



It's Back to Back Wins for Wiley X



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 second year running

Innovative eyewear brand Wiley X made it two out of two in the Best New Product Awards at European fishing tackle trade show EFTTEX, when it picked up Best New Eyewear prize at the 2018 edition in Amsterdam, the Netherlands. It was only the second time in the company's history that it has entered the awards, and its brand-new Active style WX Nash polarized sunglasses, featuring the new Kryptek® Altitude™ camouflage came out on top. Wiley X beat off competition from sunglasses and eyewear brands around the world to win the award, as voted for by a panel of highly knowledgeable judges at the show. Last year Wiley X won the same award with the very popular WX Boss Climate Control sunglass, featuring new Kryptek® Highlander® camouflage.

Wiley X EMEA Vice President and Outdoor Director, Thomas Wæver, was understandably delighted with the second award. He said: "On behalf of Wiley X I'm both thrilled and honoured that the WX Nash style in Kryptek® won this prestigious category at the EFTTEX show in Holland. The category was contested by some of the best sunglasses brands in the world, so winning the Best New Product award for the second straight year is strong proof that 'Absolute. Premium. Protection.' 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 2019 in Brussels, Belgium. We will do our utmost to deliver yet another ground-breaking product, hoping to win for a third time. Winning twice 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 for 2019 and beyond, I feel comfortable that we stand a fair chance. 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 2019."

This new-look WX Nash is available with a platinum flash mirror and smoke green lenses, which brings the eyewear alive and highlights the weed bed underneath you in the water, helping you catch more fish. The sunglasses 13% light transmission delivers maximum glare reduction without distorting colours, significantly reducing 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 Nash also embodies a rugged, yet lightweight Kryptek® Altitude™ camouflage frame that wraps around the face for excellent coverage and optimal field of view, further enhancing its optical prowess.



The Wiley X name is known around the world for Absolute Premium Protection, so the WX Nash is more than a match for any fishing or outdoor challenge. Wiley X's shatterproof Selenite™ Polycarbonate lenses provide 100 per cent 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 clarity, 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.

Like almost all Wiley X sunglass styles, the new WX Nash style is prescription ready. This level of visual performance combined with the most advanced eye protection available makes the WX Nash a perfect solution for active anglers who need prescription lenses.

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 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.

Wiley X EMEA LLC contact person for this press release:

Mr. Thomas Wæver • E-mail: tw@wileyx.eu • Phone: +45 22 17 49 50

