With a history that spans more than 175 years, Reichert Technologies is a global leader in the design and manufacture of state-of-the-art diagnostic instruments and equipment for ophthalmologists, optometrists and retail eye care centers. Made almost exclusively in the United States, Reichert’s products are found in virtually every eye care office.

“The Reichert brand is trusted by customers in the marketplace who know that we have a large, strong installed base of products in practices throughout the world,” explains Jerry C. Cirino, top Senior Executive for Reichert. “The strength of our brand is based on a reputation for quality and reliability that we take very seriously. Every day, we are by our customers’ sides, understanding their needs so we can bring them innovative solutions.”

Innovation has been a hallmark of Reichert’s success. The inventor of non-contact tonometry now has the number one world market share in the technology. The company that introduced the Lensometer® and the industry-standard Phoroptor® has the market-leading installed base of lane and refraction devices. Innovations continue today with Reichert’s acclaimed Tono-Pen® and the groundbreaking Ocular Response Analyzer® (ORA).

Reichert’s long list of “firsts” and global market reach have not shaken it from its historic roots. The company’s research and development, manufacturing, warehousing, service and sales teams are all located in Buffalo, N.Y.

“Australia 96% of all the products we sell are manufactured right here at Reichert headquarters in Buffalo. Reichert is a world-class operation, including a state-of-the-art facility where we employ lean manufacturing principles for high quality and efficiency, and we’re recognized as an approved medical device producer by the FDA, ISO and other regulatory agencies,” says Reichert Vice President of Operations, Tim Levindofske. “Reichert is a proud part of the Buffalo and Western New York community, and our local workforce, including those at our local suppliers, is unmatched in its embodiment of Reichert’s core values: integrity, customer satisfaction, accountability and results.”

A Proud History of Innovation

Customers who entered William Beecher’s small jewelry store in Southbridge, Mass., in 1833 found two unique items for sale: the first steel spectacle frames made in America, as well as the first gold pair. Mr. Beecher made the frames using machinery he invented himself. The spectacles sold very well, and he started a small-scale manufacturing operation that would last for decades with three assistants by his side.

When Mr. Beecher retired in 1862, his assistant Robert H. Cole took over the optical shop and soon hired an 18-year-old named George W. Wells. Industrious and creative, the young man quickly became an asset. In 1869, with his associates, Mr. Wells formed the American Optical Company (AO) with Mr. Cole as president.

Quickly establishing a reputation for innovation, AO:
  ■ adopted the dioptic lens power system, accepted by the U.S. Bureau of Standards in 1898
  ■ manufactured the first rimless spectacles and the first toric lenses to correct astigmatism
  ■ revolutionized the eye care industry in 1921 by introducing the Lensometer, the first means to measure spectacle power
  ■ released the legendary Phoroptor in 1928 after purchasing the De Zeng Instrument Company of America (Today, Reichert’s Phoroptor is the only one completely designed and manufactured in the United States.)
  ■ introduced the first laser photocoagulator
  ■ expanded its focus to diagnostic instruments, transforming the industry once again with the introduction of the
non-contact air puff tonometer by the prolific inventor Bernard Grolman, DOS, FAAO. From its introduction at the 1972 World’s Fair, the device was instantly embraced for its accuracy as well as its ability to gauge intraocular pressure with no anesthesia required, an advance for optometrists who were not permitted to administer topical anesthetics at the time.

The long tradition of groundbreaking innovation continues today. But first, AO would find a new home in Buffalo and become Reichert Technologies.

**Coming Home to Buffalo**

The road from Southbridge, Mass. to Buffalo, N.Y. was a long one. In 1935, more than 100 years after Mr. Beecher sold his first eyeglass frames, AO purchased the Spencer Lens Company in Buffalo, manufacturer of high-quality microscopes since 1895, and the first American microscope maker. Founder Herbert Spencer served as superintendent and optical expert, while prominent Buffalo surgeon Roswell Park, MD, was the company’s president.

Within a few years, Spencer Lens was manufacturing ophthalmic instruments in a new factory, and in 1945, was named the American Optical Scientific Instrument Division. Finally, due in part to a flood at the Southbridge facility, AO relocated a majority of its manufacturing and leadership to Buffalo in 1950. AO itself was soon purchased by Warner Lambert Pharmaceutical, where they gained the leverage to acquire new companies while selling off various divisions and

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**Product Showcase**

**Reichert Is Refraction**

**Ultramatic RX Master™**

Phoroptor® Refracting Instrument

The first, and best refracting instrument, continues to be the industry standard after over 80 years, offering world-renowned mechanical quality and craftsmanship.

**Reichert Auto Phoroptor RS™**

Auto Refraction System

The new Auto Phoroptor RS continues that tradition of excellence by incorporating the superior design and reliability you expect into a fully automated refractor. The instrument allows you to perform all known refraction functions, improve efficiency in your workflow and integrate your refraction system electronically with your practice.

**Tonometry: Precision, Versatility, and Revolutionary Technology**

**Tono-Pen AVIA® Applanation Tonometer**

The award winning Reichert Tono-Pen AVIA tonometer is an easy-to-use handheld instrument with IOP readings that correlate strongly with Goldmann tonometry. Its lightweight, ergonomic design and advanced electronic measurement technology enable operators to take fast and accurate IOP measurements with minimal training.

**Reichert 7 Auto Tonometer**

Reichert Technologies’ seventh-generation non-contact tonometer is the most user-friendly NCT ever with totally automated operation and an easy-to-navigate touch screen interface.

**Ocular Response Analyzer**

Understand the Cornea. Understand the Pressure. The Ocular Response Analyzer (ORA) utilizes a dynamic bi-directional applanation process to provide the world’s first direct measurement of corneal biomechanical properties: corneal hysteresis. This information provides new insights into pathologies such as keratoconus and glaucoma. In addition, the ORA provides corneal compensated IOP (IOPcc), a new measure of IOP less affected by corneal elasticity, resistance and thickness. IOPcc is also available in the Reichert 7CR Auto Tonometer + Corneal Response Technology (“The Glaucoma Tonometer”).

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“...It feels good that Reichert has asked me to do more for the company over the years. They value my experience, and they put their trust in me to get the job done. I’m both thankful and proud to be with the company for 42 years here in Buffalo. A hobby of mine is collecting antique eye care products. I was so excited to find one of our first Phoroptors from the 1920s! I take a lot of pride in our history.”

— Roger Martin, Phoroptor Assembler with Reichert for 42 years
technologies. Some of the notable organizations involved with these sales and acquisitions were Cambridge Instruments, Reichert-Jung, Inc., Bausch and Lomb and Leica Microsystems. Then in December 2002, a management buyout resulted in the formation of Reichert, Inc., later named Reichert Technologies. Finally, in October 2011, Reichert Technologies joined the Ultra Precision Technologies Division of AMETEK, Inc., a U.S. company and leading global manufacturer of electronic instruments and electro-mechanical devices. This strategic partnership has positioned Reichert to continue the design and manufacture of groundbreaking products while maintaining its rapid growth as a leader in the ophthalmic industry.

Strong Roots, Shared Success

Strong roots are a sign of good health. That's why Reichert has remained a fixture in Buffalo for more than 100 years. It's a hometown relationship that makes Reichert a competitive force while building the regional economy.

"Employee retention is key to our mission; turnover has been very low," explains Levindofske. "We make complex products, and we need trained, experienced people to achieve this. It's a great feeling to be a part of a company that has lasted so long and remained so strong within our community. Many of our vendors are local, and it's nice to be able to reach out to Buffalo-based businesses to help support our local economy. The company's stability and longevity have made me feel very secure in my job and given me a chance to advance over the years. I've worked in a variety of positions; I'm proud that I can actually build an entire instrument on my own."

— Susan Lipp, Non-Contact Tonometer Assembler, with Reichert for 39 years

Innovation and Evolution Continue

Today, Reichert's products are used for a wide range of applications, from routine vision testing to the diagnosis of sight-threatening diseases such as glaucoma and macular degeneration. But the company continually finds ways to improve its products, push the borders of innovation and acquire technologies that its customers need.

"Our customers' needs never stand still. It's our responsibility to identify those needs and invent or acquire the technologies to meet them," says Cirino. "With the AMETEK acquisition, the Reichert name remains. The change has been transparent to our customers, as well as our workforce here in Buffalo, but the acquisition will give us the opportunity to bring innovations to our customers faster than we might have done alone."

With this in mind, Reichert continues to invest in its own expansive research and development capabilities. The team members bring unique skill sets in product research, development and enhancement. Their unique access to a large array of internal and external resources, including relationships with thought leaders at top academic institutions and research hospitals, supports the team's ongoing success.

The R&D team is currently developing second and third generations of several Reichert products. Cementing Reichert's status as the world leader in tonometry, the team has created a wide-range of tonometry options, including seventh-generation non-contact tonometer, the Reichert 7 Auto Tonometer, and the PT100 handheld non-contact tonometer. In 2009, Reichert introduced the Reichert 7CR Auto Tonometer + Corneal Response Technology, which provides IOPcc, as well as a Goldmann-correlated IOP measurement (IOPg). This is achieved by incorporating some of the functionality of another major Reichert advance, the ORA.

The groundbreaking ORA, developed by Reichert's own David Luce, PhD, is the first and only instrument capable of measuring the biomechanical properties of the eye. The response has been dramatic.

"We are always working to give doctors the information they need to best diagnose patients with our instruments, and the ORA was developed through that ongoing objective. It is an enormous advance for management of glaucoma, and worldwide demand will be high. The technology gives doctors diagnostic information for glaucoma that's not currently available by simply reading IOP, and the information is also valuable before and after LASIK," Cirino says. "We've received overwhelmingly positive input from customers about the ORA. We're also encouraged by the number of papers on the ORA published around the world, as well as the recent 5-year extension of its CPT code."
the highest level of quality. We treat our employees like they deserve to be treated and take enormous pride in their satisfaction at work.”

“That long-term retention builds strong relationships as well,” Levindofske says. “It’s not uncommon to see employees retire with 30 or 40-plus years of service. Sometimes, this is the only place they’ve worked, and other family members might work here, too. We feel like we’re part of a family.”

Reichert’s accomplishments in job creation and job security aren’t limited to its own employees. When Tim Levindofske joined the company 12 years ago, he set about bringing Reichert’s supply chain closer to Buffalo, primarily to companies located in western New York.

“In 2000, 40% of our supplies were locally sourced; today, that number is over 90%. We get better quality, pricing and communication from our local suppliers, and the economic health of the whole region benefits,” he says. “Not one of our suppliers has gone out of business in that time. In fact, they’re growing and hiring. We’re helping to increase employment all over the region, and we’re pretty proud of that.”

Reichert Quality
The quality of Reichert’s products is unsurpassed – by design. The company prides itself on:
- Well-documented and fully implemented quality systems and procedures
- Very low return rates
- Strong internal and external quality audit systems
- An FDA-approved facility
- Excellent regulatory capabilities and management
- A focus on continuous quality improvement

“Reichert is more than a fixture in the local community; it’s been a benchmark standard in the eye care industry for decades. We went from making products that require a doctor to operate them, to making digitally advanced equipment that performs the same task with the press of a button — and we invented most of those devices. It’s amazing. The equipment improves our customers’ lives. What I do makes a difference.”

— David M. Sadowski, Repair Technician, with Reichert for 39 years

Reichert has acquired cutting-edge technologies like the Reflex™ UBM Ultrasound Bio-Microscope, the Foresee PHP® Preferential Hyperacuity Perimeter and the Auto Phoroptor RS™ Auto Refraction System. One 2006 acquisition, the Tono-Pen handheld contact tonometer, is a world leader in its category used everywhere from local practices to the International Space Station, where users test the effects of gravity on IOP.

“Focus is important, and we’ve defined the range of products that we feel is important to offer our customers based on our demonstrated expertise — in essence, every device related to refraction and the diagnosis of disease,” explains Cirino. “We will continue to acquire products that fit our customers’ needs, as well as to establish joint ventures with complimentary manufacturers.”

Cirino points out the growth strategies behind innovation and acquisition. “In the past decade, we’ve implemented two key growth strategies. First, our extremely strong research and development team has helped us grow through innovative new product development. Second, we have acquired product lines from other companies five times in 5 years, and integrated those products into our manufacturing facility. The acquisitions delivered fast growth. In the last 10 years, we’ve gone from a $19 million company to a $54 million company, and 50% of that growth has come from our acquisitions.”

Under AMETEK’s ownership, more acquisitions are planned. AMETEK is a U.S.-based public company that makes numerous acquisitions each year. Reichert is AMETEK’s first company in the medical field. Additionally, Reichert’s future growth will be tied to international market expansion. Today, the company has a strong worldwide network of more than 150 distributors with sales coverage in more than 125 countries. Reichert manufactures and distributes the most widely used diagnostic equipment for eye care in Russia and is growing rapidly in Brazil, China, Japan and Korea, but there’s still room to expand, according to Cirino.

“Reichert’s international sales have grown nicely, and now AMETEK is helping us to grow our sales in Europe and BRIC countries,” he says.

But as far as Reichert branches out, its roots will remain in Buffalo, along with its extended family of employees. “There’s no place better to continue our success than Buffalo, the place where this company has spent over 100 years making the best products available,” added Cirino.