



## Wiley X set for growth in Czech Republic and Slovakia after new distribution deal with MORIS Design

Wiley X, the world's leading manufacturer of protective eyewear, is continuing its rapid global growth with the appointment of hugely reputable firm MORIS Design as its exclusive distributor for the fishing, outdoor and hunting/shooting markets in the Czech Republic and Slovakia. MORIS Design, distributor of leading brands such as Leatherman and Ledlenser, has indicated the addition of Wiley X to its arsenal as a key milestone for both companies.

MORIS Design CEO Radomír Klofác explained:

*"We have been searching for a new brand to distribute for a long time and it was difficult since our strategy is to offer only the highest quality products to our customers. So, when we discovered Wiley X, it was an easy choice for us. It is a pleasure to offer the best protective eyewear in the world to our customer network. We have to thank all from Wiley X EMEA, especially Thomas Wæver for doing such a good and professional job during the negotiation – everything went smooth and fast. We all feel that our connection is a great step forward and soon we will penetrate the market with the best quality eyewear. Wiley X fits perfectly into our recent portfolio and we can continue to supply our fast growing markets in Czech republic and Slovakia."*



Wiley X EMEA Vice President and Outdoor Director, Thomas Wæver, added:

*"Having been to Prague twice within the last month finalizing this exclusive distribution agreement, I was taken by the professionalism this company showed me. Their business plan, the drive of the sales team and their effort to keep focus on what they do is something we all can learn from. Knowing what MORIS design did with products like Ledlenser and Leatherman – my expectations are very high and I look forward to promoting the Wiley X brand in both Czech Republic and Slovakia together with MORIS design for years to come."*

The Wiley X product range offers the perfect package for all anglers, hunters and outdoor enthusiasts, as all models offer 100% UV protection, the option for RX ready prescription lenses (in more than 95% of all models), virtually unbreakable Triloid Nylon frames and shatterproof polycarbonate lenses.

In other words – Wiley X eyewear offers the user Absolute. Premium. Protection.

Picture from left to right: Thomas Wæver, Wiley X and Radomír Klofác, CEO of MORIS design





## 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 rated and EN.166 certified.

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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