



CHERRY OPTICAL LAB

See the difference.

May 15, 2024

CHERRY OPTICAL LAB ANNOUNCES ON-SITE PRODUCTION OF VARILUX XR SERIES

Cherry Optical Lab, Green Bay, WI, proudly announces that it is the first and only Independent Lab producing the Varilux XR Series (Varilux XR and Varilux XR Track) lenses on-site in the US. This strategic move demonstrates its commitment to delivering cutting-edge solutions to its customers and their patients.

"I am honored to share that we're the only Independent Lab enabled to process the Varilux XR Series lenses in the United States. This means that you can now combine the service, quality, and speed of Cherry Optical Lab with EssilorLuxottica's most advanced Varilux lens technology. We strive to be the most capable laboratory possible, and the addition of XR aligns with that objective," said Adam Cherry, President of Cherry Optical Lab. "The enablement and certification process for this product line was the most extensive and thorough to date. We appreciate the efforts of the EssilorLuxottica IDD Team. They really helped make this possible." Cherry encourages you to contact your Sales Consultant or their Customer Care team to learn more about the technology and availability of this new product.

About Cherry

Founded by Joe and Lynn Cherry in 1999, COL continues to serve you independently under the ownership of its co-founders and current president, Adam Cherry. A leader in innovation, technology, high-quality finished products, tight standards, and skilled artisans, Cherry urges you to try their Lab and "See the Difference." Their work is backed by an industry-first, no fine print, truly unlimited warranty policy.

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