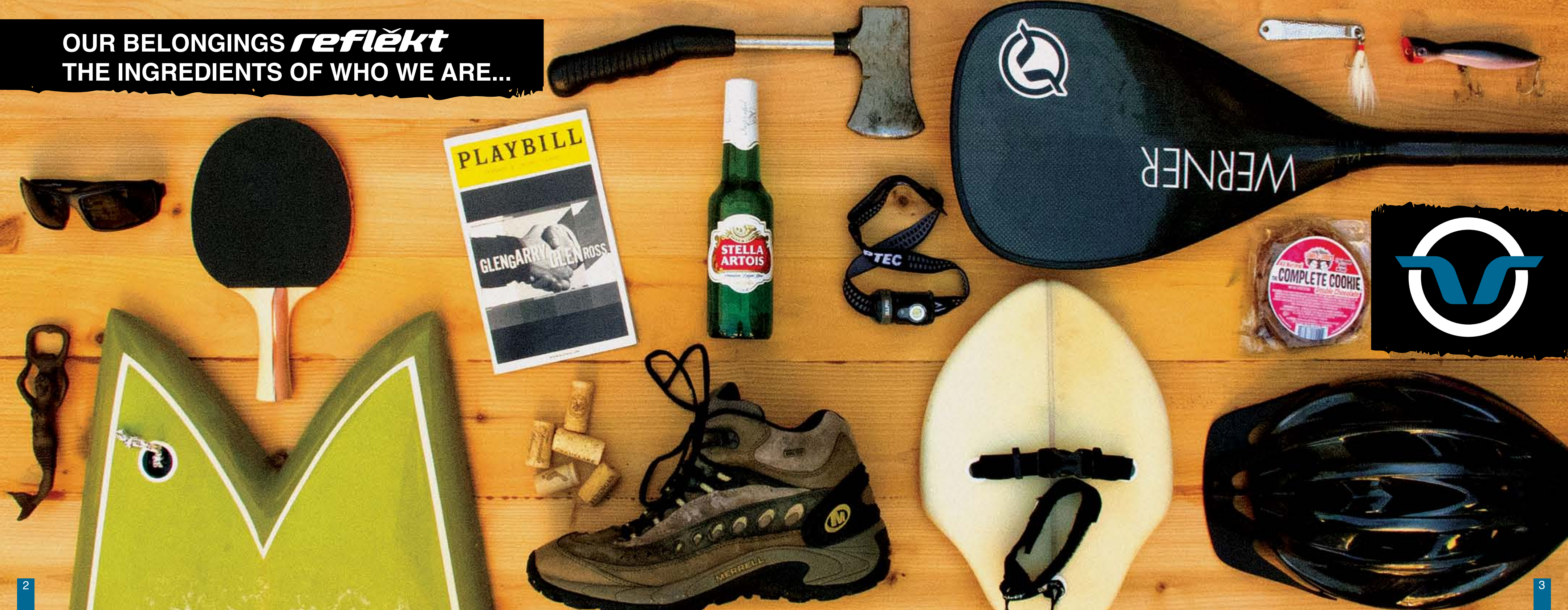




OUR BELONGINGS *reflĕkt*
THE INGREDIENTS OF WHO WE ARE...



I LOVE SUNGLASSES — THEY ARE IN MY BLOOD
WHAT OTHER INDUSTRY CAN YOU GET AWAY WITH
WEARING A T-SHIRT & FLIP FLOPS TO WORK EVERYDAY?

BACK IN 1998, I BUILT THE INDUSTRY'S FIRST &
ONLY ALL POLARIZED SPORTS SUNGLASS BRAND
IT WAS EXTREMELY SUCCESSFUL & WAS EVENTUALLY
ACQUIRED — WHICH AWARDED ME SOME TIME OFF

DURING THIS TIME, I HAD AN EXCELLENT TIME
TO REFLECT ON THE INDUSTRY AND MY PREVIOUS
BRAND. IN MY OPINION, THE SUNGLASS INDUSTRY
STILL HAS SOME LARGE VOIDS THAT HAVE NOT
BEEN ADDRESSED.

NOW I'M BACK & READY TO RAISE THE BAR WITH A
NEW BRAND TO FILL THESE VOIDS. AS I SEE IT
PEOPLE DESERVE TO LOOK GREAT, SEE BETTER
& FEEL 100% COMFORTABLE WITH THEIR
SUNGLASS PURCHASE.

WITH THIS IN MIND, I CREATED A NEW BRAND
THAT PROMISES & DELIVERS ABSOLUTE COVERAGE

WELCOME TO REFLEKT POLARIZED!

— JASON W

ABSOLUTE™ COVERAGE

ABSOLUTE LENS COVERAGE

The most important role of a sunglass is to protect the user from the harmful rays of the sun. We feature two polarized lens platforms, each using the latest technology to keep you covered from the elements. Both platforms feature injected, decentered, optically correct polarized lenses. Our premium lens platform features additional coatings to protect the lens and wearer from the elements, as well as Melanin Technology. Melanin Technology raises the bar in sunglass protection and sets us apart from the competition.

Our lenses have your eyes ABSOLUTELY COVERED

ABSOLUTE PRICING COVERAGE

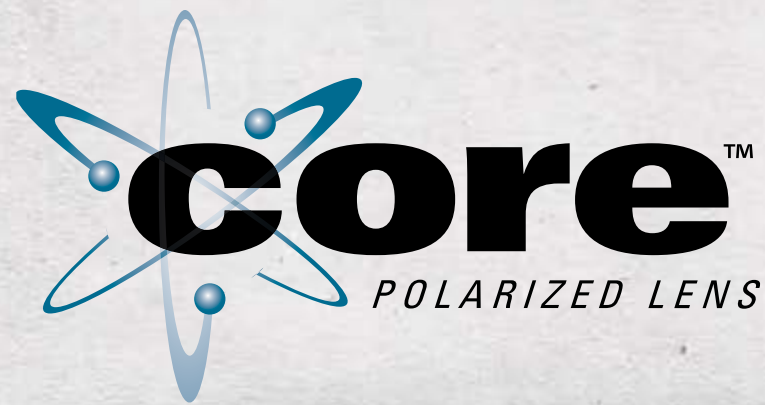
With everything that goes into a pair of Reflekt™ sunglasses, we should be charging a heck of a lot more... Our pricing is simple, **fills a void in the current marketplace**, and is driven by value.

Our price points have your wallet ABSOLUTELY COVERED

ABSOLUTE WARRANTY COVERAGE

Never before has a warranty like ours existed in the sunglass industry — **or any other for that matter...** No matter what sort of breakage your sunglasses experience, we have you covered. In addition, we will even cover the loss of your sunglasses... **yes, loss.** Should you ever lose your prized shades, we've got another one waiting for you in our warehouse.

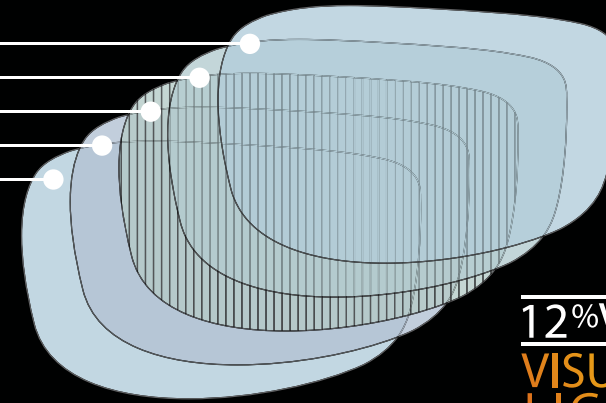
Our warranty has your peace of mind ABSOLUTELY COVERED



PRICE RANGE
\$79-\$99

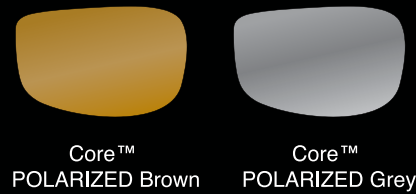
Lens Layers

- 1S Scratch Coating
- Front Layer Lens
- POLARIZED Filter
- Rear Layer Lens
- 1S Scratch Coating



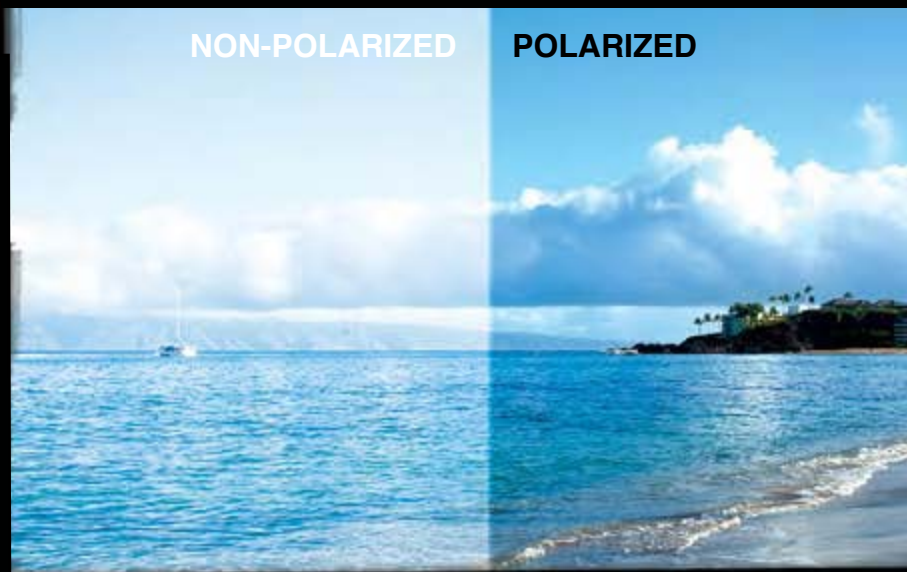
12%VLT
VISUAL LIGHT
TRANSMISSION

Colors Available



LENS TECHNOLOGY

- INJECTED AND DECENTERED (*distortion free vision*)
- EMBEDDED POLARIZED FILTER
- 100% UV 400 PROTECTION
- 1S™ COATING (ANTI-SCRATCH)
- HIGH VELOCITY IMPACT RESISTANT POLYCARBONATE

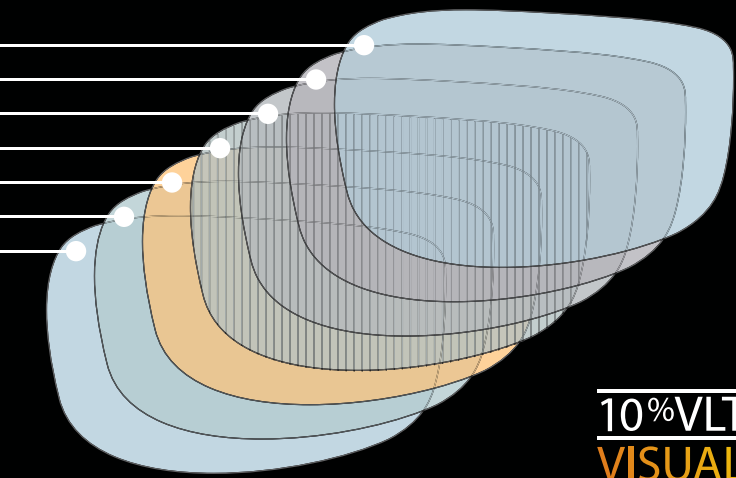


reactor™
POLARIZED LENS

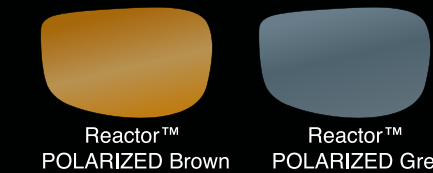
PRICE RANGE
\$109-\$129

Lens Layers

- Scratch Coating
- Salt, Sweat, and Smudge Coating
- Front Layer Lens
- POLARIZED Filter
- Melanin Infused Rear Layer Lens
- Salt, Sweat, and Smudge Coating
- Scratch Coating



Colors Available



10%VLT
VISUAL LIGHT
TRANSMISSION

LENS TECHNOLOGY

CORE POLARIZED LENS FEATURES PLUS:

- POLARIZED MELANIN-INFUSED LENS EQUIVALENT TO SPF 140+ ---SUNSCREEN FOR YOUR EYES
- FILTERS HARMFUL BLUE LIGHT UP TO 490NM
- COLOR IMMERSION™ TECHNOLOGY
- 4S™ COATING (ANTI-SCRATCH, SWEAT, SMUDGE, SALT)



BENEFITS OF POLARIZATION

Polarization adds another important layer of protection from the sun's harmful light, however most people don't know how it works. *Here's a quick science lesson:* Sunlight bounces off everything around us and heads towards our eyes carrying with it important information such as color, distance, and appearance. However, coming along with that important information is glare caused by the sunlight reflecting off of shiny objects such as water, ice, asphalt, snow, etc. Polarization is a filter imbedded in our lenses that works to eliminate the wavelength that the glare travels on, allowing the user to receive only the lightwaves packed with pure, useful information.

BENEFITS OF MELANIN TECHNOLOGY

Our quest for the best POLARIZED lens on the market led us to a new, exciting technology – Melanin. Melanin is a naturally occurring substance in our skin, hair, and eyes that works to protect us from the sun's harmful rays, much like Mother Nature's sunscreen. The problem is, Mother Nature only gives us a finite amount for our entire lives. In response to this, Dr. Jim Gallas, a professor of Physics at the University of Texas in San Antonio, developed a synthetic form of Melanin that works as well as the original. The unique thing about his formula is that it allows the synthetic melanin to be injected into polymers, such as polycarbonate lenses.

The Melanin in our lenses eliminates UV and reduces blue light and glare without distorting color. In fact, the colors become more saturated while reducing the risks of macular degeneration and cataracts. We like to look at it this way – the only place you can't use sunscreen on your whole body is your eyes, unless you're looking for trouble... The synthetic Melanin in our lenses acts like sunscreen for your eyes, with an SPF of 140+, again taking our lenses to the next level of coverage.





OUR LIFETIME + LOSS WARRANTY

In our mission to provide our customers with Absolute Coverage™, we wanted to go to the next level with our warranty and offer something no one had ever seen or heard of before. Not only does our Lifetime Warranty cover the consumer against manufacturer's defects, scratched lenses, and any and all types of breakage, we also cover against **LOSS**.

No, that's not a typo.

The consumer can lose their glasses, execute our warranty online using their provided serial number, and receive a new pair of glasses – simple as that.

No other brand has you ABSOLUTELY COVERED like Reflekt.

LIVE

RETAIL \$79 / \$109

FRAME TECHNOLOGY

- TR90 AIRFRAMES™
- CAM ACTION HINGES
- HYDROGRIP™ NOSE PADS
- TEMPLE TAPER & BEND BACK™ DESIGN

MOVE

RETAIL \$89 / \$119

FRAME TECHNOLOGY

- TR90 AIRFRAMES™
- CAM ACTION HINGES
- CO-INJECTED HYDROGRIP™ NOSE PADS AND TEMPLE TIPS
- TEMPLE TAPER & BEND BACK™ DESIGN

PERFORM

RETAIL \$99 / \$129

FRAME TECHNOLOGY

- INTERCHANGEABLE LENS SYSTEM
- TR90 AIRFRAMES™
- CAM ACTION HINGES
- METAL ALLOY ADJUSTABLE NOSE BRIDGE
- HYDROGRIP™ NOSE PADS AND TEMPLE TIPS
- TEMPLE TAPER & BEND BACK™ DESIGN

LIVE

RETAIL \$79 / \$109

FRAME TECHNOLOGY

- TR90 AIRFRAMES™
- CAM ACTION HINGES
- HYDROGRIP™ NOSE PADS
- TEMPLE TAPER & BEND BACK™ DESIGN

Contact™



\$40/\$79

COAL /
CORE POLARIZED GREY
FIT SIZE: SMALL TO MEDIUM



COLA /
CORE POLARIZED BROWN
\$40/\$79



SHADOW /
REACTOR POLARIZED GREY
\$55/\$109



BLACK COFFEE TORT /
REACTOR POLARIZED BROWN
\$55/\$109



TIMBER /
REACTOR POLARIZED BROWN
\$55/\$109

Tempest™



\$55/\$109

WALNUT TORT /
REACTOR POLARIZED BROWN
FIT SIZE: SMALL TO MEDIUM



ONYX /
CORE POLARIZED GREY
\$40/\$79



MILK /
CORE POLARIZED BROWN
\$40/\$79



LAGOON /
REACTOR POLARIZED GREY
\$55/\$109



BLACK COFFEE TORT /
REACTOR POLARIZED BROWN
\$55/\$109

SYNTH™



\$40/\$79

CEDAR TORT /
CORE POLARIZED BROWN
FIT SIZE: MEDIUM TO LARGE



CHAULK /
CORE POLARIZED GREY
\$40/\$79



BLACK EMBER FADE /
CORE POLARIZED GREY
\$40/\$79



COAL /
REACTOR POLARIZED GREY
\$55/\$109



OCEAN /
REACTOR POLARIZED GREY
\$55/\$109



WALNUT EMBER /
REACTOR POLARIZED BROWN
\$55/\$109

MODE™



\$55/\$109

LAGOON / REACTOR POLARIZED GREY
FIT SIZE: MEDIUM TO LARGE



COAL /
CORE POLARIZED GREY
\$40/\$79



MILK /
CORE POLARIZED GREY
\$40/\$79



COLA /
CORE POLARIZED BROWN
\$40/\$79



ONYX /
REACTOR POLARIZED BROWN
\$55/\$109



WALNUT EMBER /
REACTOR POLARIZED BROWN
\$55/\$109

ARMADA™



\$55/\$109

EBONY STRIPE /
REACTOR POLARIZED GREY
FIT SIZE: LARGE



WATER /
CORE POLARIZED GREY
\$40/\$79



FOG /
CORE POLARIZED BROWN
\$40/\$79



BLACK EMBER FADE /
REACTOR POLARIZED GREY
\$55/\$109



SEAWEED /
REACTOR POLARIZED BROWN
\$55/\$109

**ABSOLUTE
COVERAGE™**



MOVE

RETAIL \$89 / \$119

FRAME TECHNOLOGY

- TR90 AIRFRAMES™
- CAM ACTION HINGES
- CO-INJECTED HYDROGRIP™ NOSE PADS AND TEMPLE TIPS
- TEMPLE TAPER & BEND BACK™ DESIGN



LEGACY™



\$45/\$89

MIDNIGHT /
CORE POLARIZED GREY
FIT SIZE: SMALL TO MEDIUM



BONE /
CORE POLARIZED BROWN
\$45/\$89



COAL /
REACTOR POLARIZED GREY
\$60/\$119



BLONDE EMBER /
REACTOR POLARIZED BROWN
\$60/\$119

circuit™



\$45/\$89

TIMBER / CORE POLARIZED BROWN
FIT SIZE: SMALL TO MEDIUM



ONYX /
CORE POLARIZED GREY
\$45/\$89



COAL /
REACTOR POLARIZED GREY
\$60/\$119



BLACK EMBER FADE /
REACTOR POLARIZED GREY
\$60/\$119



WALNUT TORT /
REACTOR POLARIZED BROWN
\$60/\$119

Sonic™



\$60/\$119

COAL / REACTOR POLARIZED GREY
FIT SIZE: MEDIUM



CHALK /
CORE POLARIZED GREY
\$45/\$89



WATER /
CORE POLARIZED GREY
\$45/\$89



BLACK COFFEE TORT /
CORE POLARIZED BROWN
\$45/\$89



LAGOON /
REACTOR POLARIZED GREY
\$60/\$119



AMPHIBIAN TORT /
REACTOR POLARIZED BROWN
\$60/\$119

rival™



\$60/\$119

BLACK EMBER FADE /
REACTOR POLARIZED GREY
FIT SIZE: LARGE



COAL /
CORE POLARIZED GREY
\$45/\$89



SHADOW /
CORE POLARIZED GREY
\$45/\$89



SEAWEED /
CORE POLARIZED BROWN
\$45/\$89



ONYX /
REACTOR POLARIZED BROWN
\$60/\$119



CEDAR TORT /
REACTOR POLARIZED BROWN
\$60/\$119

TORRENT™



\$60/\$119

SEAWEED /
REACTOR POLARIZED BROWN
FIT SIZE: LARGE TO XLARGE



MILK /
CORE POLARIZED GREY
\$45/\$89



TIMBER /
CORE POLARIZED BROWN
\$45/\$89



COAL /
REACTOR POLARIZED GREY
\$60/\$119



PERFORM

RETAIL \$99 / \$129

FRAME TECHNOLOGY

- INTERCHANGEABLE LENS SYSTEM
- TR90 AIRFRAMES™
- CAM ACTION HINGES
- METAL ALLOY ADJUSTABLE NOSE BRIDGE
- HYDROGRIP™ NOSE PADS AND TEMPLE TIPS
- TEMPLE TAPER & BEND BACK™ DESIGN

MAVEN™



\$50/\$99

BLONDE EMBER /
CORE POLARIZED BROWN
FIT SIZE: SMALL TO MEDIUM



LAGOON /
CORE POLARIZED GREY
\$50/\$99



BLACK COFFEE TORT /
REACTOR POLARIZED BROWN
\$65/\$129



COFFEE /
REACTOR POLARIZED BROWN
\$65/\$129

pulse™



\$50/\$99

MERCURY /
CORE POLARIZED GREY
FIT SIZE: SMALL TO MEDIUM



BUBBLE GUM /
CORE POLARIZED GREY
\$50/\$99



COAL /
REACTOR POLARIZED GREY
\$65/\$129



CEDAR TORT /
REACTOR POLARIZED BROWN
\$65/\$129

ADDITIONAL LENS KITS AVAILABLE

ORBIT™



\$50/\$99

ONYX / CORE POLARIZED GREY
FIT SIZE: MEDIUM TO LARGE



CHALK /
CORE POLARIZED BROWN
\$50/\$99



TITANIUM /
REACTOR POLARIZED GREY
\$65/\$129



COAL /
REACTOR POLARIZED GREY
\$65/\$129



TIMBER /
REACTOR POLARIZED BROWN
\$65/\$129

pulse II™



\$65/\$129

GRAPHITE /
REACTOR POLARIZED GREY
FIT SIZE: MEDIUM TO LARGE



SAPPHIRE /
CORE POLARIZED GREY
\$50/\$99



COFFEE /
CORE POLARIZED BROWN
\$50/\$99



MILK /
REACTOR POLARIZED GREY
\$65/\$129



ONYX /
REACTOR POLARIZED BROWN
\$65/\$129

RATCHET™



\$50/\$99

SHADOW TORT /
CORE POLARIZED GREY
FIT SIZE: LARGE TO XLARGE



MILK /
CORE POLARIZED GREY
\$50/\$99



FOG /
CORE POLARIZED BROWN
\$50/\$99



COAL /
REACTOR POLARIZED GREY
\$65/\$129



TIMBER /
REACTOR POLARIZED BROWN
\$65/\$129



All Perform category styles come with an extra set of Enhancer™ lenses, a micro fiber cleaning bag, and a semi-hardcase.

ENHANCER™ LENS TECHNOLOGY

Being a lens driven brand, we want to make sure you are covered in all light conditions. Our Non Polarized Enhancer™ lenses work to bring the values of available light up, for better vision in low light conditions. The unique vermilion-based hue allows for light enhancement and color saturation, while the durable polycarbonate material keeps your eyes safe from debris.





- FIND US ONLINE -



WEB

www.reflektpolarized.com



FACEBOOK

www.facebook.com/ReflektPolarized



TWITTER

@REFLEKTUSA



INSTAGRAM

ReflektPolarized

FIT SIZE RANGE

SMALL MEDIUM LARGE X-LARGE

	SMALL	MEDIUM	LARGE	X-LARGE
CONTACT †	██████████	██████████		
TEMPEST †	██████████	██████████		
LEGACY †	██████████	██████████		
CIRCUIT †	██████████	██████████		
MAVEN †	██████████	██████████		
PULSE †	██████████	██████████		
SONIC †		██████████		
SYNTH †		██████████	██████████	
MODE †		██████████	██████████	
ORBIT †		██████████	██████████	
PULSE 2 †		██████████	██████████	
ARMADA †			██████████	
RIVAL †			██████████	
TORRENT †			██████████	██████████
RATCHET †			██████████	██████████

PRODUCT PRICING



LIVE
MOVE
PERFORM

\$79
\$89
\$99

\$109
\$119
\$129



50 PIECE FLOOR DISPLAY

- Holds 50+ Sunglasses
- Base includes 3 drawers which hold more than 50+ sunglasses
- Keyed alike locking cabinet and base
- Includes 4 piece and 1 piece displays for shelf
- Provided at no charge to dealers who order 50+ sunglasses
- Backlit rear panel
- Full length side mirrors
- Removable door for open selling
- Dimensions - 22"W x 22"D x 74"H



25 PIECE COUNTER DISPLAY

- Holds 25+ Sunglasses
- Easy access shelf
- Includes 4 piece displays for shelf
- Lockable door
- Mirror incorporated
- Provided at no charge to dealers who order 25+ sunglasses
- Removable door for open selling
- Dimensions - 16"W x 12"D x 31"H



4 PIECE DISPLAY

Dimensions - 6"W x 8.5"D x 7"H

1 PIECE DISPLAY

Dimensions - 5.5"W x 4"D x 2.5"H

BRAND SUPPORT KIT

- 2 Image Cards (3x5)
- 2 AC/LW Cards (3x5)
- 2 Lens Tech Cards (5x7)
- 2 P.O.P. Cube Boxes (2 3/4")
- 1 Counter Mirror
- 1 Reflekt Sunscreen P.O.P. Bottle
- 12 Stickers
- 1 Authorized Dealer Sticker

FOR ADDITIONAL FORMS OR TO PLACE AN ORDER CALL 1-855-REFLEKT™ (733-5358)
 REFLEKT POLARIZED, LLC -- 456 VEIT ROAD HUNTINGDON VALLEY, PA 19006
 REFLEKTPOLARIZED.COM

Reflekt™, Reflekt™ logo, ReflektPolarized.com™, Absolute Coverage™, Lifetime+Loss™ Warranty, Core™, Reactor™, Enhancer™, Color Immersion™ Technology, 1S™, 4S™, TR-90 Airframes™, Hydrogrip™, Tempest™, Contact™, Mode™, Armada™, Synth™, Legacy™, Circuit™, Sonic™, Rival™, Torrent™, Maven™, Pulse™, Pulse II™, Orbit™, & Ratchet™ are all trademarks of Reflekt™ Polarized, LLC. ©2013, All Rights Reserved.

RETAIL SALES CONTEST

After your rep has come by for a clinic and your staff has been trained we want to keep them motivated and excited to sell Reflekt. We have a sales contest in place, all year, to do just that.

- For every 6 glasses a salesperson sells, they can receive a free pair of **CORE** lensed glasses.
- For every 10 glasses a salesperson sells, they can receive a free pair of **REACTOR** lensed glasses

Please use the form provided in this folder for tracking sales.

STOCK ROTATION

We want to make sure you always have the best styles in stock for your customer. That being the case, we are bucking the industry trend of 2:1 Stock Rotations and offering all of our customers 1:1 Stock Rotations with no restocking fees. This will ensure that you have the right styles in the right colors all the time.

Contact us at 855-Reflekt (733-5358) or info@reflektpolarized.com



reflekt™
POLARIZED

