

SPORTS

COLLECTION 2010



polaroideyewear.com

 **Polaroid**
Polarized Sunglasses

**ARE YOUR CUSTOMERS SERIOUS ABOUT SPORT?
THEN IT'S TIME TO GET SERIOUS ABOUT POLAROID
SUNGLASSES!**

Dear Business Partner

Our 2009/10 Sports Sunglass Collection is the most comprehensive high-technology range ever developed by Polaroid Eyewear. Made from the best materials, the Collection uses the latest lightweight composites and cutting-edge frame designs to deliver the perfect sports' sunglasses.

We've divided the Collection into three distinct ranges. The first is the PERFORMANCE RANGE. These are sunglasses for competitive sports' professionals who push themselves to the limits. Speed, technique, endurance – this range is designed with the technical advances and special features extreme sports demand. Each design detail delivers a functional advantage. Adjustable temple tips and flexible hinges give your customers the closest and most aerodynamic fit. Our Glacier style offers side and nose shields to prevent UV penetration or reflection from snow and water. Interchangeable lenses in different colours ensure these sunglasses suit competitive conditions – no matter how fast they change!

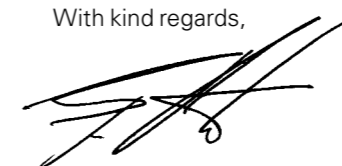
For customers with a passion for outdoor sports, Polaroid has the answer. Our ACTIVITY RANGE combines the performance of sports' sunglasses with up-to-minute styling. Unbeatable sunglasses for people who take their leisure pursuits seriously.

Last but not least, the LIFESTYLE RANGE is for customers who want to combine the latest trends with all the advantages of sports' styling. Designed for outdoor activities like skateboarding, rollerblading, or even a long walk on the beach, these sunglasses give you the best of both worlds.

The Polaroid® Sports Collection 2009/10 combines active lifestyle designs with advanced high-performance features. Your customers will benefit from the ultimate polarized lens technology and full UV400 sun protection.

We're confident our Collection will give you the competitive edge. But why not see for yourself?

With kind regards,



Benjamin Kohler
General Manager



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PRODUCT FEATURES


PERFORMANCE RANGE


ACTIVITY RANGE


LIFESTYLE RANGE


POINT OF SALE TOOLS


**POLAROID® POLARIZED SUNGLASSES
FOR PERFECT COMFORT AND PERFECT VISION**


- 
Durability:
 Strong, scratch-resistant coating deflects flak, spray and grit, so the eyes don't have to.


- 
Superior optics:
 Polaroid's press-polish forming ensures distortion-free vision. Wearers can judge distances, depths, colours and contrasts with confidence.


- 
Shock-absorbing:
 Lenses are tested to withstand impact and protect the eye; reassuring when the terrain is tough.


- 
Responsive fit:
 Many sunglasses have adjustable nose-pads and rubber ear tips for a personalised fit. Flexes to each face-shape.


- 
Grip:
 Advanced and innovative synthetic frame materials provide good absorbency and prevent slipping. Frames adhere to the face as exercise heats the skin.

- 
Glare-free:
 Lenses block virtually 100% of glare. No squinting, no straining. Just perfect vision in bright sun or when light reflects off water, snow, wet roads and other surfaces.

- 
Interchangeable lenses:
 Some High Performance sunglasses come with a pair of clear and orange interchangeable lenses to accommodate cloudy skies and fading light levels. Stay out from dawn till dusk.

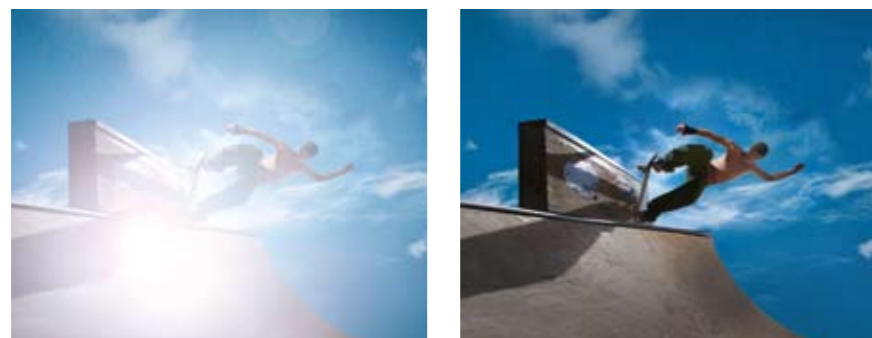
- 
Style:
 New techno frame colours including carbon-fibre look and aluminium tints. Fashionable, face-hugging semi-rimless frames and wraparounds offer an uninterrupted field of vision.

- 
Comfort:
 High quality lightweight frames let your skin breathe and keep cool, even after hours of continuous wear.

- 
Frame quality:
 Premium quality materials and precision frame construction deliver robust dependability. This kit won't let the wearer down.



POLAROID® POLARIZING LENSES – VERY DIFFERENT FROM CONVENTIONAL SUNGLASSES



Visibility with sunglasses without polarizing lenses

Visibility with Polaroid® Polarized Sunglasses

Normal sunglasses only darken the view. Good quality polarizing lenses enhance your vision. Here's why:

Daylight travels in all directions. When reflected from a horizontal surface – like a road or water – light often becomes heavily polarized in the horizontal plane.

Vertical light is useful to the human eye. It enables us to see colours and contrasts, while concentrated horizontal light simply creates optical noise or glare, restricting visibility and creating a potentially hazardous situation.

The unique Polaroid polarizing lens, contains a vertically-aligned filter that blocks horizontally polarized light highly efficiently. The Polaroid polarizing lens allows only the useful vertical light through to the eye, creating glare-free visibility with natural colours and contrasts.

Polaroid® Polarized Sunglasses give you PERFECT VISION.

Wearing Polaroid® Polarized Sunglasses means:

- Glare-free vision
- Clear contrasts
- Natural colours
- Reduced eye fatigue
- 100 % UV400 protection

All these factors contribute to superb optical comfort, enabling improved concentration. And whatever you're doing, your reaction time is shorter, which means you're safer – especially when driving and competing in sports.

Polaroid's high-quality lenses provide the highest possible levels of polarizing efficiency and performance, setting them apart from many other manufacturers of polarizing filters. Polaroid sunglasses represent an excellent product with tangible and easily-demonstrated benefits for the consumer.

POLAROID® SUNGLASSES = PERFECT OPTICS AND A BETTER VIEW



Vacuum-forming produces a lens of uniform thickness which distorts vision.



Polaroid's optically-tuned press-polished lenses are tapered towards the edges for uncompromised vision.

Traditional manufacturers use 'vacuum-forming' to curve their lenses. This technique results in lenses which warp the wearer's perception of sizes, shapes and distances, often without them even realizing. Since the eye is forced to compensate for the lenses' inferior optical performance, regular sunglass wearers are at risk of eye-strain.

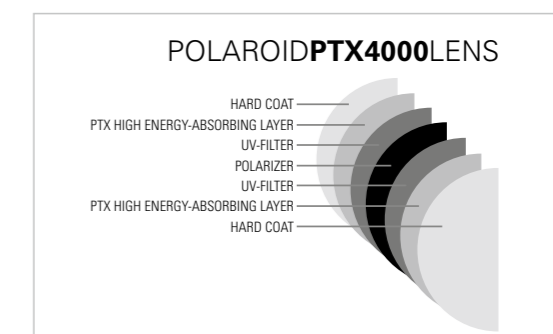
Polaroid's unique press-polishing process with exclusive PTX4000 technology, optically 'fine tunes' the lens while curving it. This creates sunglasses, which are optically correct, allowing the eye – and the wearer – to relax.

Don't compromise – choose PERFECT VISION, choose POLAROID® POLARIZED SUNGLASSES.

7 FUNCTIONAL LAYERS

Polaroid's polarizing lenses are made up of 7 functional elements ultra-carefully bonded together to achieve a high-performance optical product. The main element of the sandwich-lens construction is the polarizing light filter in the centre.

UV light absorbers are laminated to both sides of the filter. These block all harmful UVA, UVB, and UVC light rays. Optically-corrected, shatter-resistant cushion elements are then laminated to both sides of the UV absorbers, making the lens material lightweight, flexible, and impact-resistant. Finally, a unique scratchproof layer is applied to both the outer surfaces.



POLAROID® QUALITY SEAL OF APPROVAL



Our seal of approval helps people to recognize Polaroid's high-quality products and to distinguish them from other manufacturers' products. The seal is a symbol of Polaroid's premium standard of quality and identifies Polaroid sunglasses as the original product. The disks in the seal represent the polarization effect in simplified form with horizontal and vertical light waves.

PERFORMANCE RANGE



The Polaroid Performance range has been designed for sports people who push themselves to the limits. Advanced features and the latest technical innovations give these sunglasses the edge – even in extreme conditions.

Sunglass model: P7003A





P7000

- A BLACK
- B SILVER
- C GREY

POLARIZED LIGHT GREY MIRROR
POLARIZED LIGHT GREY MIRROR
POLARIZED LIGHT GREY MIRROR

- ADJUSTABLE TEMPLE INCLINATION
- ADJUSTABLE RUBBER NOSE PADS



P7001

- A DARK GREY
- B BLUE

POLARIZED GREY
POLARIZED GREY

- ADJUSTABLE TEMPLE INCLINATION
- EXCHANGEABLE LENSES (CLEAR AND ORANGE LENSES, NON-POLARIZED)
- ADJUSTABLE RUBBER NOSE PADS
- ZIP CASE AND SOFT POUCH INCLUDED



P7008

- A BLACK
- B WHITE
- C GREEN

POLARIZED LIGHT GREY MIRROR
POLARIZED LIGHT GREY MIRROR
POLARIZED LIGHT GREY MIRROR

- REMOVABLE FLOATING FOAM
- FLEXIBLE RUBBERIZED TEMPLES
- RUBBER NOSE PADS



P7009

- A GREY
- B BLACK

POLARIZED GREEN
POLARIZED GREY

- REMOVABLE FLOATING FOAM
- SIDE AIR VENTS
- FLEXIBLE RUBBER TEMPLE TIPS
- RUBBER NOSE PADS



P7002

- A GREY
- B WHITE

POLARIZED LIGHT GREY MIRROR
POLARIZED LIGHT BROWN MIRROR

- DETACHABLE SIDE SHIELDS
- REMOVABLE FLOATING FOAM
- RUBBER NOSE PADS



P7003

- A SILVER
- B RED

POLARIZED GREY
POLARIZED GREY

- AERODYNAMIC FIT
- ADJUSTABLE RUBBER NOSE PADS
- RUBBER TEMPLE TIPS



P7010

- A GREY
- B BROWN

POLARIZED GREY
POLARIZED COPPER

- RUBBER NOSE PAD
- RUBBER INSIDE TEMPLE TIPS



P7011

- A GOLD
- B BLACK

POLARIZED COPPER MIRROR
POLARIZED GREY MIRROR

- FILTER CATEGORY 4
- REMOVABLE SIDE SHIELDS
- REMOVABLE NOSE SHIELD
- RUBBER NOSE PADS
- RUBBERIZED GRIP TEMPLE TIPS



P7004

- A GREY
- B DARK GREY

POLARIZED GREY
POLARIZED GREY

- REMOVABLE OPTICAL CLIP
- EXCHANGEABLE LENSES (CLEAR AND ORANGE LENSES, NON-POLARIZED)
- ADJUSTABLE RUBBER TEMPLE TIPS
- RUBBER AND VENTED NOSE PADS
- ZIP CASE AND SOFT POUCH INCLUDED



P7005

- A GREY
- B BLACK

POLARIZED GREEN MIRROR
POLARIZED LIGHT GREY MIRROR

- FLOATABLE
- RUBBER NOSE PADS



P7012

- A PURPLE
- B GREY

POLARIZED LAVENDER
POLARIZED GREY

- ADJUSTABLE RUBBER NOSE PADS
- RUBBER INSIDE TEMPLE TIPS



P7006

- A RED
- B BLUE

POLARIZED COPPER
POLARIZED GREY

- FLOATABLE
- REMOVABLE NECKCORD
- RUBBER NOSE PADS



P7007

- A RED
- B BLUE
- C BLACK

POLARIZED BROWN
POLARIZED GREY
POLARIZED GREY

- EASY INTERCHANGEABLE LENSES (CLEAR AND ORANGE LENSES, NON-POLARIZED)
- ADJUSTABLE NOSE PADS
- RUBBER TEMPLE TIPS
- ZIP CASE AND SOFT POUCH INCLUDED

ACTIVITY

RANGE



The Polaroid Activity range is for people who are serious about outdoor sports. A combination of sports' features and outstanding styles make this range ready for action – or leisure.





07886
D BLACK **POLARIZED GREEN**



P7013
A SILVER **POLARIZED GREY**
B BLACK **POLARIZED GREY**



P7022
A BLACK **POLARIZED GREY**
B WHITE **POLARIZED COPPER**
C GREY **POLARIZED GREEN**



P7024
A BLACK **POLARIZED GREEN**
B BLUE **POLARIZED GREY**
C PURPLE **POLARIZED COPPER**



P7014
A BLACK **POLARIZED LIGHT GREY MIRROR**
B GREY **POLARIZED GREEN**
C WHITE **POLARIZED LIGHT GREY MIRROR**



P7015
A SILVER **POLARIZED LIGHT GREY MIRROR**
B GREY **POLARIZED GREY**



P7033
A BLACK **POLARIZED GREY**
B RED **POLARIZED COPPER**



P7016
A BLACK **POLARIZED GREY**
B GREY **POLARIZED GREY**



P7017
A RED **POLARIZED COPPER**
B GREY **POLARIZED GREY**



P7018
A BLUE **POLARIZED GREY**
B BROWN **POLARIZED COPPER**



P7019
A BROWN **POLARIZED COPPER**
B GREY **POLARIZED GREEN**



P7098
A SILVER **POLARIZED GREY**
B RED **POLARIZED GREY**
 • ANTI-FOG COATING
 • MICRO-FIBRE POUCH AND BLISTER PACKAGING INCLUDED



P7099
A GREY **POLARIZED GREY**
B BLACK **POLARIZED GREY**
 • ANTI-FOG COATING
 • MICRO-FIBRE POUCH AND BLISTER PACKAGING INCLUDED



P7020
A BLACK **POLARIZED GREY**
B DEMI **POLARIZED GREEN**



P7021
A GREY **POLARIZED COPPER**
B WHITE **POLARIZED GREEN**

LIFESTYLE RANGE



For people who want the best of both worlds – Sports and Fashion – there’s the Polaroid Lifestyle range. It’s where the latest trends are given a free reign. The result: unbeatable styles that give fashion an exciting new edge.



P7023
A BROWN
B GREY
POLARIZED COPPER
POLARIZED GREY



P7025
A SILVER
B BLACK
POLARIZED GREY
POLARIZED GREEN



P7026
A BLACK
B BROWN
C WHITE
POLARIZED GREY
POLARIZED COPPER
POLARIZED LIGHT BROWN



P7027
A BLACK
B BROWN
C GREEN
POLARIZED GREY
POLARIZED COPPER
POLARIZED GREEN



P7028
A BLACK
B BROWN
POLARIZED GREEN
POLARIZED COPPER



P7029
A BLACK
B BROWN
C GREEN
POLARIZED GREY
POLARIZED DARK BROWN
POLARIZED GREEN



P7030
A GREY
B BROWN
POLARIZED GREY
POLARIZED COPPER



P7031
A BLACK
B BROWN
POLARIZED GREY
POLARIZED COPPER



P7032
A BLACK
B DEMI
POLARIZED GREY
POLARIZED BROWN GRADIENT



P7034
A GREY
B BROWN
POLARIZED GREY
POLARIZED GREEN

LIFESTYLE RANGE



POINT OF SALE TOOLS



Merchandiser

- 36-Unit Wall Merchandiser
- Lockable and non-lockable version available
- Interchangeable visuals (Performance, Activity and Lifestyle)
- Interchangeable Polarization Benefit text (customized)
- Lens tester



Display

- 4-Unit Counter/Window Display
- Interchangeable visuals (Performance, Activity and Lifestyle)
- Interchangeable Polarization Benefit text (customized)



Case

Semi-hard case



Cleaning Cloth

Micro-fibre cleaning cloth, 15x15 cm



Soft Pouch

Multi-purpose micro-fibre soft pouch for easy clean and storage

NOTES