

Wiley X looks to Poland

Protective-eyewear manufacturer Wiley X is continuing its rapid growth in Europe by appointing Hubertech as its exclusive distributor for the hunting and shooting markets in Poland.

Hubertech is one of Poland's leading distributors in the hunting and shooting industry and its addition to Wiley X Europe's fast-growing distribution network signals a key milestone for the brand.

Wiley X Europe vice-president and outdoor director Thomas Wæver explained: "Poland is one of the biggest hunting countries in Europe and has been for many years.

"For us to sign with Hubertech



is a major step for the strategic growth plan of Wiley X to be represented on the hunting/shooting market in all countries throughout Europe.

"Wiley X has been supplying to selected dealers in Poland so our business will only be as good as our presence in the market. Having Hubertech and its team of dedicated sales reps taking over

will ensure we are well represented throughout the entire hunting and shooting market in Poland.

"Through this partnership we will be able to offer all the hunters and shooters the very best of protective shooting eyewear available on the market today."

Meanwhile Hubertech's vice-president, Michał Bogdański,

added: "We have wanted to sign with Wiley X for some time because we have witnessed a greater and greater demand for high-quality eyewear at a reasonable price. Wiley X offers just that and with the European warehouse and office in Denmark, we will be able to introduce its unique products to the market in a matter of days."

All Wiley X hunting and shooting models offer changeable lenses in various colours with 100 per cent UV protection, the option for RX-ready prescription lenses, virtually unbreakable Triloid Nylon frames and shatterproof polycarbonate lenses that offer the user absolute premium protection.