

When you order frames or sunglasses with Rx lenses through General Optical's new supply chain, we will process your lens and frame order, and fit & dispatch the complete job from one central location... at no extra cost to you!

optical frames and sunglasses

Access to the entire GenOp brand portfolio, including 26 designer brands.

lenses

Extensive range of the latest technology lenses from leading lens suppliers. Comprehensive variety of indices, designs and coating options.

ISCS
INTEGRATED SUPPLY CHAIN SOLUTION

practice management system

Streamlined order processing with real time job tracking.
Automated inventory management system to ensure data accuracy and process efficiency.
Integrates with your practice management system.

General Optical fitting lab

Fast turn-around due to supply chain efficiencies.
All frame styles are stored at GenOp eliminating loss or damage of frames during transit.

G	E	N	E	R	A	L
O	P	T	I	C	A	L

Your success - our business

To take advantage of our Integrated Supply Chain Solution contact the General Optical fitting lab on 02 9697 8043 or email lab@genop.com.au