

WILEY X: MUCH MORE THAN JUST AWARD-WINNING EYEWEAR

Launching new products is key to every company's success, but top eyewear brand Wiley X does things a little differently. Instead of simply showcasing its 2020 product line up, it invited distributors and TTW to learn more about what makes Wiley X special.

When your products are as technical as Wiley X's eyewear, it's important that distributors have all the knowledge to communicate the benefits to both their retailers and end users. Unveiling the latest product line for 2020, Wiley X invited fishing tackle distributors from all over Europe to the EMEA headquarters in Vemb, Denmark.

Tackle Trade World was given exclusive 'behind-the-scenes access' to the two-day event, where distributors were not only introduced to the latest products but also experienced the social side and relationship benefits of being part of the Wiley X 'family'. Nowadays, it's rare to meet a company that shows the level of passion for its products and a willingness to be as open and

transparent about its technology, its service, and its team as Wiley X does.

It is especially crucial this year as Wiley X is launching a groundbreaking lens technology

We want to grow our unique brand together with our distributors and learn from them.

that it is convinced will be a game changer – not just for the company worldwide, but for distributors, retailers, and, of course, anglers. It realises success starts with educating

consumers about its new pioneering technology and the craftsmanship that goes into each piece of eyewear.

STRENGTH IN NUMBERS

Thomas Waever, vice-president and outdoor director of Wiley X EMEA, explained: "As a company, you are never stronger than the companies or people representing you and your products. It is vital for everyone in the Wiley X 'chain' to get the most out of our products and translate that into sales.

"To do just this, we work closely with our distributors and involve them in our product design. Once new products are developed, we provide them with all the important information because Wiley X is much more than just a pair of sunglasses. Winning best

Don't take our word for it

TTW was keen to find out from those attending the presentation whether they felt it was worthwhile and what it brought to their business...

"This is what a company meeting should look like! The Wiley X community is unique because, in addition to great business relationships, it also offers family background and true friendship. The management organised a very stimulating but also entertaining meeting. We discussed new products and plans for next year but we also caught crabs, ate in a great harbour restaurant, sailed a motorboat and felt like family

together. People at Wiley X have a great ability to present and do business while providing an unforgettable experience. I really appreciate being a part of this community and partner of Wiley X."

Martin Novák, sales manager Moris Design, tackle distributor in the Czech Republic and Slovakia

"During the meeting, we were able to meet colleagues/distributors from other countries, so we were not only getting new information from Wiley X but also met new people. During such gatherings, you can share experiences, what works for you, and what doesn't, as well as learn from colleagues. This semi-formal gathering is a great way to understand what you can improve moving forward.

"During the event, we have learned about new products for 2020. Wiley X produces technically specific products for fishing and it was great to get their perspective on how to approach the fishing market."

Jaroslav Tonkevič, sales director, Karlen LT, tackle distributor for all Baltic countries

"It was great fun for us! Also, it's good to meet all the Wiley X team in Vemb to discuss possibilities of the fishing segment and how it develops. I'm glad that Wiley X follows anglers' needs and introduces something extraordinary, especially for them. I'm sure that when anyone tries the new 2020 products, they won't use anything else. This meeting brought us elements of optical

knowledge that are fundamental to understand how eyewear works and how the lenses show us what we cannot see without them."

Michał Kuźniar, co-owner of tackle distributor FTT Poland

"Thank you so much for the great experience that you provided. The new lens technology is something unexpected. It's incredible how you can see colours more brightly, and the powerful contrast is literally crazy. The polarisation is beyond everything I could imagine. I saw fish clearly over five metres of depth! I have been using Wiley X for years but this time you have outdone yourselves."

Davide Bidussi, representative of Blue Springs, tackle distributor in Italy



polarised eyewear in Europe for the last three years is clear evidence of this."

TTW saw first-hand how the Wiley X family is a combination of its staff and its distributors around the region and how it listens to all feedback to ensure that different countries get the eyewear they require for their market.

Thomas added: "We want to grow together as one. It is ever so important to learn from each distributor and listen to what different countries are asking for so we can fulfil their requests. We can only provide the best products, service, and team spirit

if we learn from our partners – no matter if they are a distributor, big national chain, or smaller retailer."

Thomas concluded: "At the Wiley X EMEA HQ, it is fantastic to experience and feel the passion and dedication from our distributors daily. To meet with them in person and to see the sparkle in their eyes when presenting our new 2020 groundbreaking product line up means that we are setting high expectations for next year. These events allow us to provide an experience that shows them that they are an integral part of the Wiley X family.

"If your company (distributor or retailer) wants to be a part of the fast-growing Wiley X family and experience the great success of the brand, please use the contact information below."

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