

# 2008 TITANIUM WORKBOOK



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Featured ABO CEO

## A 'FEATURES & BENEFITS' APPROACH TO SELLING TITANIUM EYEWEAR

**Issue Date:** April 1, 2008 **Expiration Date:** October 1, 2008

This course has been approved for one hour of continuing education credit by the American Board of Opticianry (ABO).

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**COURSE DESCRIPTION** If you're like most eyecare professionals, you have discovered that titanium eyewear has a number of excellent features that really satisfy patient needs and wants. Titanium's premium features also provide benefits to the practice that sells it. This course explains how to sell titanium eyewear in a professional way using a "features and benefits" approach so that you can bring the benefits of this premium eyewear to all your patients.

At the completion of this course, the attendee should be able to:

- Describe what a feature and benefit is and give an example of each.
- List the different types of titanium materials used in frames and the features of each.
- List the features of titanium eyewear and explain the benefit of each.
- Describe how to adjust titanium eyewear.

Also included in this workbook

## A DISPENSER'S GUIDE TO SELLING TITANIUM EYEWEAR

An insider's guide to the dispensing titanium eyewear. Learn the right questions to ask your patients and how titanium eyewear can be the solutions to their problems.

## Dear Eyecare Professional,

CHARMANT GROUP is pleased to sponsor this continuing education workbook on titanium frame material. Since the 1980s, Charmant has long been regarded as the industry's premier manufacturer and developer of this remarkable material. Our core foundation has always been, and will continue to be, achieving the highest standards in titanium frame manufacturing. Titanium as a frame material is the perfect choice for eyeglass wearers. This combined with Charmant's quality expertise results in Titanium Perfection. We have incorporated this key statement in our new marketing campaign to further emphasize to the consumer the technological competence of the Charmant Titanium brand.

Today, there are different forms of titanium available on the market. Each of them offers excellent benefits for the wearer. Knowing which one is best suited to the needs of your patient will result in greater customer satisfaction. We believe the information contained in this workbook will be beneficial when presenting titanium frames to your customer.

In 2008, the Charmant Group is celebrating its 25th Anniversary in the U.S. We are proud of what we have achieved and confident in our future.

Sincerely,



**Harry Aida**  
President/Chief Executive Officer  
CHARMANT USA

**CHARMANT**  
TITANIUM PERFECTION

# A 'Features & Benefits' Approach to Selling Titanium Eyewear

BY JOHN SEEGERS

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The optician should discuss features and benefits with the patient.

**"THE BEST WAY TO RECOMMEND TITANIUM EYEWEAR IS TO USE A 'FEATURES AND BENEFITS' APPROACH."**

**ONE OF AN EYECARE** professional's (ECP) primary roles is recommending optical products and services to patients. Patient satisfaction is enhanced and business flourishes when an ECP does this the right way. Take titanium eyewear, for example. You can recommend it the right way so that the patient is informed, educated, and stimulated to buy, or you can do it the wrong way and just suggest it. Surely, the right way is the way to go, but how do you create a presentation approach that informs, educates, and stimulates? The best way to do this is to use a "features and benefits" approach. Here's how.

**FIRST THINGS FIRST**

At the foundation of any good interaction with a patient concerning eyewear is your knowledge of the product. While this seems obvious, it is worth mentioning because it is so critical to the successful recommending and selling of anything, eyewear included.

Remember, you cannot sell what you do not stock and you cannot sell what you do not understand. Stocking is easy—you either buy the frame and physically keep it on the frame board or in a stock area in your office until it's ready to be sold, or you arrange with a supplier to send one to you when you have sold it to a patient.

Understanding a product is a lot more involved. It requires that you learn all there is to know about the product's features and benefits. It takes time and effort to seek out and learn this information. Armed with this knowledge, you are ready to translate it into a concise, confident, and authoritative recommendation that informs and educates the patient about the product while it stimulates her interest to buy it.

**MIND YOUR FS & BS**

If you are going to be successful with this approach, you will need to mind your Fs and Bs—features and benefits, that is. A feature is any prominent or distinctive

aspect, quality, or characteristic of a product. Features can be tangible or intangible. For example, the tangible technical merits of titanium metal are clearly features you would want to mention to a patient. The intangible cosmetic good looks of titanium eyewear are also an important aspect of these products and something you will want to discuss with them too.

**THREE FORMS**

There are three forms of titanium used in eyewear: pure, beta, and memory metal. Pure titanium is 100% free of nickel in its metal composition. In order to be called pure titanium, the metal must be composed of at least 90% titanium and free of nickel (see "Titanium-100," page 8). Pure titanium is a firmer form of titanium than the other two and was the first type to be used in eyewear frames. It is still very popular with patients and ECPs and some frame manufacturers feature it prominently. Nickel is a metal that has been associ-

ated with skin allergic reactions. About 10% of the population is estimated to have this condition.

Beta titanium is an alloy of titanium. Some frame design features require a more flexible version of titanium to be used. A combination of titanium and aluminum, vanadium, and stainless steel create a beta titanium material that is flexible and can be adjusted easily. Because of this, beta titanium is a good option for thin frame construction.

Memory metal is an alloy of titanium and nickel. A unique feature is that it can be twisted and bent, and when released, will spring back to its original configuration. This is a great option for active adults and children. Memory metal, however, is made using 40%-50% nickel.

Many titanium frames use more than one type of titanium. In other words, you might find pure titanium in a number of frame locations like the eyewires and bridge and beta titanium in the temples and endpieces. This allows for more adjustability and flexibility in the design. A frame using different titanium metals together is called combination titanium.

Overall, all three types of titanium have a number of common features including:

- Light weight
- Strong
- Durable
- Comfortable
- Cosmetic good looks

In addition to the above, pure titanium and beta titanium also are:

- Anti-corrosive
- Hypoallergenic
- Easily adjustable
- Can be made in nearly any configuration

Memory metal has the unique feature of being able to be twisted or bent and springing back to its original configuration.

## BENEFITS

It is interesting to know that people who



buy a product do not buy it for its features; they buy the benefits its features offer.

Benefits are the “punch line” of a feature. In other words, a feature is some worthy aspect of a product. For example, a new car you consider buying has great gas mileage. That is one of its features. Assuming you bought this car, was it really the feature of good gas mileage that made you want it? Not really. What you probably wanted was saving money on gasoline that has become so expensive lately. You wanted it because you could travel a long distance on a tank of gas.

This car may also have had voice-activated electronics like a built-in MP3 player. Is that what you really wanted in this car—voice-activated electronics? No, you wanted this feature because you can activate your cell phone and MP3 player by simply speaking voice commands and never taking your hands off the wheel or

your eyes off the road. You bought it because it will impress your friends and because it was something you saw in a James Bond movie.

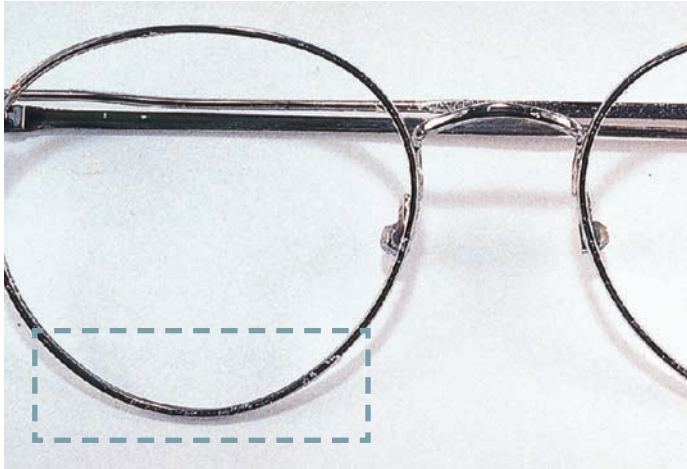
## WIIFM

When potential buyers are presented a product feature, the question they ask themselves is, “How will this feature improve the quality of my life?” Answering that question tells them the benefit(s) the feature has to offer. What they are really trying to determine is, what’s in it for me? People buy things that improve their lives and they pass up things that do not.

Armed with this knowledge, developing a “features and benefits” approach to selling titanium eyewear becomes a simple task. All you need to do is understand the features they have and translate them into benefits patients will find stimulating. ▸

Memory metal frames have a high degree of flexibility.

**“FRAMES MADE FROM TITANIUM METAL ARE 48% LIGHTER IN WEIGHT THAN FRAMES MADE OF CONVENTIONAL METALS LIKE MONEL.”**



Notice the corrosion which has occurred on this metal frame.

**“COMFORT IS ENHANCED WITH A TITANIUM FRAME BECAUSE THERE IS LESS WEIGHT RESTING ON THE EARS AND NOSE.”**

**FEATURES AND BENEFITS OF TITANIUM EYEWEAR**

**Feature: Light Weight**

Frames made from titanium metal are 48% lighter in weight than frames made of conventional metals like monel. Heavy frames can cause pressure on the bridge and sides of the nose. This can cause myriad problems from simple redness to pressure spots to sores. The same is possible for the ears, especially on the tops and behind them where the weight distribution is critical. Heavy eyeglasses also have a tendency to slide around a good deal more than lightweight ones simply because of gravity’s affect on them. To avoid these problems, the answer is to use a lightweight frame like a titanium frame.

**Benefits of Light Weight**

The lightness of titanium frames lets them rest easily on the nose so they do not cause irritating dimples or pressure marks to the patient’s skin. This means that the buyer will get relief from that sore nose he has had for years when he buys a titanium frame. The frame will also stay in place better and the wearer will find that he will not be annoyed by having to reposition them constantly during the day like he has become accustomed to doing with heavier eyewear.

**Feature: Comfort**

Another aspect of light weight is comfort.

As just mentioned, an eyeglass frame touches a person’s face in only three areas—both ears and the nose. This “three-point touch” makes balancing a pair of eyeglasses a bit tricky. In fact, you might say the glasses are “perched” on the patient’s face. Lightweight titanium frames are comfortable because they do not weigh heavily on these essential fitting locations.

Nosepads on a titanium frame can be smaller than they would be on an equal-sized frame made of monel or stainless steel. This is because the only way to achieve a comfortable fit with a heavy frame is to use the large nosepads. A large pad allows the weight of the frame to be spread over a larger area.

**Benefits of Comfort**

Titanium frames are lighter in weight than frames of equal size made with most other materials (aluminum is the only metal lighter than titanium). This means that comfort is enhanced with a titanium frame because there is less weight resting on the ears and nose. Keep in mind that the weight of a frame is directly related to the patient’s perception of its comfort.

Lighter-weight eyeglasses translate into comfortable eyeglasses. This means that they will stay in place better and people can wear them without noticing that they even have them on. When dealing with high prescriptions, it will not be necessary to create a “wrap” of the temple end or severe temple bends in order to hold the frame in place. This kind of enjoyable comfort is invaluable, especially to those who have worn heavier eyewear in the past.

**Feature: Strength**

Parts made of titanium can withstand the extremes of supersonic flight, the rigors of combat, the forces of a Formula One racing car, the power generated by a professional cyclist, and the complex physiology of human joint replacement. Parts made of titanium are used in deep-sea diving equipment, golf clubs, and a host

of other products. The properties that make titanium perfect for all these applications also makes it ideal for use in the construction of ophthalmic eyewear. Titanium is strong!

A well-constructed frame made from high-quality titanium will resist breakage unlike any other frame material. When compared with monel, plastic, or stainless steel, titanium has a much higher ultimate strength. Ultimate strength is a sub-test of “tensile strength,” which is a test that determines a material’s breaking point. The higher the numerical rating of tensile strength is, the stronger the material. Titanium’s ultimate strength rating is 900, stainless steel is 860, and monel is a mere 550. Aluminum, another lightweight and strong material, has an ultimate strength rating of 455.

**Specific Gravity**

The term “specific gravity” is used in ophthalmic optics to indicate the weight of a material. It is technically defined as the ratio of the density of a given substance to the density of water. Substances with a specific gravity greater than 1 are heavier than water, and those with a specific gravity of less than 1 are lighter than water.

To put this in perspective, take two lenses of equal power and diameter and compare the weight of them—one made of polycarbonate and one made of CR-39™ (see table below). Note that the specific gravity differences are really quite small, but the perceived weight is quite different. Now look at the specific gravity values for the metal materials. Imagine if you had equal size blocks of titanium, stainless steel, and nickel, and performed the same test!

MATERIAL	APPROX. SPECIFIC GRAVITY
Trivex®	1.11
Polycarbonate	1.20
CR-39	1.3
Titanium	4.55
Stainless steel	7.7-7.9
Nickel (Base metal in monel frames)	8.9

“THERE ARE THREE FORMS OF TITANIUM USED IN EYEWEAR: PURE, BETA, AND MEMORY METAL.”



### Titanium Facts

Although titanium is one of the earth's most prevalent elements, the mining and manufacturing processes required to take raw material to a finished product is very costly. The closer to pure titanium a product is, the higher the cost will be to produce and ultimately to purchase.

In its purest form, titanium is lightweight and strong, but has limited flexibility, so titanium is often blended with other metals to change its properties and reduce manufacturing costs. These costs can then be passed on to the end consumer.

As an eyecare professional, it is important to know that all titanium is not created equal. Manufacturing processes and definitions of purity vary widely. Be sure to discuss what you are getting with your company representative, and be prepared to do some research on your own. Bear in mind that the higher the quality of the product, the higher patient satisfaction. Seek out manufacturers that use the highest quality titanium in their products and recommend their products to your patients.

### Benefits of Strength

For patients, having a strong frame means that their new eyeglasses will be able to handle the rigors that their daily activities throw at them. It means that they won't have to worry about them breaking when they are dropped, bumped, pushed into a purse, stuffed into a backpack, and so on.

#### Feature: Durable

If you think of strength as the ability to withstand force without breaking, then think of durability as the ability to withstand force without breaking over time. For patients who want to get years of trouble-free service from a pair of eyeglasses, titanium is a worthy choice. In fact, titanium resists breaking under normal use longer than any other frame material. It also resists the degrading that occurs in frames that contain steel, nickel, or combinations of steel and nickel.

#### Benefit of Durability

Durability means that little Joanna, who is hard on her eyeglasses, will fare much better with titanium metal frames

than with any other metal material.

While they are surely not indestructible, parents will want to know how well titanium metal frames hold up over time and how nice they will continue to look for the life of the prescription...and beyond in many cases. Durability means value to buyers, and value is a powerful attraction.

#### Feature: Anti-Corrosive

Every ECP has seen it: the monel frame that has worn through its outer plating with a temple surface that has come to resemble the slide of a file. That surface is pitted and rough. Frames that contain any steel, nickel, or a steel/nickel blend can be affected by corrosion.

Corrosion is the physical deterioration of a material through the breakdown of its molecular structure. With metal frame materials, oxidation occurs through exposure to oxygen and the presence of moisture, causing the gradual deterioration. Corrosion ruins a frame and makes it unsightly. In some cases, it also makes it unwearable (see "Feature: Hypoallergenic," page 8). ▷

Products made with titanium.

**“EYEWEAR MADE FROM PURE TITANIUM OR BETA TITANIUM IS AN EXCELLENT RECOMMENDATION FOR PATIENTS WHO HAVE HAD SKIN ALLERGIC REACTIONS OR HAVE ALLERGIES.”**

**Benefits of Anti-Corrosive**

The potential for corrosion in a frame lessens its value and makes the frame unsuitable for wearers with skin allergies. And nothing is more disappointing to a patient than to watch her frame’s beautiful finish slowly deteriorate from corrosion. Titanium frames are 20 times more corrosion resistant than monel frames. That means they provide real value. They also maintain their beautiful surface appearance.

For boating enthusiasts, wind surfers, swimmers, beach goers, or anyone living near the ocean or coming in contact with water or water spray, especially salt water, a titanium frame is a great recommendation. This group of eyeglass wearers will find that their frames handle the heat, moisture, salt, and humidity of their environment while avoiding corrosion.

**Feature: Hypoallergenic**

The term “allergy” is used to describe a reaction within the body to a substance, resulting in a response and a reaction that can cause discomfort or even illness. Allergic reactions are not necessarily harmful, but they can be unpleasant. Because allergic reactions are caused by allergens, and almost anything can be an allergen for someone, a material that is unlikely to produce allergic responses is a boon for the allergic patient.

As mentioned above, it is estimated that about 10% of the population is allergic to nickel. Allergic reactions for those individuals can range from asthma, sinusitis, skin rashes, and eczema to dermatitis. Since nickel is the base metal in a monel frames, this is a real concern for patients and ECPs.

**Benefits of Hypoallergenic**

Pure titanium is 100% nickel-free, so is beta titanium. That’s why frames made from these materials are an excellent rec-

ommendation for patients who have had skin allergic reactions or have allergies.

This means that patients will not experience the red and inflamed skin along the side of their head associated physical contact with nickel metal. It also means that patients who have learned to avoid metal frames can now wear the most stylish titanium models without concern. Since memory metal contains nickel, it should not be considered a solution for those with the potential for allergic reactions.

**Feature: Made in Any Configuration**

Titanium was once a rare material that was used only in expensive and high-tech gear. Today, titanium can be manufactured into just about any conceivable eyeglass shape and rim thickness from large and chunky to small and filament-like, and retain all of its benefits. This enables it to have a huge array of style options including full rimmed, rimless, and even combination models.

**Benefits of Any Configuration**

One of the wonderful aspects of the frames market is all the choices it provides. Patients have come to expect a broad array of choices when they select frames so offering a frame material in limited choices means that many will not be able to buy it. Titanium brings all its features and benefits to patients with a near endless offering of styles, colors, and textures. This means that patients will have a full complement of options to choose from in a frame material that’s best for their needs and wants.

**Two More**

There are two other features worthy of mentioning that have been somewhat discussed above: cosmetic appeal and value. The cosmetic appeal of titanium is outstanding.



Sophisticated hammer-tone texture on titanium.

With its ability to be made in just about any configuration and its wide assortment of surface treatments, potential buyers will find titanium eyewear appealing. The strength and durability of titanium frames means that they will last a long time. That means that the buyer will receive a high quality for the price they paid and that equals good value.

**PULLING IT TOGETHER**

Pay careful attention to your patients’ comments. Listen for concerns they express that can be directly reworded into the features and benefits model. Key in on words and phrases like “heavy,” “light weight,” “leave marks,” “can’t wear,” “keep breaking,” and “hard on glasses.” All these expressions offer teachable moments and an opportunity to recommend a well-made frame constructed of high quality titanium. ■

*John Seegers, LDO, MEd, is a licensed optician practicing in an independent optometric office, and an adjunct instructor in the Opticianry Program at J. Sargeant Reynolds Community College, in Richmond, VA.*

**Titanium-100**

A frame that is marked “Titanium-100” must contain at least at least 90% titanium by weight of the ASTM grades 1-4, excluding temple tips, hinge screws, washers, and nose pads. The frame should also be free of nickel, even in its coloring and coatings. Many frames will contain only 75% to 89% titanium by weight, but still say “titanium” on the demo lenses, frame or both. These frames should not be confused with pure titanium frames.



Decorative temple design.





## A Dispenser's Guide to Selling Titanium Eyewear

BY BARBIE BOLES

Titanium eyewear is strong enough for the active and the tough guys.

**"TITANIUM IS THE PERFECT KIND OF FRAME MATERIAL TO DISCUSS WITH TECHIES."**

**YOU JUST** sat down at the dispensing table with a patient who has a prescription and is interested in purchasing new glasses. Being a conscientious optician, you want to do the right thing and offer her the best product. You've learned that the most effective way to explain a product to a patient is to know and discuss its features and benefits (see "A Features and Benefits Approach to Selling Titanium Eyewear," page 4), but before you can do this, you have to interest her in hearing about the

product—you have to grab her attention.

This is done by using key phrases. These might best be called "attention grabbers" because they probe the person in a way that makes her think about the product and examine if she needs or wants it. Used well, key phrases will open the door for your product recommendation, "features & benefits" explanation, and sale.

The following examples are based on the features and benefits of titanium eyewear.

### LIGHT WEIGHT

Are you ever bothered by the weight of your glasses? Do your glasses ever slide down your nose? Would you like to try on a frame that is about half the weight of the one you are currently wearing? Do you like the look of trendy, chunky metal frames, but hate heavy glasses?

If the patient's answer to any of these is, "Yes," he needs a lightweight frame.

Who is likely to respond "yes" to these questions? With so much focus upon really thin frames today, just about everyone is likely to answer "yes" to one or more of these questions. Who wouldn't want a lightweight frame? Titanium is 48% lighter than conventional metals. Offer a titanium frame in an ultra-thin profile or in a rimless style with the lightest weight possible and watch your patient's interest soar. Those with a strong Rx surely will be interested. Those who have had a poor experience with their eyeglasses slipping all the time or being heavy are prime candidates too.

I particularly like to start with the third question because hardly anyone says "no," to this key phrase. Being offered a frame that is half the weight of their current one sounds too good to be true so many people ask to hear more about it. It's an effective opening question.

### STRONG

Are you tough on your glasses? Do you participate in sports or hobbies that tend to get your glasses off kilter? Do your current frames have to be adjusted often?

If the patient's answer to any of these is, "Yes," she needs a strong, sturdy frame.

Anyone who has ever had a problem with eyeglasses breaking or lasting a long time is going to be interested in any one of these key phrases. Active and tough guy types will also find their interest peaked. Titanium is tough stuff. Its superior strength makes it the ideal material for those who are hard on their glasses and those who want value for the price. Memory metal titanium is an excellent rec-

ommendation for this crowd, except if they are susceptible to skin allergic reactions.

### HYPOALLERGENIC

Does your skin ever break out from contact with your current frame, or other metal such as jewelry or watches? Are you aware of the potential skin condition that may be caused by frames containing nickel? Do you have allergies?

If the patient's answer to any of these is, "Yes," he needs a hypo-allergenic frame.

According to the Mayo Clinic, "Nickel is one of the 10 most common causes of allergic contact dermatitis—a skin inflammation resulting in swollen, red-dened, and itchy skin due to direct contact with an allergen." The best defense against this problem is a good offense—using a hypoallergenic frame material like pure or beta titanium, both of which are 100% nickel-free.

### ANTI-CORROSIVE

Have you ever experienced problems with your frames tarnishing or corroding? Have you noticed that your frame temples become rough or pitted over time?

If the patient's answer to any of these is, "Yes," she needs an anti-corrosive frame.

This one is an easy attention grabber. Anyone who has ever had a frame lose its luster and begin to corrode is going to find either of these questions compelling. With 20 times more corrosion resistance than monel, it's the perfect solution for anyone who has ever seen a metal frame



Pure or beta titanium materials are ideal for kids who need a hypoallergenic frame.

**"USED WELL, KEY PHRASES WILL OPEN THE DOOR FOR YOUR PRODUCT RECOMMENDATION, 'FEATURES AND BENEFITS' EXPLANATION, AND SALE."**

deteriorate due to corrosion.

### HIGH-TECH

Would you like to try on a frame made of a high-tech material that is also used in the Space Shuttle and some high-performance goods?

Titanium is a "techie" customer's dream! It has been used for everything

from armored tanks to laptop computers. Many of these patients know how great titanium is for their hobbies so find out if they know how titanium is used in other products. Play up this angle of the material and explain its features and benefits. Techie types love to hear explanations and enjoy learning about how things work. Titanium is the perfect kind of frame material to discuss with techies.

Every patient that walks into the dispensary has at least one specific need for his eyewear. By using key phrases, you can easily peak his interest, determine his needs, and suggest the best products to meet them. Titanium, with all of its features and benefits, is very often the perfect answer to meet the most challenging demands. ■

*Barbie Boles, LDO, is a licensed optician in Chattanooga, TN.*

### Business Builder

It's easy to see the benefits that patients reap from buying titanium eyewear, but what about the benefits eyecare professionals receive? Think of titanium as a business builder. Premium products such as titanium provide premium profits, and after all, profits are what keep your business going.

Optical offices keep profits up by having

patients returning and buying what they need and want, and they keep them coming back by providing quality products and satisfaction. Selling titanium eyewear helps achieve this goal because patients love their new lightweight, sturdy frames with all those other great features. Recommending titanium eyewear makes good "dollars and sense."

# Charmant

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