



PARTNERSHIP IMPACTS BUSINESS SUCCESS.

Value Rx, headquartered in Miami, Florida, fills a unique market need. Moises (Mo) Zuriarrain wanted a way to provide high-quality lenses to underserved markets. He created a new model based on opening optical centers in clinics serving seniors and veterans. "I wanted to do something different, something that would help people," he said. "In my view, seniors and veterans weren't getting access to eyewear of any real quality."

TECHNOLOGY AND SERVICE BEHIND GROWTH.

Mo brings a long history of experience in the optical industry. He started out in an Essilor warehouse, then became a lens sales rep in Latin America. He formed Value Rx in 2008. In 2011, he serviced five stores, and today he serves 27 optical centers. In 2012, he opened an 8,000 square foot lab, where they still operate, giving him greater control over quality.

Satisloh was there to work with Mo from day one. His lab has grown from doing 25 jobs a day in the beginning to producing more than 750 jobs a day now, with a staff that has expanded from 10 to over 100. Value Rx also partners with the state of Florida to provide work for women inmates at the Prison Rehabilitative Industries and Diversified Enterprises (PRIDE). By sending overflow jobs there he supports the efforts of the inmate job training program.



 **VALUE Rx**

"Satisloh helped me in many ways to get our business started and they continue to support our growth. Thank you Satisloh."

- Moises Zuriarrain CEO
- Value Rx



750 JOBS
PER DAY

27 OPTICAL
CENTERS

100+ VALUE Rx
EMPLOYEES

QUALITY IS A KEY DRIVER.

The Satisloh equipment currently installed at Value Rx includes VFT-orbit and VFT-orbit-2 generators, six Toro-FLEX polishers, and ES-4 and ES-5 edgers, with AR coating planned. Satisloh technology has played a huge role in the growth of his business, but the service he has received all along has been just as important.

“Quality is a key driver for me. And as I looked around, Satisloh had the better quality and the better service,” said Mo. For service support he takes advantage of STEP, Satisloh’s preventative maintenance program. “It’s super, super important for us, to make sure equipment is safeguarded from any future downtime. And if something doesn’t work right, the techs make it right.”

The Rx-Universe LMS program also helps internal productivity. “It took a few months to see the impact on our business, but it gives us better traces, better accuracy, and thinner flatter lenses now.”

As far as ongoing support goes, Satisloh is always there when he needs them. “Anytime I have a question I get an answer, and a sincere one. It’s how partners behave towards each other.” As part of the support, he counts on Satisloh consumables. Not only does he get what he needs when he needs it, but also he gets the expertise that comes with them.

Mo has plans to expand in more markets in Florida. In the future, he sees the industry becoming even more automated.

“We will adapt and continue to invest in more automation and speed. We’ll need the right equipment from the right partner, and I believe Satisloh is that partner.”

- Moises Zuriarrain CEO
- Value Rx

satisloh[®]