Wenger Unveils 2012 Sport Glasses Collection; Designed For Active Outdoor Enthusiasts

Salt Lake City, UT – January 19, 2012 - Wenger, Maker of the Genuine Swiss Army Knife, has debuted a new category, Sport Glasses, to its broad line of outdoor products at the 2012 Winter Outdoor Retailer Show. Complete with colorful frames and interchangeable lenses, this new, multi-functional sport eyewear system combines versatility and durability for a long lasting finished product. Wenger's Sport Glasses Collection is the ideal eyewear system, providing the athlete with optimal vision for a wide range of outdoor activities.

The new collection is a natural extension of the Wenger product family, offering a customizable product, which allows an athlete to focus on their specific activity, regardless of weather conditions.

Frames

Made of a special high-quality composite, TR90, the Wenger frames are adjustable, lightweight, durable, and built to last. Anatomically shaped adjustable temples ensure a comfortable fit while neoprene inserts at the forehead deliver additional glare and sweat protection, providing the perfect coupling of comfort and performance. A removable and reversible nose pad features an anti-slip ribbed design for an individually deep fit. Available in four colors the frames are offered for $174.95 and come with a protective case, extra rubber tip covers and extra rubber nose pieces.

Lenses

Keeping comfort, safety, and function in mind, each lens is made of a shatter-proof polycarbonate and provides all around glare protection, 100% UVA and UVB protection, gradient tinting, and are prismatically balanced to offer the highest quality optics without distortion. Each lens was designed with four sport categories in mind: biking, running, water and winter sports.

Staying true to Wenger's tradition of performance and quality, the new Sport Glasses offer maximum benefits and versatility through its interchangeable system. Each lens can be exchanged quickly with a simple rotation of the key system and can be ready for application in no time. The contrast-enhancing "Active Red" tint of the lenses (bike / running / winter) guarantees an excellent anti-glare vision, even

under strong sunlight. The special gradient allows for clear ground visibility, even in well-shaded areas while the polarized filter offers a reflection-free view of water and is easy on the eyes, even after hours in the blazing sun. Wenger's Sport Glasses Lenses have an MSRP of $54.95.

Running

With more ventilation holes in the nose area and an open lens, heat typically accumulated during a run is circulated out of the glasses offering perfect vision with each step forward. The smaller lens design contributes to the breathable structure. RX lenses are available in both single vision and progressive vision.

Water

Whether you're boating, water skiing, wakeboarding or enjoying the surf, the water lens offer protection with a large panoramic lens and are polarized for reflection free vision. RX lenses are available in both single vision and progressive vision.

Biking

The toughest element bikers face is the wind. The Wenger bike-specific lenses are larger to offer great wind protection, though also available in small lens. Vents on the outer edges offer good ventilation and no turbulence. RX lenses are offered for both single vision and progressive vision.

Winter

A double lens with thermal effects balances out great temperature changes eliminating fogging while the panoramic quality offers all around protection. Perfect glare protection allows peak performance while eliminating snow glare. RX lenses are available in single vision and progressive vision.

WENGER Sports Eyewear Technology and Features

- Anatomical wrap-around frame: uniform pressure distribution ensures wearing ease and comfort
- TR 90: Frame material consists of safety plastic material (21 g)
- Neoprene frontal protection: protection against glare, drafts and perspiration on brow area
- Non-slip fin design: adjustable nose pads, non-slip and washable

- Polycarbonate: functional lenses, made of unbreakable and surface-hardened material
- ACM-Air Circulation Management: special temperature and ventilation control
- Key System: Super-fast lenses exchange without annoying fingerprints
- 100% of UVA / UVB 400 protection: in all wave lengths
- Prismatic balance of lenses: high visual comfort without distortion
- Contrast booster: The "Active Red" lenses tint increases contrast
- Interior Clip: Spectacle wearers' lenses can be retrofitted through an Optometrist (even for high levels of corrective eyewear)

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