

# Outdoor Retailer Winter Market 2009

## Julbo Eyewear

Booth Number 5044

**Media Contact:**

Kate Slater

Verde PR & Consulting

[kate@verdepr.com](mailto:kate@verdepr.com)

970.764.8347

- **Julbo Raises the Bar on Performance Eyewear with the Motion**
  - **Julbo Pioneers the First Sunglass with Magnetic Protective Side Shields: the Bivouak**
- **Julbo Expands Goggle Line with New Models All Under \$60 MSRP**
- **Julbo Expands Junior Sunglass Line with New Oxygen and Kitty Models**





**MEDIA CONTACT:**  
**Verde PR**  
Kate Slater  
970.259.3555  
[kate@verdepr.com](mailto:kate@verdepr.com)

## **Julbo Raises the Bar on Performance Eyewear with the Motion**

**WILLISTON, VT (January 22, 2008)** – Julbo, designer and manufacturer of leading-edge, protective eyewear and lens technology, is proud to introduce the Motion at the 2009 Outdoor Retailer Winter Market. The Motion exceeds performance eyewear standards on many fronts, and was inspired by cutting-edge, elite runners and cyclists in search of the lightest and most versatile sunglass.

Say goodbye to sunglasses that break up the view and hello to the Motion, which offers an incredible, panoramic vision spectrum. The Motion weighs a mere eight grams (.28 ounces), making it the lightest performance sunglasses on the market.

The Motion's unique and aerodynamic styling is exceptionally efficient for all performance activities. The elasticated ear loops provide a custom and secure fit to hold strong on the most technical trails and the longest mogul lines.



To top things off, the Motion's Zebra lens technology gives the lens a broad range to adjust to the sun's aggressiveness in different environments. Julbo's Zebra lens technology adapts to varying light conditions from Category 2 (59-percent visible light coverage) in low light conditions to Category 4 (95-percent visible light coverage) in powerful light in as little as

30 seconds, eliminating the need for interchangeable lenses that are time-consuming to install. Additionally, the Zebra lens has a lifelong anti-fog coating.

Julbo's Zebra lens is made from NXT®, developed for the U.S. Army in the 1990s. NXT is unbreakable, incredibly light, offers better transparency and is

optically superior to other lens materials especially when compared to polycarbonate. NXT is solvent resistant and is very high in definition compared to any polycarbonate lens, as well as, being casted into glass molds to ensure lower internal stress.

NXT is found in Julbo's most technical, photochromatic lenses including the Zebra, Camel, Octopus and Julbo's new Polar HD+ polarized lens. Unlike polycarbonate lenses, NXT actually features the photochromatic dye inside the material through laser technology.

\$120.00 MSRP

Please stop by Julbo's booth, number 5044 at the 2009 Outdoor Retailer Winter Market.

Also, please visit the [Julbo Social Media Release webpage](#).

For additional information on Julbo eyewear, visit [Julbo's website](#) or call 800.651.0833. For media inquiries, please contact Verde PR at 970.259.3555.

***JULBO – OPTICAL SOLUTIONS FOR ACTION SPORTS***



**MEDIA CONTACT:**

**Verde PR**

Kate Slater

970.259.3555

[kate@verdepr.com](mailto:kate@verdepr.com)

## **Julbo Pioneers the First Sunglass with Magnetic Protective Side Shields: the Bivouak**

**WILLISTON, VT (January 22, 2008)** – Julbo, a true eyewear pioneer with over 120 years of optical heritage and roots deeply implanted in the sport of mountaineering, proudly celebrates the launch of the first sunglass ever to incorporate magnetic protective side shields for optimum efficiency and protection during all high-altitude endeavors.

“Julbo has always set the gold standard when it comes to performance eyewear in the mountains. We have built our name on providing the best possible eyewear to the mountaineer and we’re very pleased to continue the tradition with the release of the Bivouak,” says Nick Yardley, US president.



The Bivouak is the first sunglass to feature magnetic technology that flawlessly adapts to the natural landscape to make you one with the elements.

The magnetic protective wings can be attached in a split second regardless of your bulky gloves or the risky situation in which you find yourself in the mountains.

Additionally, the magnetic shields offer endless versatility; they can be attached to cover the face and protect the eyes in aggressive sun reflection environments for high-altitude and glacier use, or removed for everyday use. The magnetic shields are incredibly easy to handle and more durable than classic removable, plastic shields.

The stylish, wrap-around frames provide total coverage and also boast 360-degree adjustable Grip Tech temples for a custom fit that remains secure at all times. The Bivouak’s frames have front venting for constant airflow to avoid fogging up the lenses.

The Bivouak is available with three different lens options giving the alpinist a wide variety of lenses to meet their specific needs. The lens options include: [Zebra](#)

photochromatic lens, the [Spectron 4](#) lens or the [Camel](#) polarized and photochromatic lens.

The Bivouak pushes the envelope even further by offering a lens option with the most specialized lens known to the world's most elite mountaineers, Julbo's [Camel](#) lens technology. This lens was designed for protection against the strongest reflection imaginable for glacier territory. It protects against 95-percent of visible light and incorporates polarizing and photochromatic lens technology to offer constantly evolving protection that darkens and lightens according to the intensity of the light. In addition, the Camel lens provides anti-dazzle protection and high definition vision, as well as a life-long anti-fog coating.

Julbo's [Zebra](#) lens technology is the most versatile lens on the planet because it allows the lens to adjust to the sun's aggressiveness in different environments. Julbo's Zebra lens technology adapts to varying light conditions from Category 2 (59-percent visible light coverage) in low light conditions to Category 4 (95-percent visible light coverage) in powerful light in as little as 30 seconds, eliminating the need for interchangeable lenses that are time-consuming to install. Additionally, the Zebra lens has a lifelong anti-fog coating.

Julbo is the only company in North America that serves the Category-4 eyewear market for glacier and high-altitude use. The [Spectron 4](#) lens option for the Bivouak encompasses all needs for high-altitude, glacier expeditions. This lens blocks 95-percent of visible light and incorporates Julbo's Flash and Anti-Glare treatments for additional protection.

\$190.00 MSRP with Camel lens technology.

\$160.00 MSRP with Zebra lens technology.

\$120.00 MSRP with Spectron 4 lenses.

Please stop by Julbo's booth, number 5044 at the 2009 Outdoor Retailer Winter Market.

Also, please visit the [Julbo Social Media Release webpage](#) for additional news.

For additional information on Julbo eyewear, visit [Julbo's website](#) or call 800.651.0833. For media inquiries, please contact Verde PR at 970.259.3555.

***JULBO – OPTICAL SOLUTIONS FOR ACTION SPORTS***



**MEDIA CONTACT:**  
**Verde PR**  
Kate Slater  
970.259.3555  
[kate@verdepr.com](mailto:kate@verdepr.com)

## **Julbo Expands Goggle Line with New Models Under \$60 MSRP**

**WILLISTON, VT (January 22, 2008)** – Julbo, an independent, family-run eyewear company with 120 years of optical heritage, is proud to announce the expansion of its range of goggles with the new **Apollo**, **Orion** and **Astro** models.

The new goggle models have incredible price points under \$60 retail and were designed with the inventive molds that Julbo acquired from Cebe® after the European eyewear player stopped sports eyewear production over a year ago. With Julbo's expertise in lens technology and Cebe®'s groundbreaking, trendy molds, the Astro, Orion and Apollo are sure to be a hit for their big debut at Outdoor Retailer Winter Market 2009.

“Last year we introduced a full range of technical goggles that were met with a great response from consumers. Building on this success, we have expanded our offerings to include a full range that complements our existing range at lower price points,” says Nick Yardley, US president. “We are confident that the clean, simple lines and excellent optics will make these a must-have item for penny-wise skiers and boarders seeking quality.”

The Astro, Orion and Apollo are all helmet-compatible and are offered with Julbo's Category-3 Silver Flash and Orange lens, or the Category-2 Orange lens.

The Category-3 Silver Flash and Orange lens blocks 87-percent of visible light to protect the eyes from aggressive UVA and UVB rays, and boasts a flash treatment that reinforces the filtering of visible light through a mirror effect on the lens for extra protection. The Category-2 Hi-Contrast Orange lens blocks 50-percent of visible light for optimal eye protection, and helps to provide contrast in flat light and brightness in grey, snowy weather conditions.



The Apollo M220 is designed for men with larger facial features and is available in Black or White with the Category-3 Silver Flash Orange lens for \$55.00 MSRP, or Chocoblack or Silver in the Category-2 Orange lens for \$ 50.00 MSRP. Additionally, the

Apollo is offered in Black Matte or Crystal Grey Matte finish with the Category-2 Orange lens for \$ 40.00 MSRP.



The Orion M221 is tailored towards women's smaller facial features and is offered in Black or White with the Category-3 Silver Flash Orange lens for \$55.00 MSRP, or Chocoblack or Pink with the Category-2 Orange lens for \$50.00 MSRP. The Orion is also available in Black Matte or Crystal Pink Matte with the Category-2 Orange lens for \$40.00 MSRP.



The Astro M225 is made for kids ranging from ages six to 10, and is available in Black Matte and Kaki Matte with the Category-3 Silver Flash Orange lens for \$55.00 MSRP, or Black Matte and Crystal Grey Matte with the Category-2 Orange lens for \$40.00 MSRP.

Please stop by Julbo's booth, number 5044 at the 2009 Outdoor Retailer Winter Market to see the entire collection.

Also, please visit the [Julbo Social Media Release webpage](#).

For additional information on Julbo eyewear, visit [Julbo's website](#) or call 800.651.0833. For media inquiries, please contact Verde PR at 970.259.3555.

***JULBO – OPTICAL SOLUTIONS FOR ACTION SPORTS***



**MEDIA CONTACT:**  
**Verde PR**  
Kate Slater  
970.259.3555  
[kate@verdepr.com](mailto:kate@verdepr.com)

## **Julbo Expands Junior Sunglass Line with New Oxygen and Kitty Models**

**WILLISTON, VT (January 22, 2008)** – Julbo, the leader in innovative lens technology and protective eyewear, is excited to announce the launch of two new kids' models, the Kitty and Oxygen for Spring 2009, designed for kids to discover the outdoors sans limitations.

Designed for kids eight through 16, the Kitty and Oxygen are performance sunglass models with technical, highly protective lenses, but have definite streetwear styling with trendy frames that kids will love to wear.

The level of eye protection offered by the Kitty and Oxygen models extends far beyond the high quality lenses thanks to the wrap-around frames and wide temples for full frontal and side coverage. The flexible Elastomer temple hinges and stems are designed fit all facial features and to endure rough, long-term use without breaking. Additionally, the Elastomer inserts for temple hinges and stems are shock absorbent and provide an optimal hold, and ensure that the frame will not stick to hair and can be put on and removed with ease.

The Kitty and Oxygen boast superior optical quality, Spectron 3 polycarbonate lens technology to block 88-percent of visible light to protect the eyes from harmful UVA and UVB rays. The Spectron 3 lens is incredibly versatile making it suitable for use in the mountains, on the water and in intense, bright light environments. This lens also offers a Julbo Flash treatment that reinforces the filtering of visible light through a mirror effect on the lens, as well as the Julbo Anti-Glare treatment to enhance optical comfort and eliminate reflections.



The Oxygen is designed for boys, while the Kitty is made for girls to fit smaller, petite facial features. The Oxygen comes in: Grey/Orange, Nokia Blue/Aniseed and Army Green/Grey. The Kitty is available in: Pink/Clay Grey, White/Blue and Black/Fuschia.

*(Kitty: pictured at left in Pink/Clay Grey)*

\$40.00 MSRP

(Oxygen: *pictured at right in Nokia Blue/Aniseed*)

Julbo is the only sunglass manufacturer that offers a complete range of protective eyewear for children from infants to teens. Using the same technology and innovation to make sunglasses for mountain climbers, sailors and the world's most extreme athletes, Julbo's children's line is not simply scaled-down versions of adult styles. Julbo's designers considered the unique structure and dimensions of a child's head and face to make sunglasses that fit comfortably on the nose and at the temples and provide maximum protection from harmful rays all year long.



Please stop by Julbo's booth, number 5044 at the 2009 Outdoor Retailer Winter Market.

Also, please visit the [Julbo Social Media Release webpage](#).

For additional information on Julbo eyewear, visit [Julbo's website](#) or call 800.651.0833. For media inquiries, please contact Verde PR at 970.259.3555.

***JULBO – OPTICAL SOLUTIONS FOR ACTION SPORTS***