

Extreme protection in the land of ice and fire

Iceland is one of the most incredible yet most extreme fishing locations there is. So it's a good job that protective eyewear brand Wiley X has just set up distribution there with one of its most reputable companies.

Besides breathtaking scenery and an extremely remote location, Iceland is also famous in the world of fishing. The far northern European country is home to some of the best salmon fishing the world has to offer. The volcanic mountains, arctic air and crystal-clear rivers and streams are the perfect breeding ground for monster Atlantic salmon in huge numbers.

A fishing paradise it may be, but it is also an extreme environment. Because of that, it is imperative that anglers have the right tools to perform their mission effectively and safely. And that's where the familiar name of Wiley X comes in.

The protective eyewear brand has just signed a deal with Bergis ehf to become its exclusive distributor on Iceland. Bergis ehf is run by experienced and well-known



Wiley X's Thomas Wæver (left) and Bergis ehf's Henrik Kassow Andersen.

industry stalwart Henrik Kassow Andersen, who knows exactly how and why Wiley X is the perfect fit for his company.

"Because I've used Wiley X's fantastic glasses for years and have witnessed first-hand what great eyewear it really is, I'm

proud to be distributing it on Iceland. I can hardly wait for my team to show Wiley X to all hunting, outdoor and fishing shops here. The brand will be a perfect match for all people in the great outdoors on Iceland and provide them with some great advantages."

Henrik not only runs a fishing and hunting equipment supply business in Iceland but also runs a fishing and hunting tour company, allowing people to fish the amazing salmon stretches and take advantage of incredible goose hunting.

Thomas Wæver, Wiley X EMEA vice-president and outdoor director, confirms that he is certain this deal will be perfect.

"Because I'm an active hunter and angler myself, Iceland has always had a special place in my heart. This country will allow you to come as close to the 'real deal' as



A PERSONAL EXPERIENCE

All Wiley X sunglasses models are certified as protective eyewear – and meet or exceed standards not normally used in the fishing industry. This is extremely important because fishermen have lures, flies, spoons and hooks flying in the air at all times, causing facial and eye accidents every day worldwide. Henrik himself knows this only too well because he has a pair of Wiley X glasses to thank for saving him from a potentially horrible accident.

Henrik explained: "I arrived at a local forest with the large wood chipper that I just hired, and I realised that I'd forgotten my safety glasses. This fierce machine displays multiple large warnings underlining the importance of wearing eye and ear protection when using. Searching both my car and summer cottage for safety glasses, I suddenly smiled when my old Wiley X model P-17 came to the surface.

"Halfway through my pile of wood I was challenged with a 3m-long elm hardwood log. I slid it into the machine with the engine running and all was good. I let go of the log with two metres left (which was a bad mistake) turning to pick up a new log.

"The next thing I remember was my glasses being slammed into my head with the glass in full contact with my eyeball, and a gigantic punch to my head. I realised that my Wiley X P-17 did not survive the blow from the log, but I endured this accident with only a big black eye, dents, bruises and a broken nose. I feel so lucky that my eyesight was spared, thanks to my Wiley X eyewear – because just thinking how lesser-quality safety glasses would have injured my face and eyes gives me goose bumps.

"At the hospital the doctor that inspected my wounds stated that the eyewear I was wearing saved my right eye."



The new WX Enzo.

Wiley X is a perfect match for people in the great outdoors of Iceland.



possible. I've known Henrik for more than 20 years and have always enjoyed his company.

"Being able to work closely with Henrik and his team on Iceland is yet another great opportunity to push our unique brand even further.

"Our representation now stretches from Iceland in the north to the southern part of Africa in the south. I know that we will enjoy great success with the team on Iceland because Henrik has been an active user of Wiley X for many years. In fact – the Wiley X eyewear once saved Henrik's vision in one of his eyes."

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Iceland offers fantastic fishing in extreme environments.