



European revolution continues for Wiley X

Wiley X is best known for the protective characteristics of its sunglasses, and while these are important the brand also offers incredible optical and polarising technology in its lenses. **TTW** examines the Wiley X difference.

Thomas Wæver, the European vice-president and outdoor director of Wiley X Europe, has a lot to smile about. The last five years have been nothing short of an exponential success for him and the company. He sits relaxed and determined in the recently extended and redeveloped Wiley X Europe headquarters in Denmark as he talks to *Tackle Trade World*. "The way we feel at Wiley X Europe right now is nothing short

of fantastic," he explains. "This newly redeveloped headquarters is not only the icing on the cake of the many months of hard work and successes we have enjoyed in the past, but also the basis for us to push on to the next level and continue growing our brand." The headquarters, based in Vemb in western Denmark, finished a significant renovation project this summer, which significantly increased its size and

efficiency. Office space increased from 120 to 500 square metres, while warehouse space more than doubled, growing from 375 to 775 square metres. "We now also have better internal organisation," says Thomas. "We have 10 new working stations for staff, which are split into five divisions – outdoor, tactical, X-Lab, licence/motorsports and commercial. This

WILEY X EUROPE IN NUMBERS

400%	Increase in office space due to HQ renovation
50%	Increase in warehouse space
15	Staff
35	New distributors added in five years

WILEY X EUROPE TURNOVER

	Based on 2010 turnover	Based on previous year's turnover
2011	20%	20%
2012	78%	50%
2013	97%	10%
2014	155%	30%
2015	224%	27%

makes us far more efficient as a company. We will also benefit from several new showrooms, meeting rooms and recreational office space for staff to make the whole headquarters a fantastic place to do business."

This physical growth of Wiley X mirrors the growth the company has experienced in Europe in almost every other aspect. It expanded its product range to an impressive 39 polarising models across four series and is also growing the number of staff it employs to meet increasing demand.

"We expect to hire an additional 35 to 40 per cent more staff in 2015," Thomas explains. "Out of the 15 current employees, five were hired this year, which shows the growth curve we are currently experiencing."



In just over four years, 35 new distributors have been added to the Wiley X European portfolio.

One of the key reasons for all this growth is the huge amount of distributors that Wiley X Europe has signed up with in the past five years. As

an independent subsidiary company of USA-based Wiley X, Wiley X Europe has a unique position in the fishing and outdoor-eyewear markets. It can make key decisions, offer better service to European customers and hold its own good levels of stock. It also means that it is always on hand to work closely with its distributors, meaning Wiley X's brand message is very consistent and its reach is wide.

Thomas adds: "In the last four and a half years, 35 new distributors have been added to the Wiley X European portfolio and a further 10 distributor possibilities are being lined up to join WXE during the rest of 2015. It is a very exciting time for us in the fishing market and also the shooting and hunting industries."

Outside of fishing, Wiley X is tied in with several big names, making eyewear specifically for them. One example is Harley Davidson, for which it makes a unique range of high-quality eyewear. It also has exclusive contracts to make eyewear for shooting brands Blaser and Remington in Europe and delivers stock directly to Blaser HQ in Germany as part of this arrangement.

In the fishing market, though, the success story has been well documented. Wiley X



Thomas Wæver, the man behind the outdoor division.



Jan Mikkelsen, president and co-owner of Wiley X Europe.

is tied in with several significant deals, such as being a flagship sponsor of the World Predator and Carp Classic tournaments. It is also a regular presence at European fishing trade show EFTTEX and has an ever-increasing team of top-class anglers who are all loving what Wiley X offers. Its glasses are not only incredibly good in terms of optical quality and polarisation, thanks to its Filter 8 technology, but they also offer premium protection because all of the glasses are ANSI rated and EN.166 certified.

This growth in the European market is no accident. Thomas and **TTW** are sitting in a stunning, state-of-the-art headquarters in Denmark because of the months and years of hard work put in by the team and also Wiley X USA. This is an eyewear brand on a mission, with all the goods to back up its claims. ■

WILEY X USA ☎ +1 800 776 7842 🌐 www.wileyx.com

WILEY X EUROPE ☎ +45 96 93 00 45 🌐 www.wileyx.eu