

PREMIUM PROTECTION MEETS INNOVATION

Globally renowned for the manufacture of highly protective and stylish eyewear, Wiley X's latest style, the WX Compass, will be making its ICAST debut this year.

Wiley X is a US-veteran founded and family-owned company that has been a top choice for outdoor enthusiasts, elite military and law enforcement personnel for more than 30 years. The company has proudly attended the ICAST tackle trade event since 2008, where it continues to showcase its years of knowledge to innovate and push on to design the best, most functional polarized performance eyewear possible.

So, what's the difference between Wiley X sunglasses compared to other brands? First, and foremost, Wiley X is the only premium sunglass company whose entire adult line meets ANSI Z87.1 and EN 166 safety standards.

Although safety is of paramount importance, often it is thought that these only test for high velocity and high mass protection. However, these standards also detail strict requirements for optical quality including but not limited to: astigmatism, refractive, resolving and prismatic power. These tests ensure the lenses do not distort



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Roseann Difu

your field of vision, inaccurately magnify objects or put undue strain on your eyes. The Wiley X shatterproof polarized lenses are carefully measured and tested to ensure that the axis of the polarization is aligned to maintain pure optical quality in the final product. It goes without saying that this technology is vital for anglers.

When it comes to the design and technology elements, what sets Wiley X apart from the competition is the combination of the U-shaped, high-wrap frame and its removable Facial Cavity Seals™. This perfect union helps blocks light, wind, dirt and debris from sneaking into the wearer's peripheral view, while boosting colour contrast and delivering high visual definition.

Finding new ways to make functional and fashionable performance eyewear that meet these strict safety and optical requirements is a challenge that Wiley X strives to continually meet. With these challenges comes innovation, and with this innovation, the WX Compass was born.

THE RIGHT DIRECTION

The WX Compass features a unique semi-rimless lens design over a full frame, which incorporates a removable Facial Cavity Seal. To create such a sleek and modern look, the product development team at Wiley X created the half-frame illusion while still giving the wearer the protection of a full frame. The first step was to test how their Facial Cavity Seal™ could work with a semi-rimless lens design.

From there, preliminary testing took place to ensure the safety requirements within ANSI Z87.1 and EN 166 could be met, without sacrificing the desired design. With the successful preliminary testing completed, the final development of the product was completed including verification

and validation testing. Wiley X's relentless mantra that all of its eyewear meets the highest safety standards is unwavering and the company officially released the WX Compass in January 2019.

Even after all the research and development, the success of the WX Compass was riding on public opinion. Introducing something that is rarely seen in the market can be a considerable risk.

However Wiley X has seen anglers around the world embrace this unique product, with demand growing month over month. This year Wiley X is entering the WX Compass in ICAST's New Product Showcase.

Roseann Difu, Director of Outdoor Sales at Wiley X, explained: "ICAST is the world's largest sport fishing trade show. We appreciate that ICAST provides us the stage to talk one-on-one to the fishing industry and educate how meeting these safety standards across each and every WX model, clearly showcases the Wiley X difference and how it directly translates to sales for our retail partners."

Regardless of whether Wiley X wins an award at ICAST, the company's commitment to making superior polarized eyewear is a conscious effort that ensures that what the wearer receives is perfected to the finest detail.



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