

PRESS RELEASE

Wiley X Europe LLC
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Wiley X Europe partners global giant Pure Fishing in Denmark

Leading sunglasses and protective eyewear brand Wiley X has added yet another strong partner to its growing network of distributors – this time, the Danish arm of global tackle giant Pure Fishing.

Pure Fishing Denmark will be exclusively handling the distribution and sales of Wiley X's range of protective polarized eyewear alongside its portfolio of internationally recognized fishing brands.

Christen Stenild, sales director for Pure Fishing Denmark, is delighted to add Wiley X to his company's stable. He says:

"Pure Fishing holds some of the strongest brands within the fishing market worldwide. By signing up with Wiley X we will not only be signing with one of the strongest brands in the business, but also with a brand that, as I see it, has the strongest growth potential of all premium eyewear brands and this will complement our other brands and products perfectly. I have been using polarized eyewear for years and years, but when comparing Wiley X to all other polarized eyewear I have used, I must say it is really second to none. Especially the passive protection all the Wiley X eyewear offers across its different lines, the unique gasket system, the possibility to get it with prescription and the fact that I have never had any other eyewear that will withstand the hard treatment Wiley X can withstand. We, at Pure Fishing look forward to be working with a professional partner, an exciting brand – but mostly we look forward to be showing and presenting the Wiley X brand to all the fishing shops and fishermen in Denmark as the products speak for itself when you try them out."

This deal takes the number of international distributors working with Wiley X over 30, with much more on the cards according to the company's European Vice President and Outdoor Director Thomas Wæver.

"When appointing a distributor to what we at Wiley X Europe consider our home market (Denmark), we will always be able to follow it more intense than the rest of our distributors," he explains.

"In this case, we were approached by Pure Fishing only a few months ago, as Christen and his team presented a well prepared business plan to us. Going forward I look forward to be working with Pure Fishing lead by Christen, as they are as professional as they come. Their market relations and their know-how is simply impressive and will be of great value to Wiley X in the future. I warmly welcome Pure Fishing to the Wiley X family and I look forward to learn a lot from them allowing us to build Wiley X in the Danish fishing market as well."



Picture showing from left to right: Wiley X Outdoor Director Thomas Wæver and Sales Director Pure Fishing, Denmark Christen Stenild.

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ABOUT WILEY X

Wiley X is one of the leading manufacturers of protective eyewear in the world and the only premium sunglass brand whose entire sunwear line is ANSI Z87.1-2010 and EN.166 rated.

Wiley X provides protective eyewear to military units and law enforcement personnel all around the world including the US Navy, US Army and D.E.A., as well as many European forces.

All sunwear 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 as fishermen have lures, flies, spoons and hooks flying in the air at all times, causing facial and eye accidents every day worldwide.

To help prescription lens users Wiley X has carefully chosen one of the leading lens manufacturers to provide high quality prescription lenses, which fully comply with European safety standards.



Editor's Note:

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