



Why Wiley X? Here's why...

"What protective eyewear do I need?" should be one of the first questions asked by your customers when they're purchasing shooting equipment. Gun Trade World looks at some of Wiley X's marketing-leading examples that you should drive your customers towards.

The Wiley X Changeable Series is all about being able to react to whatever conditions are put in front of you, needing only one pair of versatile eyewear. The quick and easy to replace lenses come in a variety of colors to suit whatever conditions are thrown at you. As the only premium eyewear producer in the world Wiley X offer 100

per cent UVA/UVB protection and the shatterproof Selenite lenses meet MIL-PRF-32432(GL) ballistic standard in every single style offered for the hunting and shooting markets.

Below is a selection of different practical choices to meet the needs of your demanding customer.



COLOURS INCLUDE:

-  SMOKE
-  CLEAR
-  YELLOW
-  LIGHT RUST
-  VERMILLION

SABER ADVANCED

The Wiley X Saber Advanced model was the first model that was designed at the start of the company's storied history. Since then the Saber Advanced has undergone many updates and improvements over the years but it's still the benchmark eyewear for the shooting enthusiast. It's the company's bestseller and there are many reasons why. It's functionality is unparalleled – it comes in single and multiple interchangeable packages and the Wiley X Saber Advanced line of eyewear meets the strict protection requirements of the military, meaning it's more than capable of, and up to the standard of, protecting your customers' eyes during shooting and hunting activities. The lenses can be interchanged to suit the conditions and options included are Clear, Smoke, Light Rust, Yellow and Vermillion. Additionally, the lenses feature the Wiley X trademarked T-Shell anti-scratch hard coat, meaning they will stand the test of time and protect you from all the rigours associated with hunting.

The Saber Advanced can be fitted with prescription lenses using an insert (PTX). The technology invested into the Wiley X Saber Advanced lenses isn't where the innovation stops, however. A lot of attention to detail has been given to the glasses' temples, which boast fully adjustable telescoping temple arms, so the eyewear is able to fit a wide range of head sizes and, crucially, makes them night-vision-goggle compatible. The temples can also be fully removed and replaced with an adjustable elastic strap to completely secure it to your head while also improving the performance when combined with hearing protection. An Ultra Foam bar for comfort also comes standard on every lens within Wiley X's various packages and multi-lens kits. Another trademarked design is also featured on the eyewear's wire core adjustable nose bridge. Wiley X's Take Flight technology allows the eyewear to accommodate any size of face/nose bridge.



The PTX optical insert is mounted on the nosepiece of your Wiley X model.



An elastic strap provides a close and comfortable fit.



The PTX optical insert is mounted on the nosepiece of your Wiley X model.



WX ROGUE

The WX Rogue, another top seller, comes as part of Wiley X's Changeable Series and features a smart design, particularly around the temple pieces. A wire core nose bridge that can be adjusted based on the bridge of your nose is another welcome addition.

The WX Rogue includes the same market-leading lens technology as the Saber Advanced but the WX Rogue takes the lateral protection one step further. The sweeping lens curves around your eyes doing a great job of blocking out glare or potential harmful projectiles.

Another unique selling point is the foil anti-fog coating, giving you a clear, fog and distraction-free field of view at all times.

The temple tips have been double injected and the RX insert (PTX) can also be used on this model. Two packages are available for the WX Rogue – Smoke Grey/Clear and Smoke Grey/Clear/Light Rust lenses.

ROGUE COMM TEMPLE

The WX Rogue Comm Temple is a new 2017 style for the EMEA market and is very similar to the WX Rogue, differing only slightly, with a small number of important changes to its temple construction. The WX Rogue features 4mm-thick temples with a hole for a strap, while the WX Rogue Comm's are only 0.9mm thick without a hole. This makes the WX Rogue Comm lighter, decreases pressure of the temples against your head and enables you to have full use of hearing protection.

The WX Rogue Comm is developed to fit under-ear hearing protection systems. The thin temples allow the users to be on the shooting range using hearing protection for hours without leaving marks or causing headaches. The style can also be mounted with a PTX insert.

It's available in a three-lens set, both in black or tan frames.

NORMAL

THIN



WX VALOR

The WX Valor is a real standout product for Wiley X, not only because of the technical specifications packed into its construction but also because of its sleek, trim and stylish look. The WX Valor boasts many configurations and its two-piece lens construction means you can interchange lenses to your heart's content, safe in the knowledge that they'll be a combination perfectly suited to the shooting conditions you're presented with. If you suffer from 'cross-eye' the WX Valor can fix this by using two different coloured lenses – one colour for each eye.

Technically, the WX Valor combines all of the Wiley X features you come to expect from its high-performance eyewear – the lenses are interchangeable offering multiple tints, non-polarized and polarized options, multiple lens shooting kits, as well as the capability of being prescription ready in your favorite tint.

Double injected temples and an anti-fog lens coating further add to the WX Valor's overall 'you can take these anywhere' vibe.



For more information on the styles mentioned here, contact Wiley X using the below details. Also check out the Wiley X YouTube channel – Wiley X Eyewear – or any of its social media channels for demonstrations on just how effective the eyewear is at withstanding some serious punishment. **GTW**

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