



COLUMBIA EYEWEAR EXPANDS CARBON FIBER OFFERING

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Introducing Ochoco and Sawtooth

In response to the success of its 2011 Carbon Fiber Ophthalmic collection, Columbia Eyewear is pleased to announce the expansion of this high-performance category, by introducing two new models: Ochoco and Sawtooth.

"Our Carbon Fiber models have an exceptional strength-to-weight ratio and extreme rigidity, making it the ideal eyewear material especially for those very active outdoor consumers. It's durable, non-corrosive, and very lightweight" said L'Amey America Director of Product Development Daniel Shack. "It is also a relatively expensive material option, therefore some eyewear manufacturers could easily cut corners and create imitation carbon fiber, or carbon fiber veneers for half the cost. But then the consumer suffers, as the material simply does not perform in the same way a pure carbon fiber material would. Columbia eyewear features pure carbon fiber temples. Purity is key" said Shack.

In 2012 Columbia Eyewear will continue its mission creating products perfectly suited for the outdoor, active-lifestyle. "2012 will be a year of expanded offerings in 7 high-performance outdoor eyewear sub-collections: Stainless Steel Fusion, Interchangeable Temples/IFT, Polarized Grippits, Hyperlite 90/H90, Extended Size, Eco Acetates/E3, and Carbon Fiber" said Worldwide Business Unit Manager Connie Reiss. "While our technology-driven products are fueling considerable Columbia Eyewear growth on a global basis, our actual product mission is quite organic and certainly less lofty. Simply put, we want to create eyewear suited for comfort and long-term wear in the Greater Outdoors" said Reiss.

Product Extract

The 2 new styles, Ochoco and Sawtooth are offered in 3 colors per model; for a total of 6 skus. The new models feature bi-injected "Gripol" rubber temple-tips for added comfort, in an aggressive-looking architectural pattern. The entire Columbia Carbon Fiber collection is comprised of 6 models, and 18 skus at a per unit wholesale price of: **\$79.95**



"Ochoco" in C03 Gun-Blue



"Sawtooth" in C02 Gun-Red