



NEWS

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Booth 1101**

Popticals® Brings Innovative Sports Sunglasses with Italian Design to Golf

David Porter, a successful inventor and entrepreneur, saw a problem with sports sunglasses: there's no safe, easy way to carry them when not in use. Golfers keep them on top of their head or in their golf cart, but this often results in their premium sunglasses getting scratched or damaged. Porter went to work sketching designs and testing concepts, and the result was the innovative, extremely compact Popticals® Pop-Out sunglasses: premium sports sunglasses that compact down and fit inside a small case, designed and built for performance in Italy.

At the heart of the patented design is the FL2 Micro-Rail System®. Ordinary wrap-around sunglasses have curved lenses, making it impossible to fold them down or collapse them. Built into the Popticals' frames, track and stainless steel components allow the lenses to slide in parallel to each other for compact storage – in effect, spooning. The durable protective case can be clipped on to a golf bag, placed in a golf cart, or simply and safely stored in a pocket. This unique innovation ensures that golfers can always have premium sunglasses with them without having to worry about breaking or scratching them when not in use.

When it came to producing the sunglasses, Porter took his innovation and infused it with Italian design. "I knew if I wanted the sunglasses to be premium in terms of design and performance, Italy was the place to go," Porter said. "When I think of Italian-made, I think Lamborghini or Ferrari. I wanted our sunglasses to have American innovation combined Italian design and craftsmanship." Each pair of Popticals is designed, assembled, painted and finished by hand in Italy by Popticals' Italian design team. Popticals also partnered with optics industry leader Carl Zeiss Vision to create their NyDef nylon lenses, and sport-specific NyDef Golf lenses.

For more information about Popticals, go to www.popticals.com. See how Popticals sunglasses work at www.popticals.com/how-popticals-work.

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