



NEWS

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**OR Winter Market 2017, SLC
Booth BR429 & D110**

New “Forces of Nature” Sunglasses Series Introduced by Popticals® at OR Winter Market

Adding stylish new models designed to meet the demands of outdoor enthusiasts, Popticals® innovative pop-out sunglasses introduced their “Forces of Nature” series at the OR Winter Market.

The three eye-catching new designs are POPAIR, combining an aviator-inspired style with sporty wrap-around design; POPH2O, for those active on the water; and POPSTORM, featuring an aggressive, bold design. With striking styles and colors, they all feature the major benefit of Popticals’ patented FL2 Micro-Rail System®, which allows for compact, portable storage when not being worn.

For protection during water sports and activities, the high performance NyDef™ nylon lenses are protected by a hydrophobic Ri-Pel® coating to repel water, as well as oil and dust. Manufactured by Carl Zeiss Vision, NyDef nylon lenses are lighter in weight and offer greater clarity than polycarbonate lenses. Polarized to eliminate glare and provide enhanced vision, these Popticals lenses also include UV protection that filters out 100% of harmful UVA and UVB rays.

“At the heart of our patented design is the FL2 Micro-Rail System,” said David Porter, inventor of Popticals. “The track and stainless steel components allow the lenses to slide in parallel to each other for compact storage. This gives Popticals their unique portability while offering premium sports performance.”

A powerful magnet guides the connecting pieces in the center of the frames for quick and effortless connection. The FL2 Micro-Rail System is made from corrosion- and rust-proof materials to ensure durable, long-lasting functionality.

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 belt loop, a backpack or other outdoor gear for secure carry. If dropped in the water, this case floats.

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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