



## Wiley X signs major deal for French fishing market with Ultimate Fishing

**One of the biggest fishing markets in Europe, France, will become vital for Wiley X EMEA. In Ultimate Fishing, Wiley X has found the perfect partner to effectively grow market share in the country.**

The Wiley X brand continues to expand rapidly on a global scale, with leading French distributor Ultimate Fishing as the latest to join its fast-growing family.

Brittany-based Ultimate Fishing becomes the third major distributor to work with top protective eyewear brand Wiley X since its WX Boss Kryptek® Highlander® model won the Best New Eyewear award at European fishing tackle trade show EFTTEX.

The company was identified by Wiley X, as one of a few French fishing distributors showing positive growth year by year, and has a great reputation of dealing in premium brands.

Ultimate Fishing founder and Managing Director, Yannick Cordier, explained: “Ultimate Fishing has not, until now, had the opportunity to distribute sunglasses for fishermen. Wiley X appears to us as the brand closest to our image – we share common and strong values. We pride ourselves on quality, service and innovation – the same as Wiley X. So, we are glad to offer our French customers sunglasses of unequalled quality. We believe that the partnership of our two brands will promote mutual development in France.”



Wiley X EMEA Vice President and Outdoor Director, Thomas Wæver, is also extremely satisfied with this agreement with France, a market he has targeted for some time. He said: “Ultimate Fishing is one of the fastest growing fishing distributors in Europe and to be able to ‘jump on this train’ is of great importance to Wiley X as a brand.

“Under the stewardship of Yannick Cordier, Ultimate Fishing has stayed true to its strategic plan from day one – only introducing top-end brands and quality that as a minimum matches the best in the fishing trade. Including their passion for fishing, the feeling for always improving their line of products, has made this a match made in heaven. On top of this Yannick and his team of sales staff are highly motivated to take Wiley X to market.”

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.

Picture above showing left to right: Thomas Wæver, EMEA Vice President/Outdoor Director and Mr. Yannick CORDIER, founder and Managing Director of Ultimate Fishing.





One member of the Ultimate Fishing team has a particular special interest in the attributes of Wiley X sunglasses. Florian Bruaut owes his eyesight to a pair of glasses after a hook came flying towards his face on a trout fishing trip and hit him hard just below his left eye.

Florian Bruaut explained: "For once in my life, I was very lucky. I look forward to using Wiley X eyewear in the future and to spread my story, making sure that every customer of mine will know not only about the unique features Wiley X offer – but also show and tell them firsthand what can happen if you are not wearing the right eyewear. Never ever will I rely on luck on a fishing trip – I will rely on Wiley X, and my customers will too."

## 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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