

Press Release

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Sunglasses For Sport appointed Authorised Dealer for the new range of Pilla Zeiss eyewear

27 March 2013 – Sunglasses for Sport have been appointed an Authorised Dealer for the all-new Pilla Zeiss range. Widely recognised as the world's best shooting eyewear, Pilla is worn by the vast majority of the top professional and amateur shooters with 8 of the 9 men's shotgun Olympic medallists at London 2012 having used Pilla eyewear. Now Pilla have taken what was already a superlative product to another level again having forged a new partnership with Carl Zeiss Vision. The culmination of extensive R&D to produce lenses of unrivalled quality and performance, the new premium range of lenses are called Zeiss VIVX. Specially created for Pilla by the internationally renowned optics manufacturer, these new lenses are tuned to specifically amplify clay targets in different light and backgrounds with an astounding 15% improvement on Pilla Ballistx lenses.

Sunglasses For Sport Ltd

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The new Pilla Zeiss frame range comprises Outlaw X, Panther X No Post and Panther X Post; each being available with three alternative Zeiss VIVX lens combinations: Enhanced Definition 3 Lens Kit; Max Orange 3 Lens Kit and Specialty 3 Lens Kit. Zeiss lens sets can also be purchased separately. RX prescription optical inserts for prescription lens wearers are available for both the Outlaw X and Panther X Post models – these new inserts are significantly larger giving much improved peripheral vision. Zeiss prescription lenses are also available to fit the full range of Pilla models.

This world beating range of new shooting eyewear is available to buy online now from: **www.sunglassesforsport.com**.

Sunglasses For Sport are the UK's biggest stockist of shooting eyewear with Pilla, Oakley, Bollé, Uvex, Bloc, Evolution and other brands to choose from with a wide range of prescription options too.

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Issued on behalf of Sunglasses For Sport Ltd by Next Step Marketing Ltd

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