Polaroid Eyewear

Polaroid is distributed by Sunshades Eyewear Pty. Ltd.
Address: PO Box 7217 Alexandria NSW Australia 2015
Phone: 61 2 8303 7300
Fax: 61 2 8303 7399
Email: sales@sunshadeseyewear.com.au
A PROUD HERITAGE

Polaroid Eyewear is the pioneer and expert in polarized lens technology and it has been our mission since the invention of the polarized lens technology to always develop the most advanced quality lenses and eyewear products at an affordable price.

Dr. Edwin Land began experimenting with light at an early age. Born in 1909 in Connecticut, USA, his investigations with kaleidoscopes and attempts to filter light led him to invent the world’s first man-made polarizer for commercial use in 1929. The first pair of Polaroid sunglasses was sold in 1935 and Edwin Land established Polaroid corporation in 1937.

Since then Polaroid Eyewear has manufactured, designed and distributed high quality polarized lenses and fashionable polarized sunglasses around the globe and continues to work at the forefront of the industry to create advanced lenses and eyewear products.

WHAT IS POLARIZED LENS TECHNOLOGY?

Non-polarized sunglasses only reduce the amount of visible light entering the eye, darkening the view. Polaroid® polarized sunglasses block glare and allowing for perfect vision.

Visible light waves from the sun travel in all directions. When sunlight reflects off a horizontal surface, like a road or water, it often becomes concentrated horizontally. This is known as glare. Vertical light is useful to the human eye. It enables us to see colours and contrasts, while concentrated horizontal light simply creates optical noise or glare, restricting visibility making it difficult and uncomfortable to see.

Non-polarized sunglasses only reduce the amount of visible light entering the eye, darkening the view. They don’t block glare.

Polaroid® polarized sunglasses block glare and allow only useful vertical light to enter the eye; enabling the wearer to see more clearly.
CONSUMER BENEFITS

Polaroid® Polarized UltraSight™ lenses give consumers the benefits of superior technical performance.

Only Polaroid® polarized sunglasses deliver the full benefits of UltraSight™ lenses.

<table>
<thead>
<tr>
<th>Results</th>
<th>Polaroid® Polarized UltraSight™ Lens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent impact resistance</td>
<td>✓</td>
</tr>
<tr>
<td>Excellent shock-absorbency</td>
<td>✓</td>
</tr>
<tr>
<td>Excellent optics</td>
<td>✓</td>
</tr>
<tr>
<td>Excellent UV protection</td>
<td>✓</td>
</tr>
<tr>
<td>Excellent for sustainability</td>
<td>✓</td>
</tr>
<tr>
<td>Excellent curve retention</td>
<td>✓</td>
</tr>
<tr>
<td>Excellent optical clarity</td>
<td>✓</td>
</tr>
<tr>
<td>Excellent polarizing efficiency</td>
<td>✓</td>
</tr>
<tr>
<td>Best polarizing lens performance overall</td>
<td>✓</td>
</tr>
</tbody>
</table>
POLARIZING EFFICIENCY

Not all polarized technology is equal.

Having a polarizing filter is no guarantee of an effective glare-blocking lens. It depends on the quality of the filter and how the lens has been produced. Our process has been meticulously developed and designed to control the temperatures used to form the separate elements of the lens together. The polarizing filter is at the centre of the lens – where it’s fully protected from the heat. The result is a lens that preserves the integrity of the polarizing filter and gives wearers complete protection from glare.

**STEP 1:**
Lens is placed between the highly polished concave and convex moulds.

**STEP 2:**
Applying heat and pressure precisely curves the lens for optical clarity.

**STEP 3:**
The lens curve is set during the cooling cycle and then unloaded for use.

UltraSight™ lenses are made of nine functional elements. The core element of the lens construction is the polarizing light filter. UV light absorbers are bonded to both sides of the filter. These block all harmful UVA, UVB, and UVC light rays. Shock-absorbing layers are then fused to both sides of the UV absorbers, making the lens light, flexible and impact resistant. A scratch-resistant layer on both the outer surfaces completes the lens structure.

**THE 9 FUNCTIONAL ELEMENTS OF EVERY ULTRASIGHT™ LENS**

- 1x Polarizing core – The best technology for eliminating glare
- 4x UV filters For total UV protection
- 2x Shock absorbers Twice the impact resistance
- 2x Scratch resistant layers Optimal durability
NEW POLAROID® ULTRASIGHT™ LENS

The Polaroid® UltraSight™ polarized lens is exclusively used in Polaroid® polarized sunglasses. This new lens combines breakthrough developments in eco-materials with Thermofusion™ Technology. The result is our best-ever lens.

UltraSight™ lenses are produced from technically advanced eco-polymers that are formed and quality checked at our European research and production facility in Scotland, UK. Locked into the core of the UltraSight™ lens, is a polarizing light filter that ensures freedom from glare and shatter-resistant and scratchproof protection ensures strength and shock-absorbency for life-long performance. To block 100% of harmful UV rays up to the highest 400nm level, there’s an efficient UV absorber exceeding the protection available in most other sunglass lenses protecting wearers up to the highest UV exposure level. UltraSight™ exceeds all international requirements for UV protection.

Exclusive to Polaroid Eyewear, the UltraSight™ lens is our highest-performing lens ever.
Polaroid® Polarized Sunglasses

As the demand for polarized sunglasses grows, so will retail opportunities. Consumers want the benefits of polarized lenses and can trust Polaroid® lens technology to deliver those benefits.

**GLARE-FREE:**
UltraSight™ lenses block out virtually 100% of glare. No squinting, no straining. Just perfect vision.

**NATURAL COLOURS:**
See colours accurately with greater clarity.

**SUPERIOR OPTICS:**
Distortion-free optically superior vision.

**PROTECTION:**
100% UV400 protection – Protecting your eyes from the sun’s harmful UVA, UVB and UVC rays.

**REDUCED EYE FATIGUE:**
End eye fatigue by allowing only useful light to enter the eye.

**CLEAR CONTRAST:**
Enjoy greater visual definition through enhanced contrasts.

**SHOCK-ABSORBING:**
Polaroid Lenses are tested to withstand impact and protect the eye. Making them great for sports and everyday living. As well as safer, lighter and less expensive than glass lenses.

**DURABILITY:**
Unique scratch-resistance means lenses can take everyday knocks and still look as good as new. Polaroid UltraSight™ lenses are more durable than other traditionally-made lenses.

**VALUE:**
Superb performance lenses and designer inspired sunglasses offering great value for money.
POLAROID® FRAME MATERIALS

POLAROID PREMIUM

POLYCARBONATE: Impact resistant, durable and lightweight plastic material with ultra-smooth polished finish. Used on selected Polaroid Premium plastic frame styles

NICKEL SILVER: Extremely durable and flexible metal material with hypoallergenic finish. Used on all Polaroid Premium metal frame styles.

POLAROID RX

HAND MADE: The three main sunglass parts (front and 2 temples) are made separately and then assembled after each part has been completed. To create a finished pair of frames over 100 pairs of hands will have worked on each individual sunglass.

ACETATE: derived from natural cotton and wood fibers. Characteristics include; translucency, shine, subtlety and rich colours.

MONEL: Rust proof metal alloy, highly resistant to corrosion and acids. Used on all Polaroid Rx metal frame styles.
POLAROID® SUNGLASS DISPLAYS
Polaroid can provide your store with 18 or 36 piece floor stands to ensure your customers are provided with a premium brand experience.

LIT 36 PIECE FLOOR TOWER.  
Lockable storage
stock code: 95009POL36

LIT 18 PIECE FLOOR TOWER.  
Lockable display and storage.
stock code: 95009POL18
Our Polaroid Premium Collection comprises of sunglasses to suit your style: From contemporary and fashion to elegant classics, the Polaroid Collection unites functionality and design.

Sunglass model: KILBY 1003801
ARMSTRONG 1003806 8828A
BLACK / GUNMETAL
POLARIZED GREEN
AU$79.95
NZ$99.95

CARNOT 1003812 P8034A
BLACK
POLARIZED SMOKE
AU$79.95
NZ$99.95

SCHICK 1003805 P8008A
BLACK / GUNMETAL
POLARIZED SMOKE
AU$79.95
NZ$99.95

RILEY 10218019 7861D
BLACK
POLARIZED BLUE
AU$79.95
NZ$99.95

WEST 10234018 P8928A
BLACK
POLARIZED SMOKE
AU$79.95
NZ$99.95

COLT 1003804 P4004A
BLACK
POLARIZED SMOKE
AU$89.95
NZ$99.95

RUMFORD 1003813 P4911A
GUNMETAL
POLARIZED GREY
AU$89.95
NZ$99.95

RUMFORD 1003814 P4911B
BLACK
POLARIZED GREY
AU$89.95
NZ$99.95

WALKER 10204032 P4918B
GUNMETAL
POLARIZED GREY
AU$89.95
NZ$99.95

DEAN 10223035 4702N
GUNMETAL
POLARIZED SMOKE
AU$89.95
NZ$99.95
<table>
<thead>
<tr>
<th>Style</th>
<th>Colour/Frame</th>
<th>Price AUD</th>
<th>Price NZD</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOONE 10214074 MM39120FL</td>
<td>BLUE POLARIZED SMOKE</td>
<td>AU$79.95</td>
<td>NZ$109.95</td>
</tr>
<tr>
<td>STARK 1003823 P4020B</td>
<td>BLACK POLARIZED SMOKE</td>
<td>AU$79.95</td>
<td>NZ$109.95</td>
</tr>
<tr>
<td>RAMAN 1003807 P4014B</td>
<td>GUNMETAL / BLACK POLARIZED SMOKE</td>
<td>AU$89.95</td>
<td>NZ$119.95</td>
</tr>
<tr>
<td>BUNSEN 1003803 P4000A</td>
<td>GUNMETAL POLARIZED SMOKE</td>
<td>AU$89.95</td>
<td>NZ$119.95</td>
</tr>
<tr>
<td>ANDERSON 10224086 4816D</td>
<td>ANTIQUE BROWN / MATT BLACK POLARIZED BROWN</td>
<td>AU$79.95</td>
<td>NZ$109.95</td>
</tr>
<tr>
<td>ANDERSON 10224017 4816F</td>
<td>BLACK / MATT BLACK POLARIZED SMOKE</td>
<td>AU$79.95</td>
<td>NZ$109.95</td>
</tr>
<tr>
<td>BENZ 10209048 P4906B</td>
<td>GUNMETAL POLARIZED SMOKE</td>
<td>AU$79.95</td>
<td>NZ$109.95</td>
</tr>
<tr>
<td>ZUSE 10210019 P4907A</td>
<td>MATT BLACK POLARIZED GREEN</td>
<td>AU$79.95</td>
<td>NZ$109.95</td>
</tr>
<tr>
<td>KOCH 1003815 P4016B</td>
<td>BLACK POLARIZED GREEN</td>
<td>AU$79.95</td>
<td>NZ$109.95</td>
</tr>
<tr>
<td>Style</td>
<td>Code</td>
<td>Color Combination</td>
<td>Price AUD</td>
</tr>
<tr>
<td>---------</td>
<td>-----------------</td>
<td>------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>BRAILLE</td>
<td>1003824 P4023B</td>
<td>GOLD / TORT POLARIZED BROWN</td>
<td>$89.95</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BOWIE</td>
<td>1003800 F4004B</td>
<td>GOLD / TORT POLARIZED BROWN</td>
<td>$89.95</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KAY</td>
<td>10216017 8854E</td>
<td>BLACK / GUNMETAL POLARIZED SMOKE</td>
<td>$79.95</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PASCAL</td>
<td>10230022 P8912B</td>
<td>DARK TORT / GOLD POLARIZED BROWN</td>
<td>$89.95</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VALLINO</td>
<td>10226099 LP49825BL</td>
<td>BLACK POLARIZED SMOKE</td>
<td>$89.95</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ZARA</td>
<td>10231083 P8913B</td>
<td>BROWN / GOLD POLARIZED BROWN</td>
<td>$89.95</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SHEEHAN 10232025 P8914B
DARK TORT / GOLD
POLARIZED BROWN
AU$89.95
NZ$119.95

SANTORIO 10236100 P8935A
METALLIC GREY
POLARIZED SMOKED
AU$79.95
NZ$109.95

BABBAGE 10259080 8836
BROWN
POLARIZED BROWN
AU$79.95
NZ$109.95

WHITNEY 10213052 LP49814DT
DARK TORT
POLARIZED BROWN
AU$79.95
NZ$109.95
The Polaroid Rx sunglass collection benefits from high-quality materials. All frames have been designed so that prescription sunglass lenses – Polaroid polarized or otherwise – can easily be fitted, for perfect looks.

Sunglass model:
SAGAN 1004208
SAGAN 1004207
BLACK
POLARIZED SMOKE 59-17 135

AUD$149.00
NZ$165.00

SAGAN 1004208
GUNMETAL / TORT
POLARIZED GREEN 59-17 135

AUD$149.00
NZ$165.00

COPERNICUS 1004218
GUNMETAL / TORT
POLARIZED GREEN 57-17 135

AUD$149.00
NZ$165.00

COPERNICUS 1004219
BLACK
POLARIZED SMOKE 57-17 135

AUD$149.00
NZ$165.00

TESLA 1004210
GUNMETAL / TORT
POLARIZED BROWN 56-16 140

AUD$149.00
NZ$165.00

TESLA 1004209
BLACK
POLARIZED GREEN 56-16 140

AUD$149.00
NZ$165.00

DARWIN 1004216
GUNMETAL
POLARIZED GREEN 59-16 135

AUD$149.00
NZ$165.00

DARWIN 1004217
MATT BLACK
POLARIZED SMOKE 59-16 135

AUD$149.00
NZ$165.00

RX 007 10244031
SHINY GUNMETAL / TORT
POLARIZED SMOKE 61-13 130

AUD$149.00
NZ$165.00

EDISON 1004211
GUNMETAL
POLARIZED GREEN 60-15 135

AUD$149.00
NZ$165.00
<table>
<thead>
<tr>
<th>Style</th>
<th>Color/Frame</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kepler 1004220</td>
<td>Tortoise Polarized Green 58-18 135</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
<tr>
<td>Kepler 1004221</td>
<td>Black Polarized Smoke 58-18 135</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
<tr>
<td>Goodall 1004223</td>
<td>Deep Grape Polarized Smoke 55-17 130</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
<tr>
<td>Goodall 1004222</td>
<td>Tortoise Polarized Brown 55-17 130</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
<tr>
<td>Fossey 1004224</td>
<td>Tortoise Polarized Brown 53-15 130</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
<tr>
<td>Fossey 1004225</td>
<td>Deep Grape Polarized Smoke 53-15 130</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
<tr>
<td>Rx 003 10240011</td>
<td>Black/Grey Wood Polarized Smoke 59-14 130</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
<tr>
<td>Rx 008 10245011</td>
<td>Matt Black/Black Wood Polarized Smoke 55-18 135</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
<tr>
<td>Rx 022 1004203</td>
<td>Matt Black Metal/Black Polarized Smoke 56-15 140</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
<tr>
<td>Rx 002 1004204</td>
<td>Matt Gunmetal/Dark Tortoise Polarized Green 56-15 140</td>
<td>AU$149.00 / NZ$165.00</td>
</tr>
</tbody>
</table>
POLAROID EYEWEAR COLLECTION 2010
All prices listed are recommended retail prices only and may be subject to change without notice.
Polaroid is distributed by Sunshades Eyewear Pty. Ltd.
Address: PO Box 7217 Alexandria NSW Australia 2015
Phone: 61 2 8303 7300
Fax: 61 2 8303 7399
Email: sales@sunshadeseyewear.com.au
All Polaroid sunglasses are supplied with a one year manufacturer’s warranty.

PERFECT VISION.