



EYEWEAR

Wiley X EMEA returns with a brand promise plus the all-new WX Nash

Wiley X EMEA Vice President and Outdoor Director **Thomas Wæver** reveals the secrets behind the success of the brand and looks forward to defending its best new eyewear crown at this year's EFTTEX.

Can you describe the mission and vision of Wiley X globally and how the EMEA office culture supports that?

Wiley X strives constantly to be the most recognised, respected and demanded brand of rugged, protective eyewear in the world. Our mission is to develop and deliver the toughest, most innovative premium grade personal equipment.

Absolute. Premium. Protection. This is not just a tagline, but a mantra that we believe in, strive for and deliver. We like our customers to rest assured knowing that they are protected wearing Wiley X. This is reflected in all we do in all our products – it is our DNA.

What were the key achievements for Wiley X EMEA in 2017 and how are they impacting growth and planning for 2018?

Last year was another great one for Wiley X EMEA. For the seventh year in a row it grew as a company. In some of those years the company recorded sales increases of more than 50%. The Outdoor Division also created a milestone when it won the eyewear category in the Best New Product Awards at EFTTEX – the first occasion it had entered the competition.

What are the sales trends for Wiley X EMEA? And what are the hot segments?

During April 2018, Wiley X EMEA recorded its highest monthly turnover ever – almost 250% higher than the best month to date. It shows that Wiley X is the brand on the move and the name on everyone's lips. We keep appointing distributors throughout the territory and are proud of how many different companies want to represent us in their country.

What is on the radar for 2018?

We want to defend our title as the maker of the best new eyewear in Europe and we look forward to doing so at EFTTEX. We will go there as prepared as we can be and look forward to displaying all our eyewear on our booth.

As we look forward to EFTTEX, what do you see as the biggest reason for the success of Wiley X in the fishing sector?

Our product was rewarded at EFTTEX last year because it was recognised as the total package.

- We offer the patented Gasket System;
- Wiley X certifies all its eyewear styles for both ANSI Z87.1-2015 and EN.166;
- Almost all styles are offered as personalised prescription eyewear;
- All styles come with a lifetime warranty.

Wiley X also has a European office and warehouse. This is a tremendous asset because it means we are working when our distributors, dealers and agents need us. We can also ship out on the day the order is placed.

Why does Wiley X EMEA attend EFTTEX?

As a growing company we need to be there. EFTTEX may not be the most visited show in Europe, but being a trade-only event, it attracts a lot of quality people. It gives us a chance to meet and discuss plans with our distributors and recruit new ones. It also provides us with an opportunity to meet the press and discuss products and possible collaborations.

EFTTEX fact

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

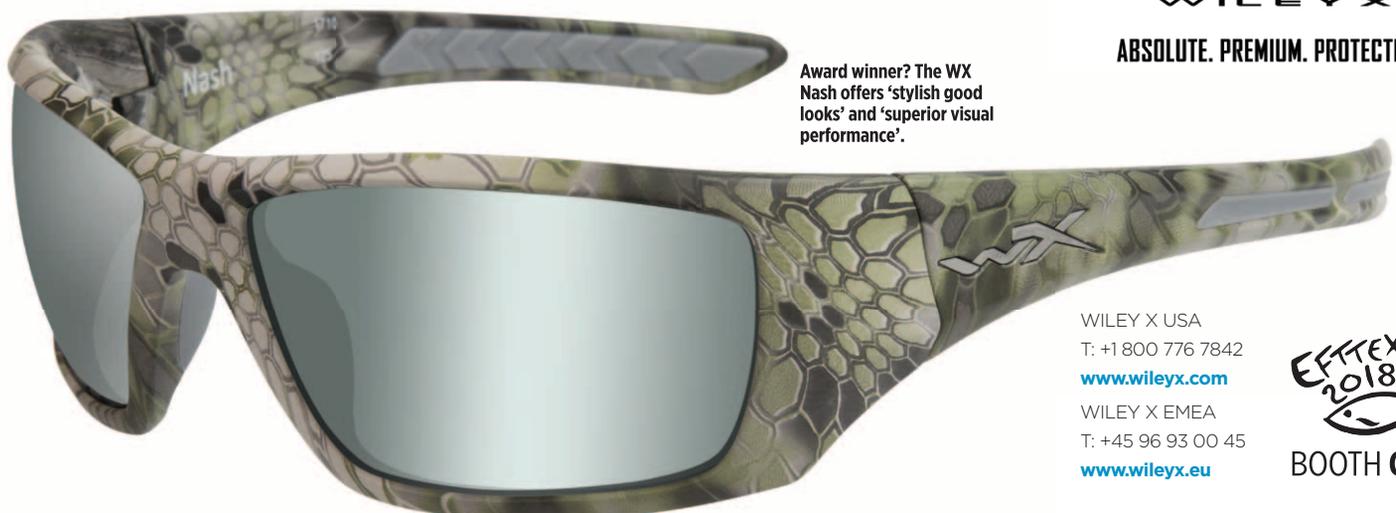
What should visitors to the Wiley X booth be checking out this year?

I look forward to showing off the entire line of polarised styles and discussing all the benefits a distributor will gain by partnering with Wiley X. The company will be entering the Best New Product Awards with its all-new WX Nash, wrapped in Kryptek® Altitude™ camouflage. It features a platinum flash, which brings the eyewear alive, and polarised green lenses that highlight the weed bed below you in the water.

With stylish good looks for any occasions, superior visual performance and state-of-the-art protection that is Wiley X's hallmark, the WX Nash shades are the perfect companion for men and women with a love of fishing and a taste of adventure.



ABSOLUTE. PREMIUM. PROTECTION.™



Award winner? The WX Nash offers 'stylish good looks' and 'superior visual performance'.

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