

# Wiley X expands again

Premium protective eyewear manufacturer Wiley X is expanding its highly successful European operations to encompass the entire EMEA region (Europe, Middle East and Africa).

At the same time, it has also unveiled a new distribution partner for the UK and Ireland, in the shape of Irish supplier Ardee Sports.

Jan Mikkelsen, president of Wiley X EMEA, said: "Wiley X has enjoyed impressive sales growth across Europe over a relatively short time and we have expanded our staff accordingly to meet this increased demand."

"Positive customer response to the Wiley X brand and strong sales growth across Europe make expansion into the Middle East and Africa a logical business strategy. To help meet this growing demand for its products and prepare for future expansion, we had been increasing our staff at



Thomas Wæver (left) and Martin Brennan shake hands on the deal.

a rate of 30 per cent annually."

Wiley X EMEA is well positioned to allow this growth from its new headquarters in Denmark, which boasts a well-equipped and centrally located warehouse to service European, Middle Eastern and African eyewear markets quickly and efficiently.

This state-of-the-art warehouse stocks a complete inventory of Wiley X premium protective

eyewear, and offers both the space and staffing ability to handle the increased demand.

"We pride ourselves on being available to customers when they need us and delivering real-time service. It's important for these customers to know that we work when they work," added Jan.

Meanwhile, Ardee Sports will handle distribution in the UK and Ireland.

Ardee Sports is already one of Ireland's leading distributors in the sector and its addition to Wiley X EMEA's fast-growing distribution network signals a key milestone for the brand.

Wiley X EMEA vice-president and outdoor director Thomas Wæver explained: "The UK is one of the biggest hunting countries in Europe and has been for many years. For us to sign with Ardee Sports is a major step for the strategic growth plan of Wiley X to be represented on the hunting/shooting market in all countries

throughout EMEA.

"Wiley X has been supplying to selected dealers in UK and Ireland but our business will only be as good as our presence in the market. Having Ardee Sports and its team of dedicated sales reps taking over, we ensure to be well represented throughout the entire market."

Ardee Sports' sales director, Martin Brennan, added: "We are very impressed with the eye protection produced by Wiley X and the type of tests that these glasses can sustain. Our team has witnessed many of these tests first-hand."

"We have great confidence in the products that Wiley X is producing. Not only do they offer the highest level of protection available on today's shooting eyewear market but they are also comfortable and stylish."

Wiley X EMEA

W: [www.wileyx.eu](http://www.wileyx.eu)

## Browning opens up full gun-safe line

With so many countries now demanding that gun owners keep their firearms secured in a safe, top gunmaker Browning has unveiled a complete range.

The Belgium-based manufacturer has applied the expertise of its engineers to create four safes specifically designed to meet European market standards.

The safes can hold 10, 12, 19 or 23 guns but all are highly secure, thanks to nine bolts and layers of steel to deter even experienced thieves.

Each also comes with an electronic lock system that can be configured with a number of combination codes stored on the safe's micro-hard drive. So removing the battery when you are away keeps the codes stored in the memory for your return.

All offer outstanding fire



Now you can keep your firearms secure in a Browning safe.

resistance, thanks to the Browning's Thermablock technology. This means they are certified fire-resistant to 760°C for between 30 and 60 minutes,

depending on the model.

Of course, they have been designed to look good too – a far cry from the metal monoliths of old. These will look good anywhere in your home.

Other details include a 180° door swing with the Defender 12, 13 and Prestige 19 also boasting an ammunition storage case, while the latter two have customisable storage fittings so the user can lay the safe out any way they want.

With VDMA 24992 and UL RSC-certification, these offer ideal, secure storage solutions for all your valuables as well as looking the part.

Browning International SA

W: [www.browning.eu](http://www.browning.eu)

## KAHR'S FREE MAG PROMO

US-based gun manufacturer Kahr Firearms Group is kicking off a free magazine promotion on many of its Kahr .40 S&W pistols.

Anyone buying a Kahr .40 Smith & Wesson until September 30th qualifies for and can claim a free S&W magazine for the firearm.

To receive a coupon for a free magazine, just log onto the Kahr website at [www.kahr.com/MagPromo2016.asp](http://www.kahr.com/MagPromo2016.asp) and fill out the online form.

Alternatively, download the coupon, fill it out and mail, e-mail or fax it along with a copy of the firearm receipt and the firearm serial number.

Kahr Firearms Group

W: [www.kahr.com](http://www.kahr.com)