



Wiley X claims a hattrick at this year EFTTEX show.

Wiley X continues to leave its mark on the global fishing industry as it claims the coveted Best New Eyewear Award at EFTTEX for the third year running

Innovative eyewear brand Wiley X made it three for three in the Best New Product Awards at European Fishing Tackle Trade Show (EFTTEX,) when it picked up the 2019 Best New Eyewear prize in Brussels, Belgium. It was only the third time in the company's history that it has entered the awards.

Climate Control style WX Compass polarized sunglasses, featuring the Kryptek® Neptune™ camouflage came out on top. Wiley X beat sunglasses and eyewear brands from around the world to win the award, as voted for by a panel of highly knowledgeable judges. Last year Wiley X won the same award with their extremely popular WX Nash style from the Active series, featuring the Kryptek® Altitude™ camouflage pattern.

Wiley X EMEA Vice President and Outdoor Director, Thomas Wæver, was understandably delighted with the third award. He said: "On behalf of Wiley X I'm both thrilled and honoured that the WX Compass Kryptek® won this prestigious award at the EFTTEX show in Belgium. The category was contested by some of the best sunglasses brands in the world, so winning the Best New Product award for the third straight year is strong proof that 'Polarized Perfection' isn't just a tagline. It is a mantra that we believe in, strive for, and deliver every single day..

"Already, we are looking forward to returning to EFTTEX in 2020 in Prague, Czech Republic. We will do our best to deliver yet another ground-breaking product in hopes to continue what we have started. Winning three times in a row is a statement from the trade that it believes in our product as well as our company DNA. Knowing what we have in the pipeline of ground-breaking technology for 2020 and beyond, I feel comfortable that we stand a fair chance next year as well. I would like to thank everyone who voted for Wiley X – thank you for your trust in us and I promise we will not let you down in 2020."

This new-look WX Compass Kryptek® Neptune™ is available with an amber lens under an emerald green multi-coat mirror surface that's designed to amplify color contrast and deliver high visual definition, helping you catch more fish. The sunglass lenses have 14-16% light transmission that provides maximum glare reduction without distorting colours which significantly reduces eye fatigue. This model also features Wiley X's advanced Filter 8 polarization, for superior glare-cutting performance that helps anglers 'read' the water. The WX Compass also embodies a rugged, yet lightweight Kryptek® Neptune™ camouflage frame that wraps around the face for excellent coverage and optimal field of view, further enhancing its optical prowess. It is designed to look like a half frame but is, in fact, a full frame enjoying the benefit of the Wiley X Gasket System.





The Wiley X name is known around the world for Absolute Premium Protection, so the WX Compass is more than a match for any fishing or outdoor challenge. Wiley X's shatterproof Selenite™ polycarbonate lenses provide 100 percent protection against harmful UVA/UVB rays and offer distortion-free clarity. These glasses meet stringent ANSI Z87.1 High Velocity and High Mass Impact safety standards for OSHA-grade protection, as well as ANSI rated optical quality, providing state-of-the-art eye protection for anglers and other outdoor adventurers. Like all Wiley X styles, they are EN.166 certified. Fishermen around the world – from elite professional anglers to the every-day angler – have learned to love Wiley X sunglasses for more than 30 years. The unique features and technical advantages they bring, combined with sleek stylings like that of this new model, are a winning combination. Together with their very talented anglers, Wiley X will continue to innovate on the forefront of fashion and function to develop cutting edge products in the future.

Wiley X is the only premium sunglass brand with this level of protection in every adult style it makes, a key reason why the company has been a leading provider of protective eyewear to the U.S. military, law enforcement and other tactical users around the world for over 30 years.

About Wiley X:

Wiley X is one of the leading manufacturers of protective eyewear in the world and the only premium sunglass brand whose entire sunwear line is ANSI Z87.1 rated and EN.166 certified.

Wiley X provides protective eyewear to military units and law enforcement personnel all around the world including the US Navy, US Army and D.E.A., as well as many European forces.

All adult sunwear models are certified as protective eyewear – and ALL meet or exceed standards not normally used in the fishing industry. Some of the models even meet or exceed the US Military's ballistic tests for impact – the most stringent in the world. This is extremely important as fishermen have lures, flies, spoons and hooks flying in the air at all times, causing facial and eye accidents every day worldwide.

To help prescription lens users Wiley X has carefully chosen one of the leading lens manufacturers to provide high quality prescription lenses, which fully comply with European safety standards.

To learn more about Wiley X's complete line of sunglasses delivering Absolute Premium Protection across the EMEA region — visit <http://www.wileyx.eu/>. Or contact Wiley X EMEA LLC at Søndergade 8-10, 7570 Vemb, Denmark. Telephone: +45 96 93 00 45. NCAGE: R5814. DUNS: 311242221.

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