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**PGA Merchandise Show 2017, Orlando
Booth 1101**

New NYDEF™ GOLF Nylon Lenses by Popticals Create Game Changing Sunglasses for Golfers

Raising the bar for high-performance sunglasses, Popticals debuted their latest line of uniquely portable products featuring NYDEF GOLF lenses at the PGA Merchandise show.

Popticals partnered with optics industry leader Carl Zeiss Vision to manufacture lenses specifically-tuned for exceptional precision and maximum visibility on the golf course. Purple and violet hues were carefully selected to provide enhanced contrast between the white and green colors of the ball and ground. It also allows golfers to see the fine details, undulations, and varying shades of green across the golf course.

The nylon material used to make NYDEF GOLF lenses gives golfers a competitive edge, making them 20% clearer and lighter in weight than polycarbonate lenses used in other sunglasses. The lenses are protected by a hydrophobic Ri-Pel® coating to repel water, as well as oil and dust. The lenses are non-polarized, which allow golfers to read the subtleties of the course such as contours on fairways or fine grains of the greens while still offering 100% UV protection.

Every pair of Popticals also feature their patented FL2 Micro-Rail System which allows the lenses to slide in parallel to each other for compact storage. “We think NYDEF GOLF will become the new go-to lens choice for golfers of every skill level,” said David Porter, inventor of Popticals. “Combined with our patented compact design, every golfer can carry the high-performance sunglasses easily without the worry of them getting scratched or damaged.”

Made in Milan, Italy, recognized world-wide for its optical leadership, Popticals come with both a soft case and a small solid protective case. The small, durable case, has a carabiner for attaching to a golf bag or belt loop convenient access.

For more information on Popticals, go to www.popticals.com. See how Popticals sunglasses work at <http://www.popticals.com/how-popticals-work/>.

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