



California Optometrist Keeps Profits In-House with the Easy to Use Excelon™ Finishing System

Dr. Brian Holland is an optometrist practicing in Visalia, California and started his time as owner of the practice with the purchase of Coburn's Excelon Finishing System. "I worked with the previous doctor for 10 years, and I bought the practice in November 2010. One of the first things I did was purchase the Excelon Finishing system from Coburn in January 2011. In learning this business, I've discovered it's just smart to have a lab right here so we can keep our costs down and keep the profits in-house," says Holland. "Coburn's Excelon system is a good value as well. Even with the lower priced machines I chose, the features are there for the money. You can get everything you need for a good price."

When it came to deciding which brand of finishing system to buy, it was an easy decision for Holland. He notes, "This practice owned Coburn products in the past and they worked very well. I trusted that if I purchased new, upgraded machines they would be just as good or better. Coburn had always provided good customer service and I wanted to stay with them."

Holland's purchase of the Excelon Finishing System included the CFR-4000 Tracer, the HBK-7000 Blocker and the CPE-4000 Edger. Holland reveals, "The machines have done just what we needed. We have done all kinds of jobs, single vision, flat top bifocals, progressive, rimless, CR-39, polycarbonate, Trivex® and even lenses with AR coats. We have done everything except for wrap sunglasses, and the Excelon is very accurate, especially with size."

Not only were the features just what Holland was looking for, they were easy to learn and are easy to use. "This whole system is easy to use," says Holland. "For example, when my lab technician is on vacation, I needed to learn how to use the machine and I learned in a day. Once when my lab tech was away, I employed my father to fill in. He has no previous optical experience at all and he learned to run jobs in one and a half days. Weeks later when my lab tech needed another day off, I called my dad to fill in again and even without using the machines for weeks, he could bust out the jobs."

Discover the advanced technology, ease of use and great pricing of Coburn's Excelon Finishing Systems and find out where you can purchase them and other digital products for your lab by contacting Coburn Technologies at 800-262-8761 or visiting www.coburntechnologies.com.

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