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COLUMBIA SPORTSWEAR INTRODUCES NEW ALL-POLARIZED SUN COLLECTION

General Overview

New for Summer 08, Columbia Eyewear introduces 14 models designed for the outdoor-minded consumer looking for more function in UV protection and is expecting it at a value-conscious price point. The new Columbia sunglass collection sits alone in the opening-price point, all-polarized, power-brand, category of the sunglass market. No other outdoor lifestyle brand offers this product quality and functionality at this price point.

PRODUCT EXTRACT

Eliminator™ Polarized Lens Technology

Suggested retail price: \$49.99 to \$69.99 injected models
\$79.99 to \$89.99 metals

- ✿ Eliminates 100% of reflected glare

Benefit: doesn't just reduce the amount of visible light entering the eye, it destroys glare reflected off of surfaces that enter the eye from all angles and virtually eliminates the need to squint!

- ✿ Blocks 100% of UV up to 400nm

Benefit: many lenses only block to 380nm on the visible light spectrum—UVA above 380nm is of concern with Eye care Professionals as it can cause retinal damage.

- ✿ New Technology in triacetate cellulose formulated for superior visual clarity

Benefit: increases visual acuity and enhances visual performance by improving contrast and sharpness in your vision. In the past, acetate lenses with lower-priced, graphic polarizing films were used that caused un-sharp, annoying-hazy vision. No longer!

- ✿ Zero moisture absorption

Benefit: less visual noise or "haze" for sharper vision. Because a cellulose lens is inherently soft it can absorb and also loose moisture which results in lens shrinkage. The Eliminator PZ experiences very minimal moisture effect and therefore is extremely stable in hot, cold and humid weather conditions.

- ✿ Extremely stable, non-polymer movement without chemical additives

Benefit: Eliminator PZ possesses considerable rigidity without the use of chemicals, this means that when glazed into a sunglass frame they will remain secure and stable and not susceptible to deforming, which can lead to optical distortion.

- ✿ Super-tough scratch-resistant surface treatment

Benefit: every Eliminator PZ lens is equipped with diamond-quality scratch resistant hard coating to extend the life of the lens. According to COLTS standard abrasion testing (ANSI approved) our lens has superior scratch resistance compared to most CR39 and triacetate competitors.

