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Popticals Launches New Line of Premium Sports Sunglasses That Extend From a Portable Size Using Innovative New Technology

Popticals® Pop-Out Sunglasses Feature Patented Frame Technology That Transforms to Fit in the Palm of Your Hand

St. Louis (2016) – New eyewear company Popticals® debuts a revolutionary new line of portable, pop-out sports sunglasses that will change the way athletes and outdoor enthusiasts think about their sunglasses. Using their patented design, [Popticals](#) builds portable, high-performance sports sunglasses with a convenient, safe way to store them when they're not in use.

The *Popticals* patented design features the FL2 Micro-Rail System® that allows the premium, nylon lenses manufactured by Carl Zeiss Vision to spoon together during storage. A small, durable case keeps *Popticals* safe and secure until they are ready for action. *Popticals* then extend from compact storage to high-performance sunglasses in one smooth motion.

With American innovation and Italian design and manufacturing, *Popticals* builds its products from only the highest quality materials available. The ultra-lightweight nylon lenses manufactured by Carl Zeiss Vision offer 100 percent UV protection (UV400 rated), superior optical clarity and a lighter weight than polycarbonate lenses, impact and scratch resistance, and Ri-Pel® hydrophobic lens coating by Carl Zeiss Vision. Made in Italy, each pair of Popticals are assembled, painted and finished by hand.

The *Popticals* introductory line of 5 frames and 25 color and lens combinations is available now with an MSRP starting at \$169.

Designed for the great outdoors, *Popticals* bring true innovation to the world of sports sunglasses. Popticals builds portable, premium sports sunglasses that provide high-performance eyewear when you need them, and a convenient, safe way to store them when you don't.

About Popticals:

Popticals were created to solve the basic problem with wrap-around sport sunglasses: they aren't portable. The company invented a solution by creating an innovative, patented design with a rail system that allows the lenses to slide parallel to each other or "spoon" for portable, safe storage on the go. The sunglasses easily expand from their small size to provide sunglasses for those who don't want to sacrifice portability for quality.

Popticals was founded with a spirit for innovation and adventure. With world-class nylon lenses manufactured by Carl Zeiss Vision, Popticals deliver high-performance sunglasses when you need them and a safe, compact place to store them when you don't. The Popticals introductory line of 5 styles and 25 SKUS is available now at select retailers and on Popticals.com.

Learn more at www.popticals.com

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