



Wiley X offers you the maximum protection when you need it the most While fishing and later!

Once again, Wiley X eyewear has proved its worth – saving the eyesight of a fisherman when he least expected it to be in danger. Jens Bursell, experienced fisherman and editor-in chief of top Danish angling magazine Fisk & Fri, had actually forgotten to take his Wiley X glasses off when a near disaster struck...

“When I came home from fishing the other day, I went into my shed where I keep boat batteries, nets and some of the more stinky parts of my fishing equipment. I dropped some stuff and bent over to pick it up, but suddenly I was stopped in my tracks. Something hard hit my glasses straight on but rebounded, and I didn’t realize what it was.”

The mystery item, which struck Jens, was an old rusty monkeyclimber metal pole 3mm in diameter and with a very sharp end, which stuck straight out of a bucket.



“I feel quite sure that if this metal pole had hit my eye as it did while wearing normal glasses – or even worse wearing no glasses – this would have been the end of my left eye. I am very happy that I forgot to take off my Wiley X sunglasses after fishing that day.”

Accidents, by their very nature, occur when you least expect it, it is therefore vital to protect yourself as much as you can. Wiley X’s premium protective eyewear gives you an easy way to protect your eyes at a time, where they could face more dangers than ever.

Wiley X EMEA’s Vice President and Outdoor Director, Thomas Wæver, explains: *“Fishermen luckily have begun to be aware of all the dangers their eyes may be exposed to when out fishing. Dangers such as dust, wind, harmful UV rays, fly lures, flies, hooks and other debris are well-known dangers that can cause serious damage to their eyesight. Fishermen often forget that accidents also may happen in situations, where you never tend to feel threatened by an accident – like when unpacking their fishing gear or coming home after a long day by the water.”*

“Jens’ story is a lucky one and just proves that accidents can happen at any time. Wiley X is the only premium brand certifying its eyewear according to both American and European safety standards – your eyes therefore always stand a better chance of avoiding an accident while wearing Wiley X.”

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 rated.

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.

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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