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## SNAPIT: THE 'GO TO' SCREW!

Ease your workload and frustration level with Snapit, a novel screw from OptiSource.

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Screws: the bane of every optician's existence. How much time in a dispenser's day is spent feeding these minuscule things into hinges, backing them out of eyewires, scanning the floor for dropped ones, filing down long ones, rooting out stuck ones? Eyecare professionals have always accepted these annoyances, but a new innovation called Snapit™ challenges this assumption.

OptiSource International suggests that its novel new, patent-pending screw design will rid opticians of frame-repair hassles and become the industry's go-to screw.



*Thanks to its shaft, Snapit can be easily held and dropped into a hinge where it self-aligns. Then snap off the feeder tab.*

### FEEDER TAB

The primary feature of Snapit is its unusually long feeder tab, a thin, unthreaded shaft that extends from the bottom of the screw. Instead of requiring extreme manual dexterity and focus to see and insert tiny screws, Snapit—thanks to this shaft—can be easily held and dropped into a hinge where it self-aligns. This is a trait that proves especially useful when high-powered lenses or flimsy eyewires make closures difficult to bring together.

Once the screw is in place, a little finger pressure pops the feeder tab right off with a satisfying snap. The tab breaks cleanly—no cutting or filing necessary. Not only does this save time, but it avoids the risk of marring lenses while trying to file down long screws. Along with self-aligning, the screws self-tap (cut new threads) and come standard with the extra gripping power of thread lock, a feature often considered a premium option on other screws.

### AVAILABILITY

Right now Snapit comes in 26 hinge and eyewire designs. OptiSource plans to add more in the coming months, creating a line of about 35 screw sizes that can be used in virtually any frame. All of the screws are stainless steel and come in gold and silver, and more colors may be added as demand increases.

### THE LONG RUN

Snapit screws are slightly pricier than traditional ones but less expensive than many premium screws. A dispensary with a comprehensive screw supply may save money or break even by replacing all of its inventory with Snapits, while a smaller office that stocks a limited variety of screws may spend a little more. When you consider how many old screws are dropped and lost forever and the convenience of these little wonders, Snapit may be the more economical option.

Since its introduction earlier this year, Snapit's popularity has risen steadily. At Vision Expo East in March, Snapit sales made up about half of OptiSource's total business. According to the company, everyone who tries it out has the same reaction: Why didn't I think of that?

### A SCREW IS BORN

The person behind the simple but novel idea of Snapit™ is Nancy Tedeschi, a former real-estate developer with no optical background. Tedeschi started a business selling decorative beads that dangle from the endpieces of frames. Tired of fighting with tiny eyewire screws when affixing her charms, she came up with the idea of a screw with a feeder tab.

Her original incarnation of the Snapit appeared in eyeglass repair kits sold at convenience stores. After an optician on Long Island heard of the product and brought it to the attention of his OptiSource sales rep, the company and Tedeschi revamped the screw for the optical industry (adding thread lock, changing the material to stainless steel, and decreasing the size of the screw head) and went to market.

Snapit may prove a long-awaited improvement over conventional screws for busy dispensaries, lessening the time that opticians once spent dealing with frame repairs and freeing them up for patient consultation and other important parts of a modern eyecare practice.

*Kate Jacobs is an optician at the optical shop at Scheie Eye Institute at the University of Pennsylvania.*

**WHERE TO FIND IT**

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