



## Wiley X EMEA LLC reveals 2018 hunting and shooting catalog

### World-leading premium eyewear brand Wiley X is ready to turn a new page after 12 months of hugely successful international expansion

Global leader in protective eyewear Wiley X has revealed one of its most comprehensive collections of protective hunting and shooting eyewear ever, in the form of its 2018 catalog – spanning an impressive 46 pages and covering more than 40 lens/frame options.



The Wiley X premium protective eyewear range is built on using the world's most durable and light-weight materials, including shatterproof Selenite™ polycarbonate lenses with scratch resistant T-Shell™ hardcoat and virtually indestructible Triloid™ nylon frames. Every model but one in this new catalogue meets or exceeds the world's hardest eyewear test – the military ballistic test.

Because of these technological advantages and some sleekly styled models, hunters and shooters around the world have learned to love Wiley X eyewear over the last three decades – including the elite professional shooter as well as the everyday hunter. Sportsmen get a host of unique features from Wiley X and unrivalled Absolute. Premium. Protection.

#### Highlights of the 2018 Wiley X hunting and shooting catalogue including:

- All there is to know about eyewear tests and lens markings
- How Wiley X is one step ahead of the competition
- A wide range of camo patterns
- Details on prescription inserts
- How to cure your cross-eye domination with Wiley X
- Wiley X 30<sup>th</sup> anniversary apparel including premium jackets, hoodies and t-shirts

Wiley X enters 2018 riding a wave of success, celebration and expansion from the previous 12 months. The year 2017 was the company's 30<sup>th</sup> anniversary and saw many key milestones including a first-ever Best New Product Showcase award win at the European fishing trade show EFTTEX and the agreement of several major distribution deals in countries such as Spain, United Kingdom and Serbia and Moldova, to name just a few.

Wiley X EMEA Vice President & Outdoor Director, Thomas Wæver, explains: "Here at Wiley X, we are very proud of the achievements of 2017 for our company, but these did not happen by accident. They happened because of the market-leading quality of our protective eyewear, hard work by our team of global distributors and an effective marketing campaign. However, we are always looking forward, which is why we continue to grow and why we cannot wait for 2018 and beyond.

"The 2018 catalogue is our best collection of hunting and shooting eyewear presenting 46 pages of new innovative products, lens guides, icon description and a personal experience from a lifelong hunter who suffers from cross-eye domination.

"Wiley X aims to continue to innovate on the forefront of fashion and function in years to come."





## About Wiley X:

Wiley X is a world leading manufacturer of protective eyewear aimed for Hunters and Shooters, and is the only premium eyewear brand whose entire hunting and shooting line is ANSI Z87.1-2010 rated and EN.166 certified. When it comes to hunting and shooting no amount of protection is too much. As an ISO 9001:2010 business Wiley X meet a higher standard than any other manufacturer in the business.

Wiley X hunting and shooting eyewear models meet or exceed the hardest military test in the World (MIL-PRF-32432) V0 Ballistic Impact Standards for spectacles. The ballistic standard requires a spectacle to withstand the impact of a .15 caliber (3,8mm) fragment fired at 702 km/h at only 60 cm distance (except of acreb07).

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

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

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### **View the digital version of the catalogue here:**

[http://issuu.com/wileyx-emea/docs/hunting\\_shooting\\_catalog\\_2018\\_issuu?e=27636591/57276875](http://issuu.com/wileyx-emea/docs/hunting_shooting_catalog_2018_issuu?e=27636591/57276875)

