolutions and often easier communications than at the ECP level where more novice understandings usually prevail. We changed our service approach in a fairly complete manner by having lab-dedicated technical engineers put in place who have developed close working relationships with our lab clients nationwide.

JIM: IS THE LAB BUSINESS A SIGNIFICANT PART OF SANTINELLI?

STEVE: We consider it to be, and we expect it to remain, a key focus for the foreseeable future. With our continued leadership position at the ECP level for edging, it is equally fortuitous to have finishing technologies that are regarded as the highest quality by the wholesale lab side of the industry.

nologies, while also having to develop the interactivity of those products, especially in wholesale labs. While high-wrap frame styles (and the Rx lens-processing demands therein) have become a "norm," the advancements made by all the lens companies in digital lens production and individual visual corridor acuity have presented both challenges and opportunities to the equipment, consumable, and software suppliers.

JIM: WHAT INFLUENCE DOES THAT HAVE ON YOUR BUSINESS AND YOUR RELATIONS WITH YOUR MANUFACTURING PARTNER, NIDEK?

STEVE: Nidek has continually paid attention to the industry's changing needs. We have been blessed with having a partner that understands how edging, tracing, and blocking have to be equally advanced in order to produce a singular, glistening, first-time fit.

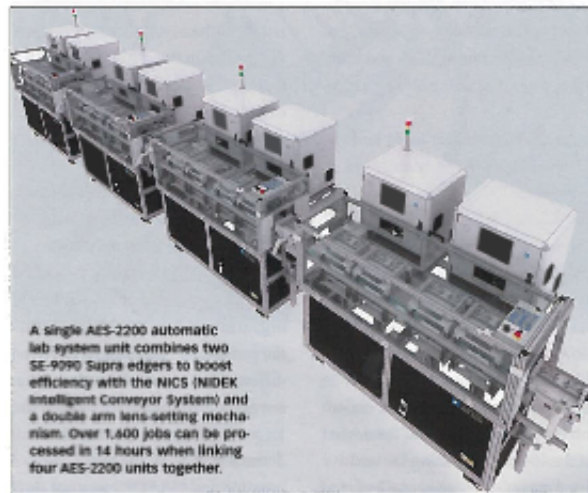
JIM: WHAT DO YOU ANTICIPATE IS THE FUTURE FOR OPTICAL LABORATORIES?

STEVE: Labs have usually had to adapt after the fact to new lens and

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The SE-9090 Supra edger features simultaneous dual-side lens measurement.



A single AES-2200 automatic lab system unit combines two SE-9090 Supra edgers to boost efficiency with the NICS (NIDEK Intelligent Conveyor System) and a double arm lens-setting mechanism. Over 1,400 jobs can be processed in 14 hours when linking four AES-2200 units together.

JIM: WHAT CAN YOU TELL US ABOUT SANTINELLI PRODUCTS THAT ARE CURRENTLY UNDER DEVELOPMENT?

STEVE: Our newest entrant, of course, has been the 5-axis Xtrimer SE-1 Dry Cut Milling Edger, which

"fourth" generation model. The SE-1 will follow the same tradition as it moves forward. Our tracers have advanced from our most successful to date, the Nidek Satellite Tracer LT-1000, to the recently introduced Xtreme-D LT-1200 Tracer with fulcrum-