

Press Release

January 2015



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UK Launch of Unique 3 Lens Polarised Sets

Sunglasses For Sport Ltd, the specialist online retailer of sports sunglasses and eyewear, has been appointed exclusive UK distributor for H3O. H3O is an American brand with a range of polarised 3 lens interchangeable sets. The unique feature is that all three lenses in each interchangeable set are polarised – even the lighter (yellow and clear) tints. Sunglasses For Sport believe these are the only 3 lens interchangeable sets available where all three lenses are polarised.

14 January 2015 – Sunglasses For Sport Ltd, the specialist online retailer of sports sunglasses and eyewear, has been appointed exclusive UK distributor for H3O. H3O is an American brand with a range of polarised 3 lens interchangeable sets. The unique feature is that all three lenses in each set are polarised – even the lighter (yellow and clear) tints. Sunglasses For Sport believe these are the only 3 lens interchangeable sets available where all three lenses are polarised. Three model types are available: Ice, Rage and Surge.

All models are sold as a set that includes three different polarised lens colours and they are available in two grades: the 'Lite' economy range, which features TAC polarised lenses and retails at £49.95, and a premium grade that features optical quality polycarbonate polarised lenses and retails at

Sunglasses For Sport Ltd

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£89.95. Frames are very high quality, designed to give years of use. All models are supplied with high quality hard cases with individual pouches for the spare lenses and a free set of frame cords.

Denzil Lee, managing director of Sunglasses for Sport, comments, "We are delighted to have been appointed exclusive UK distributor for H3O and it's not often you can say they genuinely do have something unique about them. To our knowledge these are the only 3 lens polarised interchangeable eyewear sets where all three lens colours, including yellow and clear options, are polarised. Before we actually saw it we were sceptical that there could really be a polarised clear lens; but it's true – and it works! These 3 lens polarised sets are exceptional value for money and we're sure the H3O range will create a great deal of interest amongst fishing enthusiasts."

The H3O range is available to buy now at www.sunglassesforsport.com and you can also see the new range at their stand at The Big One fishing show (21-22 March, Farnborough, Hampshire, Stand No: 130).

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

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Notes to editors

Since launching in June 2007 with just a few dozen models from a limited range of brands Sunglasses for Sport has grown to become one of the UK's leading online stores for sports sunglasses and sports eyewear. The site now boasts 16 brands including Oakley, Bollé, BLOC, Cébé, Polaroid, Sunwise and Serengeti along with its own Evolution 'house' brand specially made for the company. Sports enthusiasts really are spoilt for choice with over 600 models available including around 150 polarised models. Prices range from £8.95 to £560 but there are dozens of options at under £20.

Caption for picture at www.nextstepmarketing.co.uk/press:

"New from Sunglasses For Sport, a unique range of polarised 3 lens sets that are certain to prove popular with fishing enthusiasts."