



Bergis Ehf appointed as exclusive Wiley X distributor for Iceland

Wiley X, the world's leading manufacturer of polarized protective eyewear, is continuing its rapid global growth with the appointment of Bergis Ehf as its exclusive distributor for the fishing, hunting/shooting and outdoor markets in Iceland.

Besides its breathtaking scenery, Iceland is also blessed with some of the best salmon fishing and goose hunting in the world – making it perfectly suited for Wiley X's premium protective eyewear.

"I am so excited to be representing Wiley X in Iceland," explained Henrik Kassow Andersen, CEO of Bergis Ehf. "As I have used Wiley X's fantastic eyewear for years and have witnessed firsthand what great eyewear this really is, I'm proud to be distributing it in Iceland. I can hardly wait for my team to show Wiley X to all hunting/shooting, outdoor and fishing shops here. The brand will be a perfect match for all the people enjoying the great outdoors on Island and provide them with some great visual advantages."

Thomas Wæver, Wiley X EMEA Vice President and Outdoor Director, is equally delighted with the deal, stating: *"As I'm an active hunter and angler myself, Iceland has always had a special place in my heart. This country will allow you to come as close to the 'read deal' as possible. I have known Henrik for more than 20 years and I have always enjoyed his company. "Being able to work closely together with Henrik and his team on Island is yet another great opportunity to push our unique brand even further."*

"Our EMEA representation now stretches from Iceland in the north to the southern part of Africa in the south. I know that we will enjoy great success with the team on Island as Henrik has been an active user of Wiley X for many years. In fact his Wiley X once saved his eyes."



Picture showing from left to right: Thomas Wæver Wiley X EMEA Vice President and Henrik Kassow Andersen CEO of Bergis Ehf

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 in the air at all times, causing facial and eye accidents every day worldwide. Henrik himself knows this only too well, as he has a pair of Wiley X glasses to thank for saving him from a potentially horrible accident.

Henrik explained: *"I arrived at a local forest with the large wood chipper that I just hired, and I realized that I forgot my safety glasses. This fierce machine displays multiple large warnings underlining the importance of wearing eye and ear protection when being used. Searching both my car and summer cottage for safety glasses, I smiled when my old Wiley X model P-17 suddenly came to the surface (the glasses that most likely saved my eyesight on my right eye). Halfway through my pile of wood I was challenged with a three meter-long Elm tree hardwood log,*





approximately 20 cm in diameter, very knobby and bent. I slid it into the machine with the engine running and all was good. I let go of the log with two meters left (which was a bad idea) turning to pick up a new log.

"The next thing I remember was my glasses being slammed into my head with the glass in full contact with my eyeball, and a gigantic punch to my head. I realized that my Wiley X P-17 did not survive the blow from the log, but I endured this accident with only a big black eye, dents, bruises and a broken nose. I feel so lucky that my eyesight was spared thanks to my Wiley X eyewear, because just thinking how lesser quality safety glasses would have injured my face and eyes gives me goosebumps.

At the hospital the doctor that inspected my wounds stated that the eyewear I was wearing saved my right eye."

As Henrik looks back on the accident he has only one advice for all his fellow anglers: "Don't take your eyes for granted when fishing our being in the great outdoors – always remember to buy the right eyewear – it may save your eyes one day."



About Wiley X:

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 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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