

Ross Cappuzzo Customer Spotlight
Genesis Eyewear – Freehold, NJ
July 30, 2013

Ross Cappuzzo is the President of Genesis Eyewear, a subsidiary of Millennium Eyewear, who has been servicing the ophthalmology and optometry needs of the Freehold, New Jersey area for over 34 years. Tired of seeing his clients take their eyewear services to large chain suppliers, Ross decided to begin in-office lens processing in 2002. Genesis now specializes in contacts, lenses, frames, and other eyewear accessories.

Cappuzzo's first experience with in-office processing was through the casting method. Though inexpensive, the end result left much to be desired. "Using the casting system was an effective method but came with many drawbacks." He explained, "The system was very unreliable. Since you are working with chemicals you never know what to expect. It would often cause shrinkage and the lenses would crack," he said. "The amount of re-use required to make the correct lenses was completely unacceptable. Although it served me well for 10 years I wanted to investigate a better solution."

After seeing the Fastgrind in action at the 2012 Vision Expo East conference, Cappuzzo knew he had found a more advanced and complete lens processing system for Genesis Eyewear. "I am extremely satisfied with Fastgrind." he said. "With Fastgrind you can provide same day service to your clients, which will increase your patient retention. Super Systems also offers a large variety of lens options, enabling you to provide your clients with the best possible product for their specifications." To all practices considering Fastgrind, Cappuzzo has a few words of advice. "Do it."

In his short time using the system, Ross can already see a big difference. "It's completely economical," he explained. "We make up to thirty-five pairs of lenses per week. The Fastgrind allows us to exceed our customer's expectations by producing digital quality lenses quickly and without hassle. We can grind the lenses, edge them, and give our patients their new glasses in less than an hour." Cappuzzo says he has heard nothing but positive feedback from his clients regarding his new level of service.

Fastgrind can turn any optical lens dispensary into a full lab by allowing you to produce digital quality lenses 'in-office', which will lower your monthly lab bills by as much as 50%.