

# PRESS RELEASE

Wiley X Europe LLC  
Søndergade 8-10, 7570 Vemb Denmark  
www.wileyx.eu



## NEW POLARIZED WX TIDE SUNGLASSES FROM WILEY X® EUROPE LLC. MADE FOR FRESH AND SALTWATER FISHING ACTION

**New Climate Control™ Models Combine Stylish Good Looks, State-of-the-Art Protection and Superior Vision on the Water**

Whether they're competing in freshwater predator tournaments, casting to a rising rainbow, prowling the flats or hunting big game offshore, the best anglers know the importance of being able to "read the water."

Eyewear innovator Wiley X® has introduced two new-for-2015 models engineered to give anglers an advantage over any species they hunt, as well as other fishermen. The new WX Tide is available in two frame/lens combinations perfect for a variety of fishing styles and marine environments. And as members of Wiley X's popular Climate Control™ Series, both these new models deliver a level of comfort and protection ideal for all day wear on the water.



New WX Tide Model #CCTID04 pairs a unique Matte Hickory Brown frame with Polarized Venice Gold Mirror lenses, for a distinctive look anglers will want to wear everywhere. With their Amber tint, Gold Mirror coating and Wiley X's advanced 8-layer polarization, these lenses provide the glare-cutting performance needed to detect changes in the bottom, spot cruising fish or pick up the subtle glimmer of bait under the water's surface. In addition, the Amber lenses help enhance contrast in the cloudy, grey or hazy light conditions often encountered on the water.



WX Tide Model #CCTID09 matches Wiley X's Gloss Black frame with Polarized Blue Mirror lenses. These lenses feature Wiley X's advanced polarization along with a versatile Green tint to deliver sharp vision and glare-cutting performance in a wide range of environments. With Wiley X's Blue Mirror reflective surface, these lenses excel when fishing offshore and when working in bright conditions. Wiley X polarized lenses are engineered to help anglers spot redfish prowling the flats, mahi-mahi cruising a weed line or stripers working a school of bait, giving them a distinct advantage on the water.

There are plenty of polarized fishing glasses on the market, but none with Wiley X's reputation for vision protection. All adult Wiley X eyewear styles meet stringent EN.166 as well as ANSI-Z87.1 2010 High Velocity and High Mass Impact Safety standards. While wearing these new WX Tide shades, anglers can fish with confidence knowing their eyes are protected whether blasting across the lake at 96 km/h or dodging a heavy lure flying back at the boat.

Like all Climate Control styles, the new WX Tide features Wiley X's patented, removable soft-foam Facial Cavity™ Seal to block out wind, dust and peripheral reflected light while enhancing polarization. This design creates a comfortable, distraction-free environment for anglers' eyes, so they can focus on the job of finding and catching fish. Both of these new styles are also Rx-Ready, easily outfitted with prescription lenses.

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Using prescription lenses specifically developed for wraparound frames for fashion, sport and outdoor activities from one of Europe's well known lens manufacturers, Wiley X maintains the eyes protection and the effectively expanded vision zones and enhanced peripheral vision while offering an effective sunglass performance and protection.

This makes the new WX Tide a perfect, no-compromise solution for serious fishermen who need corrective lenses.

## ABOUT WILEY X

Wiley X<sup>®</sup> Europe LLC is located in Vemb, Denmark, and is one of the leading manufacturers of protective eyewear in the world and the only manufacturer, who certifies all models as protective eyewear.

Wiley X<sup>®</sup> provides protective eyewear to military units and law enforcement personnel all around the world. Besides protective eyewear for governmental use, Wiley X<sup>®</sup> is known for producing High- End Eyewear, available with and without prescription lenses, for any activity or sports in the great Outdoors.

Wiley X<sup>®</sup> is also the proud eyewear license holder and producer of many recognized brands globally, such as DVX<sup>®</sup>, Harley-Davidson<sup>®</sup>, John Deere<sup>®</sup>, 5.11 Tactical<sup>®</sup> and Remington<sup>®</sup> as the latest addition to the portfolio.

To learn more about Wiley X Europe and the company's entire line of advanced eyewear for work and play – please contact Wiley X Europe LLC at telephone: (+45) 96 93 00 45 or visit us online at [www.wileyx.eu](http://www.wileyx.eu)



**Wiley X Europe LLC contact person for this press release:**

Mr. Thomas Wæver • E-mail; [tw@wileyx.eu](mailto:tw@wileyx.eu) • Phone: +45 22 17 49 50