



Wiley X reveals 2018 Fishing Catalogue

Leading premium eyewear brand is ready to turn a new page after hugely successful year of international expansion

Global leader in protective eyewear Wiley X has revealed one of its most comprehensive collections of protective, polarized fishing eyewear ever, in the form of its new 2018 catalogue.



The catalogue comprises an impressive 52 pages and 21 different models of sunglasses – all of which offer unrivalled polarization to help anglers see more and feature ANSI Z87.1-2010 & EN.166 safety and optical standards. There is also a huge range of lens and frame colour options to choose from, with additional unique features available such as Wiley X's Facial Cavity™ Seal.

In short, the catalogue – which will be available in both print and digital versions – offers something for every fisherman. Whether you are a professional angler who fishes on a daily basis, or an average fisherman who only makes it out every so often – Wiley X has become a name that anglers around the world trust to protect their eyes from flying lures and flies as well as providing an optical advantage.

Highlights of the 2018 Wiley X Fishing Catalogue include:

- EFTTEX 2017 show Best New Eyewear winner the WX Boss
- Kryptek® and Realtree Xtra® Camo pattern frames
- New performance models including WX Titan, WX Wave, WX Omega, WX Kobe, WX Nash and WX Ace
- New aviator-style models including WX Klein and WX Hayden
- Wiley X 30th 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 30th anniversary and brought about many key milestones including a first-ever Best New Product Showcase award win at European fishing trade show EFTTEX, key new product introductions and the agreement of several major distribution deals in countries such as Hungary, France and the Baltic countries, to name a few.

Wiley X EMEA Vice President & Outdoor Director, Thomas Wæver, states: "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 polarized protective eyewear for fishing – presenting 52 pages of new innovative products, lens guides, icon description and a personal experience from a lifelong fly fisher who owes his right eye to a Wiley X product – and he was not even fishing when the accident happened.

"The unique features and technical advantages the eyewear bring, combined with sleek stylings are a winning combination. Wiley X will continue to innovate on the forefront of fashion and function in years to come."





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 Z87.1-2010 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 EMEA forces.

All eyewear 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 SHAMIR, one of the leading lens manufacturers to provide high quality prescription lenses, which fully comply with European safety standards.

To learn more about the complete line of sunglasses delivering Absolute.Premium.Protection. across the EMEA region — please visit <http://www.wileyx.eu/>.

Alternatively 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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View the digital version of the catalogue here:

http://issuu.com/wileyx-emea/docs/fishing_catalog_2018_issuu?e=27636591/56382493

