

The Wiley X family

Any brand serious about export needs a network of trustworthy and like-minded distributors – but that’s not the end of the story. The support and constant communication is just as important, as Wiley X proves.

▶ PURE FISHING, Christen Stenild Denmark

It's not that usual for a company with so many brands like Pure Fishing to take on any external brands for distribution, but that is exactly what happened with Pure Fishing's Denmark operation. The company exclusively distributes Wiley X, which actually fits in just perfectly, according to the country manager Christen Stenild: "Sunglasses at that price point is not a part of our current Nordic assortment at Pure Fishing and therefore it did not compete with our own products. Furthermore, being a strong brand and a high-quality product, Wiley X did complement very well with our own mix of brands and products."

"Wiley X really 'speaks the language of the market'. Thomas Waever himself has worked with the Danish market for years which is a clear advantage for us in terms of communication."

Pure Fishing Denmark utilises this knowledge to help educate its retailer network about Wiley X.

"We have had very few returns so far; however, we have only experienced an excellent service from the Wiley X team at this point," concludes Christen.



▶ NORDIC OUTDOOR, Kjell Myhre Norway

Nordic Outdoor is a relatively new distributor in the Wiley X network, but already things are starting to tick along nicely in the partnership. Norway appears to be a market perfectly suited to the high quality and high performance that the brand offers.

"Wiley X has definitely met the expectations from our side in terms of a product supplier," explains Nordic's Kjell Myhre.

"We have had quick and easy product delivery but also a lot of additional help including things like marketing material, general information and also help to train our staff and educate the retail network – it has been excellent."

Nordic Outdoor is one of those companies that will not only represent Wiley X in the fishing market but also in the outdoor market as well, as Kjell explains.

"There are some strong competitors in that area, but due to Wiley X's strong features I believe we will be competitive. It might take some time to be established on a broader level in the general outdoor market, but we are confident about getting there!"



▶ FTT, Lukasz Siminski POLAND

When EFTTEX 2015 was hosted in Warsaw, Poland, the brand did not have representation in the country at the time, so obviously a key goal was to get a partner. Thankfully for them, Lukasz Siminski of FTT was attending the show with his eyes peeled for just such a brand.

"There were many advantages and arguments for Wiley X. Unique brand marketing, top premium product, so the first league in fishing industry."

"Very few people believed in that moment that eyewear, which is much more expensive than all available cheap products, will be something that Polish customers appreciate, but I believed. And finally Polish anglers have what they really want and what they need."

After nearly a year of cooperation, Wiley X is available in nearly all the premium fishing shops in Poland and the brand is gathering quite the following in the country.

"We get requests about the brand on a daily basis and usually our shipments go out next day," continues Lukasz.

"The Wiley X team keep their word. We are supported and we act like business partners with a common goal. My success is their success. We really feel like a part of a Wiley X company. I learned that I can trust Wiley X in every matter. If we have any problem they are helping us to solve it as much as they can."



▶ The team of Wiley X-converted anglers continues to grow.

▶ LEEDA, Mike Robinson UK

Leeda has been working with and representing Wiley X for the fishing market in UK for a couple of years now, and everything has been going very well indeed.

Senior brand manager Mike Robinson explains: "It has gone better than we expected, to be honest."

Sales for Wiley X have grown year on year and this year we are on track for a record sales year. The premium eyewear market is a tough nut to crack, but with the features offered by Wiley X on sunglasses, this has been much easier to achieve, as no other competitor has these features."

The success forged by this partnership has led to Leeda's parent company Madison to decide to take on the relevant Wiley X range in the outdoor market too.

"Wiley X offers a complete range of eyewear that not only appeals to the fishing market, but also the hunting, motorsport and bike market, hence why we decided to add suitable models in to the Madison portfolio."

"The 'climate control' and 'active lifestyle' series appeals to the angling market, as polarisation is essential for anglers, where the 'changeable' series are more suitable for the bike market. This series really appeals to the bike user, as each pair of glasses features HVP (high velocity impact protection) ensuring the lenses are almost indestructible. This type of lens offers total eye protection, which is important when riding bikes on open roads and where passing car wheels can throw up bits of gravel and small stones."

"We firmly believe the range of products that Wiley X offers can make a real impact. It's a relevantly new brand to this market, but response from dealers has been excellent. We will be looking to build on this further next year as the brand gets more exposure within stores."



WILEY X USA ☎ +1 800 776 7842 🌐 www.wileyx.com

WILEY X EMEA ☎ +45 96 93 00 45 🌐 www.wileyx.eu