

INSIGHT

July
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Newsletter

with Interstate Lab Group

A New Look. The Same Commitment

Over the past year, we listened. We went out, gathered real research, and took what we heard seriously. What came back confirmed something we already knew — Interstate isn't just a lab. We're a partner. A neighbor. The team that shows up.

Our brand was not fully saying that. So we went on a journey to change it.

Logo Refresh

Introducing Interstate's new tagline: "Quality Close to Home."

And a mission that captures exactly who we are:

From the quality we deliver to the solutions we provide to the relationships we build — we show up for our customers every day. With Interstate, you don't just have a lab. You have a partner that feels like home.



What Hasn't Changed

Our name has not changed.

The team hasn't changed.

What's new is that our brand finally sounds like the partner you've always known.

On the next page you'll see exactly what that looks like in practice- the people and the work behind "Quality Close to Home"



The Pillars We Stand On



The new brand rests on 3 pillars- each backed by something real.

Relationship Driven

Three generations of family leadership. Practiced with us for decades. Team leaders averaging 25+ years. That's trust, not tenure.

Quality Committed

Fully digital production, Class 1000 Crizal lab, daily audits, and technicians who take pride in getting it right.



Solutions Focused

Every call answered live. Real-time order notifications. Wrap Answer Hotline. Direct Rx with next-day delivery.

What this means?

For you, nothing about how we work together changes. The same lab, the same team, the same commitment to getting it right - now backed by a brand that says it out loud.

"Quality Close to Home" isn't a new promise. It's the one we've been keeping all along. We're proud to keep showing up for you- as your lab, your partner, and your neighbor.

Thank you for continuing to choose us!

Fun Fact:

Your eyes are made up of over 2 million working parts, all coordinating to process visual information in real time.

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