

**IN THE NEWS**  
APRIL 7, 2017



**POPTICALS**  
POP-OUT SUNGLASSES



## **POPTICALS WINS ALL OF THE BUZZ AT THE 2017 INTERNATIONAL TRAVEL GOODS SHOW.**

Popticals made their debut at the International Travel Goods Show in Las Vegas, Nevada. Attendees were blown away at the innovation that Popticals brought to the age-old travel accessory of sunglasses. The problem of how to transport sunglasses when traveling is a frequent complaint of travelers; sunglasses either must be stored in a large case, taking up valuable luggage space, or be packed without protection and risk damage. For this reason the “Pack Small. Live Big.” mentality of Popticals is very quickly recognized by those in the travel industry.

Popticals provide an innovative and practical solution to this problem, and instantly started buzz around the product from the moment the doors opened on the New Product area. Throughout the three-day event, interested new retailers and curious media visited our booth to see the new product everyone was talking about. At the close of what was a very successful first show, we were honored to receive the Buzz Award from the Travel Goods Association. This award is given to new product that generates the most excitement and conversation, and is voted on by retailer and media.