

CLEARVIEWS

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from **GLASKLAR**[®]

Meet Mr GLASKLAR

The creator of the GLASKLAR concept, Jörg Bartsch, was an independent practice owner in Germany when he developed the patient loyalty scheme. It was so successful, he later sold his practice to share the business development tool with other practice owners. Here he explains the humble beginnings of the worldwide success story.

What inspired you to create GLASKLAR?

I have always believed in presenting a new pair of glasses to a customer with a case, cloth and a spray. Around the year 2000, I wanted to order a new cleaning spray at a trade fair and found only the basic varieties, always a white bottle with a sticker, so I did not buy one. On the way home, I read the ingredients of a sample bottle and decided to research it. At that point, without me knowing it, the GLASKLAR idea was born.

How did you develop it?

I met with my pharmacist friend and my school chemistry teacher, who explained to me that so much of these toxic chemicals are not necessary for cleaning. I realised it needed a non-toxic solution, natural ingredients that would be harmless, even if swallowed. These ingredients I keep close to my heart. There are only three people today who know the exact formulation and they never travel together!

Finding a bottle for my cleaning solution was easy, with one found next to my bath. It was blue, like my company logo and was available in every drugstore. All I needed was a printing company to apply my logo but there was a problem, no printer would produce any less than 500 bottles. At that time, I invested more than £7 per empty bottle and I filled these myself just for myself and my practice. I never thought of selling the bottles until many years later. Now there are orders from 48 countries. I was surprised by the great success of GLASKLAR and still enjoy the fact that, in the end, people in the world are the same everywhere. Everybody loves good service.

Jörg Bartsch, founder of the GLASKLAR concept.



SightCare listing

GLASKLAR is now part of SightCare's Eye Care Supplier scheme meaning members have access to GLASKLAR and other Positive Impact products through SightCare and are eligible for exclusive offers and discounts.

GLASKLAR attended our very first SightCare conference in September introducing many members to the innovative and colourful world of GLASKLAR.

SightCare members now enjoy a 5% discount on their GLASKLAR orders. SightCare customers join those of National Eyecare Group and HOYA who already enjoy the same benefit.



CHRISTMAS IS COMING...

Watch out for some bright and shiny things for your practice this Christmas!

Win

a Chocolate Gift Hamper Worth £60

SEE OVERLEAF...



ABDO Ambassadors

We have injected a bit of GLASKLAR colour at the ABDO National Resource Centre (NRC), the association's educational hub in Birmingham, by donating a GLASKLAR refill system and bottles.

The red and blue bottles match the colour branding of the NRC and are offered to all visitors to the centre helping create bottle-carrying ambassadors for both GLASKLAR and the NRC.

Pictured is Positive Impact's Nick Atkins, and Matthew Stringer of the NRC. Matthew said: "We first saw GLASKLAR at an event Positive Impact held at the NRC and were instantly drawn towards its unique look and idea. It's proving very popular with our visitors."



Planting trees together

Supporting green initiatives is at our core and has resulted in 55 trees so far being planted in a charity campaign for GLASKLAR, which runs until the end of the year.

Our charity campaign began on June 5, World Environmental Day. Trees are being planted by the Earth Day Network to highlight that over 15 billion trees on earth are lost each year.

A tree is being planted for every GLASKLAR bottle order.

The main focus for this year's World Environmental Day, was Beat Plastic Pollution, which ties in with our **#RefillNotLandfill** message.

"We know that patients return to the practice to refill their GLASKLAR bottles and this tree campaign gives customers another reason to encourage them to do so," explained digital marketing coordinator, Ellie Jarman (pictured).



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CHRISTMAS COMPETITION

Find all the words listed below in the GLASKLAR wordsearch for your chance to **win a luxury Hotel Chocolat gift hamper worth £60.**

- | | |
|---------------|-------------|
| ABDO | HARMLESS |
| AMBASSADORS | INGREDIENTS |
| BOTTLES | NATURAL |
| CLEANING | SPRAY |
| DISPENSER | SUSTAINABLE |
| ENVIRONMENTAL | TREES |

Scan and email or post your completed wordsearch, with your name and address to us by **midnight on Friday 6th December.**



For more information visit www.glasklar.co.uk

Email: glasklar@positiveimpact.co.uk | Tel: 08446 69 69 07

Positive Impact, 27 Stirling Road, Castleham Business Centre East, St. Leonards-on-Sea TN38 9NP.



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