



WILEY X® EUROPE ANNOUNCES EXPANSION ACROSS MIDDLE EAST AND AFRICAN EYEWEAR MARKETS

Impressive European Growth For Premium Protective Eyewear Brand Makes EMEA Expansion The Logical Next Step

Premium protective eyewear manufacturer Wiley X® has announced plans to expand its highly successful European operations to encompass the entire EMEA region (Europe, Middle East and Africa).

“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,” said Jan Mikkelsen, President of Wiley X EMEA. “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,” added Mikkelsen. To help meet this growing demand for its products and prepare for future expansion, Wiley X Europe had been increasing its staff at a rate of 30-percent annually.



Wiley X EMEA is well positioned to facilitate this expansion from its new headquarters building in Denmark. Its European warehouse is both well equipped and centrally located 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,” said Mikkelsen.

Wiley X sunglasses offer customers across the region a truly unique combination of style, wearing comfort, superior visual clarity and unparalleled vision protection. Every Wiley X style provides wearers with 100-percent UVA/UVB protection, while meeting both ANSI Z87.1 High Velocity and High Mass Impact Safety standards and EN.166 standards. “No other premium sunglass manufacturer meets this standard of performance and protection across its entire line — and we’re eager to bring this message to a vast new audience across the Middle East and Africa,” said Mikkelsen.

As the company expands into these new markets, Wiley X EMEA plans to follow the same successful business strategies that have lead to success and rapid growth across Europe. These include working to develop and efficiently service an expanding dealer network, and personally interacting with both customers and end users at international exhibitions, fairs and events across the EMEA region.

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.

