

Six Good Reasons Why Eye Care Associates of Michiana Should Make Your Next Pair of Eyeglasses



1. Quality

Unlike items purchased throughout the year, it can be difficult for you to judge quality in a pair of glasses. That's why it's important to purchase your eyewear through a doctor's office you can trust. At Eye Care Associates of Michiana, we use only the finest materials, so your glasses will be dependable and attractive long after they've been purchased. We also work with one of the finest, state-of-the-art optical labs in the nation. We have chosen to partner with this lab to custom craft your eyewear because of their quality workmanship and our access to the very best advancements in lens designs.

2. Selection

Regardless of your budget or insurance allowance, everyone deserves to look fabulous! That's why our optical boutiques offer a wide range of eyewear options and styles at various price points – from exclusive, high-end designer frames to fashionable values for the entire family.

3. Value Promise

We promise to provide you the best value – quality eyewear at a fair price. We do not carry cheaply made frames that easily break, outdated designer styles, and inferior lens products that can distort vision so we can offer you a cheap price. Nor do we advertise low prices so we can “up sell” you once you arrive at our optical boutique. Our fees reflect the quality of our workmanship – and when comparing glasses of similar quality – are often lower than many “one-hour” stores and optical chains.

4. Expert Staff

Our knowledgeable and courteous optical staff average 10 years' of experience. They will expertly help you select the frame and lens package that's right for your lifestyle and budget, and take all of the time you need to understand your lens options, frame materials, warranties, etc. We want to ensure you are completely happy with your new pair of glasses.

5. Satisfaction Guarantee

When you purchase a pair of frames and lenses from the optical boutique at Eye Care Associates of Michiana, you have our commitment to your satisfaction. We guarantee our workmanship and the accuracy of your prescription lenses, and offer free adjustments, minor repairs, and cleanings for the life of your eyewear.

6. What 30,000 *Consumer Reports*' survey respondents had to say.

A recent *Consumer Reports* study confirms independent eye care practices score higher for quality, frame selection, care taken to fit glasses, staff expertise, and follow-up service.

“ ... you might do better getting your specs at a doctor's office or independent optical boutique; those typically scored high marks across the board, particularly when it came to employee know-how, service, and the quality of the finished glasses. You might even spend less than you would at some high-profile chains.” **Consumer Reports, December 2010**