



## Wiley X signs major distribution deal for Baltic countries

### Wiley X's great year continues with significant expansion of its European distribution network.

The international growth of one of the world's leading protective, polarized eyewear manufacturers, Wiley X, continues after the company has signed a major distribution deal for the fishing markets of the Baltic countries.

Wiley X has appointed KARLEN LT to supply its products to the angling markets in Estonia, Latvia and Lithuania. KARLEN LT is a relatively newcomer to the fishing market, but has huge experience in distributing premium products throughout the Baltic territories, as its founder and Managing Director, Jaroslav Tonkevič, explains:

"We are a new company in the fishing market, but we have a lot of experience behind us in offering premium products. We are very glad to have the opportunity to share Wiley X's 30 years of eyewear expertise with the anglers of the Baltic nations.

"We are sure, that anyone who tries a pair of Wiley X sunglasses will appreciate their quality, design, protection, and of course, tremendous polarization performance – a very important attribute for anglers. They are designed to meet the demanding standards of today's active outdoor enthusiasts and we are confident that this market will develop fast for us."

The deal is yet more news that is positive for Wiley X, who also claimed the Best Eyewear award at this year's European fishing trade show EFTTEX in Budapest, Hungary for its WX Boss Kryptek® Highlander® sunglasses.

Wiley X EMEA Vice President and Outdoor Director, Thomas Wæver, is confident that the deal will bring about strong results for both companies.

He adds, "It is not every day you meet a person like Jaroslav. His passion for growing brands drives him and he sees great potential in our eyewear range. He has been in the trade for years and has been growing another premium brand all across the region – with great success.

"We signed the agreement during the EFTTEX show and Jaroslav has already visited our EMEA headquarters for further product training. In order for him to test our different polarized styles, we went pike fishing, and Jaroslav broke several of his own pike records among them his biggest pike. In fact, we caught 59 pikes in less than six hours of fishing. If it was down to the polarized eyewear or the fishing skills of Jaroslav, I will leave unsaid – but it was great fun."



Picture from left to right: Thomas Wæver, Wiley X EMEA Vice President and Jaroslav Tonkevič, Managing Director of KARLEN LT.

Wiley X's polarized range of eyewear offers the perfect package for both anglers and water enthusiasts. Changeable lenses in various colours all offering 100% UV protection, the option for RX ready prescription lenses, virtually unbreakable Triloid™ nylon frames and shatterproof polycarbonate lenses that offer the user Absolute. Premium. Protection.





## About Wiley X:

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

All sunglass models are certified as protective eyewear – and ALL meet or exceed standards not normally used in the fishing industry. Some of the models even meet or exceed the US Military's ballistic tests for impact, the most stringent in the world. This is extremely important, as fishermen have lures, flies, spoons and hooks flying around at all times, causing facial and eye accidents every day worldwide.

Wiley X is one of the leading manufacturers of protective eyewear in the world and the only premium sunglass brand, whose entire sunglass line is ANSI Z87.1-2010 and EN.166 certified.

To help prescription lens users Wiley X has carefully chosen SHAMIR - one of the leading lens manufacturers to provide high quality prescription lenses, which fully comply with European safety standards.

To learn more about Wiley X's complete line of sunglasses delivering Absolute Premium Protection across the EMEA region visit <http://www.wileyx.eu/>. Or contact Wiley X EMEA LLC at Søndergade 8-10, 7570 Vemb, Denmark. Telephone: +45 96 93 00 45. NCAGE: R5814. DUNS: 311242221.

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