

THE WORLD OF

WILEY X

CUTTING EDGE TECHNOLOGY: FROM THE MEN IN THE KNOW



Military coup: Wiley X .. built for battle

Military heritage and protection is the backbone of Wiley X. Built to withstand direct ballistic impact, Wiley X eyewear offers unmatched safety in the field, but with no compromise on style.

In fishing sunglasses you need three key elements: polarization, optical clarity and protection. In the case of many eyewear brands, sometimes only one of these boxes are ticked. However, that's not the case with Wiley X. With a huge focus on all three of those characteristics and many more benefits, the brand is making a real name for itself in fishing eyewear- and 2015 shows no sign of this stopping.

With a staggering 17 new polarizing models set to be launched in 2015 - bringing the total selection up to an impressive 39 different models - it's safe to say that Wiley X is an eyewear brand that's going places. But we can assure you that there's far more to Wiley X than first meets the eye.

Thomas Wæver explains: "Wiley X is the only premium brand in the world which certifies all products as protective eyewear. All 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 because fishermen have lures, flies, spoons and hooks flying in the air all the time, causing facial and eye accidents every day worldwide."

Wiley X also holds the patent for the removable Gasket System (Facial Cavity Seal™) featured in the Climate Control models. The inner section on the glasses forms a seal around the user's eyes, protecting them from pollen, dirt, dust and wind. It is also easily removable - allowing you to use the glasses both with and without the foam.



WPC speaks to Thomas Wæver, the European Vice President and Outdoor Director of Wiley X Europe, learning more about what sets Wiley X eyewear apart from other premium eyewear

The system is used and loved by anglers across the world, including Martin Forbak, 2014 Individual World Spin Fishing Champion. Martin explains:

"When using the Wiley X glasses with the gasket system your view is clear and direct, focusing your vision without any disturbing side effects. Therefore, you can pay attention to what you really need to see. Another great advantage is their use in cold weather, where the gasket system will not allow the cold into your eyes. I love using this system when boat fishing because the gasket system blocks out any headwind blowing into your eyes during fast-moving situations, which is uncomfortable."

Thomas adds: "Wiley X offers the best polarizing filter on the market - Filter 8™. This polarized film layer creates 100 per cent polarization, 100 per cent UV protection and is protected differently from other polarized films as it is layered between two layers of Selenite™ polycarbonate to extend the overall life and performance of the lens."

Using the Wiley X premium eyewear throughout this season has really given us an extra dimension in our competition fishing

Superior protection does not come at the cost of style, comfort and performance. Wiley X sunglasses provide all wearers with innovative features and unique frame/lens combinations that deliver superior vision in real-world conditions. Wiley X glasses offer a level of clarity that matches and often surpasses that of other eyewear brands in the fishing market. This is because they pay particular attention to ensuring a clear field of vision across the entire lens and not just a central area. Prescription lenses are also available and utilise advanced RX lens technology and superior lens-coating options.

Wiley X eyewear is the choice of champions as demonstrated by Jeremy Staverman and Luc Coppens - the 2014

World Predator Classic winners. They say:

"Using the Wiley X premium eyewear throughout this season has really given us an extra dimension in our competition fishing.

"We are very pleased with the quality of this high-end eyewear. When you wear Wiley X in dull light conditions it reduces the glare on bright surfaces while enhancing the dark parts - they are simply incredible. Wearing Wiley X polarized eyewear has improved our fishing results. Fish following the lure, but not striking it are now easily spotted. We then know we're in the right spot and can try a different approach. With our former standard polarized eyewear we would have left the spot thinking the fish weren't there.

"The high quality polarizer gives us maximum - in depth - water view and the

protective glass makes us feel secure while casting (lead) jigheads. Too often the lead shoots out of the water after pulling out from a snag. Now we know we are safe."

Should you need fishing eyewear with prescription lenses, look no further. Wiley X offers a state-of-the-art prescription lens programme - for both single as well as progressive lenses, allowing you to leave the old cocoons at home.

Thomas concludes: "Anglers across the globe are paying much more attention to optimizing their gear than they did a few years back - and eyewear is a key feature. When fishing you want to get the maximum out of your time spent at and on the water - Wiley X polarizing eyewear is designed and produced to provide you with just that.

"Tight lines to all participating in the World Predator Classic and may the best team win."

Proud to be seen: WPC 2104

Champions Luc Coppens and Jeremy Staverman; delighted with the safety and the performance of their Wiley X eyewear.

