

NEWS RELEASE



CONTACT

Jonina Costello // jcostello@full-throttlecom.com

Jason Bear // jbear@full-throttlecom.com

805.529.3700

WILEY X[®], INC. UNVEILS FASHIONABLE WORKSIGHT[™] EYEWEAR LINE FOR MEN AND WOMEN

All-New Line Combines Beautiful Dress Frames With Legendary Wiley X Safety For Everyday Work and Leisure Wear

Eyewear innovator Wiley X[®], Inc. has unveiled its all-new WorkSight[™] line for 2016 — and the world may never see “safety glasses” the same way.

WorkSight is truly unlike any other eyewear product on the market. WorkSight is a top-quality ophthalmic line with beautiful colors and finishes that also doubles as a safety line with its ANSI Z87.1 safety rated frames and removable side shields. This exclusive combination of beauty and protection means that every model in the WorkSight line can instantly go from the factory floor to the dance floor without missing a beat.

“We have taken our vast experience creating top-quality protective eyewear and sunwear frames and applied it to our new WorkSight[™] collection,” said Wiley X Co-Owner Myles Freeman, Jr. “The result is a premium ophthalmic line with beautiful color choices that are as fashionable and stylish as any designer frame. Yet, because these glasses have removable side shields and meet stringent ANSI Z87.1 safety standards, they also can be worn for on-the-job vision protection,” added Freeman.

WorkSight is offered in three attractive models— the WX Contour, WX Marker and WX Profile — each available in a choice of four colors designed to appeal to men and women. The WX Contour has an eye size of 54 and is available in Matte Black, Gloss Brown Demi, Gloss Black-to-Brown Stripe and Gloss Black Demi. The WX Marker has a 55 eye size and comes in Matte Black, Gloss Black, Gloss Brown Streak and Gloss Black with Sky Blue. The WX Profile is a 54 eye size and is offered in Matte Black, Matte Hickory Brown, Gloss Brown Demi and Gloss Green Demi.

Each of these frame models, when combined with Wiley X’s advanced DIGIFORCE[™] digital Rx lens technology and their new WX BLUE protective coating, delivers superior clarity and sharp vision over the widest possible viewing zones.

Wiley X will support the new WorkSight family with eye-catching merchandising materials, including a 6-pair countertop display stand, counter cards and other attractive POS materials. Each pair of WorkSight glasses will come with a cleaning cloth, a fold-over case that folds flat for easy storage and a small storage pouch for the side shields.

To find out more about the innovative new WorkSight line by Wiley X, visit www.wileyx.com or contact the company at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.



Editor’s Note: For hi-res images and releases, please visit our online Press Room at www.full-throttlecommunications.com.

