

Wiley X: join our winning team at EFTTEX

The eyewear of choice for the Bassmaster champion could be part of your portfolio if you can prove your long-term commitment.

Eyewear manufacturer **Wiley X** will be attending two of the world's major fishing trade shows in 2016 as it continues to build on a growing reputation across the globe.

The US-based company will again be at EFTTEX as well as the biggest fishing industry event on the planet, ICAST, emphasising at both the unique features of its sunglasses which it says other manufacturers cannot match.

The brand is basking in the success of one of its long-time pro-staffers in the richest and most high profile fishing tournament in the world – the Bassmaster Classic – where its eyewear proved to be the choice of a champion.

Edwin Evers is unequivocal about the part his Wiley X sunglasses played in his sensational triumph in March. "They were a huge part of the win," he said afterwards. "The key was spotting logs that were holding fish, and the distance I was seeing them from was crucial in getting them to bite. They were very spooky, so keeping as far away from them as possible was vital."

Using his favourite pair of polarized WX Gravity sunglasses, he was able to spot and catch his final limit which averaged nearly 61lbs, underlining the ability of the eyewear to 'read the water' in a wide range of conditions.

Ray Hill, US Director of Corporate Accounts/ Outdoor Sales, says: "There isn't an angler out there who is more deserving of this victory. Edwin is a constant professional, a class act and an ambassador for the sport.

"Edwin's been with Wiley X for years now and truly understands the importance of using high quality, ANSI safety rated/EN certified, polarised eyewear as a key tool to land more fish and continue his success on the water."

Right: Wiley X's high-tech eyewear helped Edwin Evers (below) secure his big win.



The reason for this exceptional vision is the wraparound Facial Cavity Seal™ System which blocks out all light, improving the performance of the polarised filter to more than 99%. Added to this is unparalleled protection against flying dangers. Every pair of Wiley X eyewear is built to the strictest safety standards, making them the eyewear of choice for armies and police forces across the globe.

But the beauty of this groundbreaking Wiley X technology is the fact that it is not reserved for the few. Thomas Wæver, European Vice President & Director Outdoor Department, says: "It is available to everyone, not just bass fishing champions."

Wiley X has made great strides in Europe since its 2012 debut in Paris. Wæver told *Angling International*: "It was a real eye-opener because no one had hardly heard of Wiley X polarised eyewear in Europe at the time."

However regular appearances at the show have changed that and Wiley X now works with over 30 international distributors across Europe. "We have

high hopes for EFTTEX 2016 because of the long way the brand has come since Paris. We are now accepted as a benchmark among the major players in the sector," added Wæver.

Wæver has also announced that Wiley X will be looking to add to its distribution network across Europe at EFTTEX. He said: "We are always aiming to partner with companies in countries where we do not have representation.

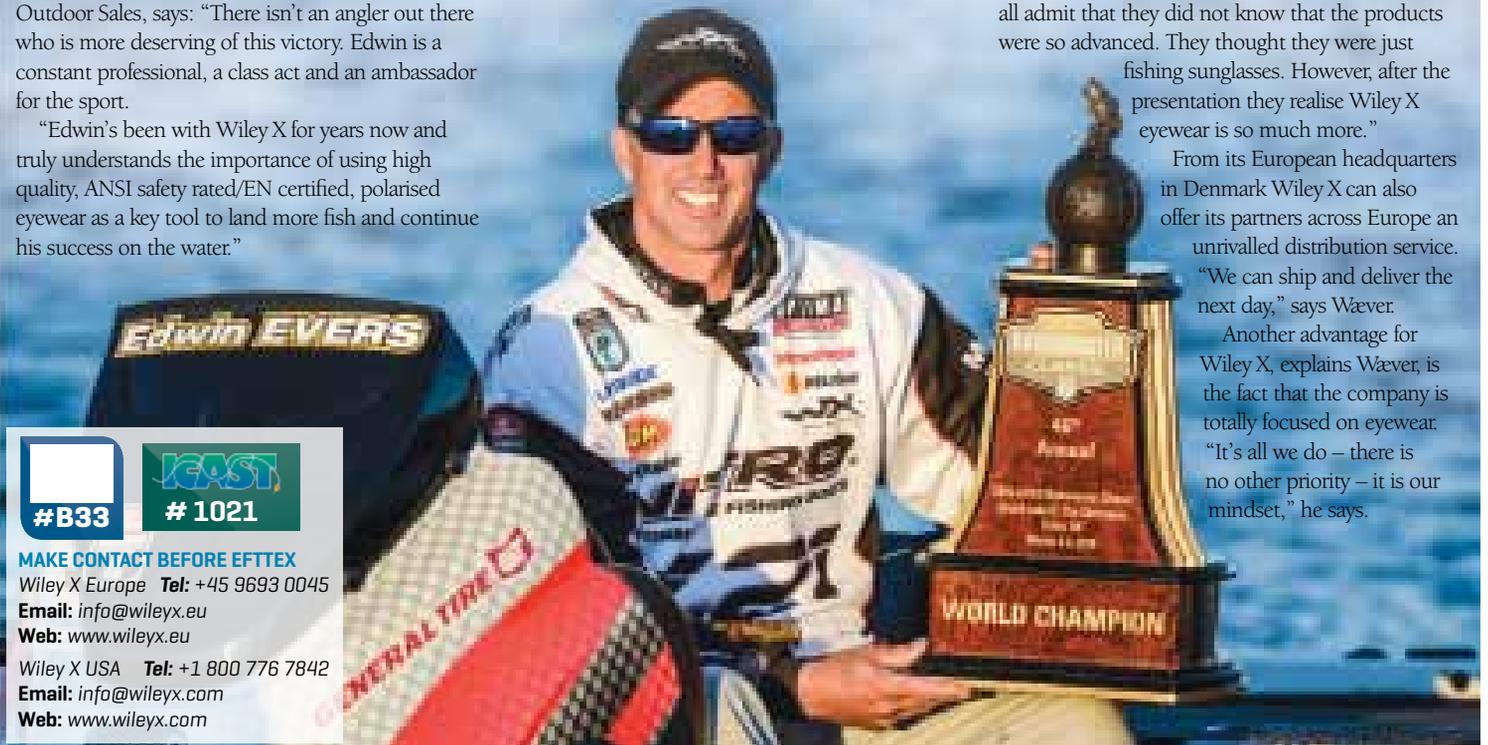
"However, we are extremely selective. We are not necessarily looking for the biggest distributor in a region, but one who understands the technical advantages behind the eyewear and is committed to the brand. We are seeking long-term partners, not short-term sales. We like to make them feel part of the family."

Once a distribution deal has been arranged with a new partner in Europe, Wæver flies down to meet the staff and explain the Wiley X culture and the technical advantages of its eyewear.

"The reaction is always the same," he says. "They all admit that they did not know that the products were so advanced. They thought they were just fishing sunglasses. However, after the presentation they realise Wiley X eyewear is so much more."

From its European headquarters in Denmark Wiley X can also offer its partners across Europe an unrivalled distribution service. "We can ship and deliver the next day," says Wæver.

Another advantage for Wiley X, explains Wæver, is the fact that the company is totally focused on eyewear. "It's all we do – there is no other priority – it is our mindset," he says.



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