



YOU CAN'T ESCAPE  
A SHADOW.



BLACK OPS  
COLLECTION

# WILEY X BLACK OPS

Inspired by the shadowy realms of covert operators, Wiley X Black Ops was created for elite-level military personnel, law enforcement personnel, and hard-core shooters. Black Ops fuses stealth design with the High Velocity Protection you've come to expect from Wiley X: shatterproof lenses and nearly indestructible frames that exceed ANSI Z87 standards, Top Down™ ventilation, Rx-ready frames, and removable foam Facial Cavity™ seals. High velocity protection, sleek style – Black Ops is the only eyewear worthy of those who wear it.



## ADVERTISING SUPPORT



Black Ops will be supported with aggressive advertising in leading armed forces and law enforcement publications. All told, more than 17 million impressions will be delivered among America's protectors and defenders.



## PACKAGING AND POS

Special packaging setting Black Ops apart as an elite new collection from Wiley X will add incremental sales among your customers who recognize the WX symbol as representing the ultimate in protective, stylish eyewear.



In-case POS Cube



Telescoping Box



Tower Display with Pedestal Storage Base



In-Store Poster



Hardshell Case

## ONLINE MARKETING



Black Ops will have a strong presence among high traffic web sites and blogs that have become huge military and law enforcement online communities. The Black Ops microsite will also have a strong presence on wileyx.com and will drive customers to participating listed dealers and catalogs.



\$73 - \$104 MSRP



**REVOLVR**  
// SSREV8



**AIRBORNE**  
// CCAIR07



**AIRRAGE**  
// 694



**SLAY**  
// ACSLA01



**HYDRO**  
// SSHYD01



**BRICK**  
// 854



**P-17**  
// P-17M



**REIGN**  
// SSREI02



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www.wileyx.eu

PN: BKBRDSIDE

**LIFETIME WARRANTY**

All Wiley X, Inc. eyewear is warranted to the original purchaser for life against manufacturing defect in materials and workmanship (except Light Adjusting [LA] lenses which have a tint adjustment life of 18 months. Proof of Purchase for LA lens products required). Upon receiving returned eyewear that Wiley X, Inc. determines to be defective, we will

repair or replace it, at our option. This warranty does not apply to normal wear, including but not limited to scratched lenses, accidental damage, misuse, and other issues determined by Wiley X, Inc. not to be a manufacturer's defect. Original purchaser must include a shipping, handling, and processing fee of \$9.00 with any warranty claim.