



## **Why Maui Jim for Outdoor Activities?**

There are four reasons to choose Maui Jim® over other sunglasses for outdoor activities:

- 1) **GLARE REDUCTION**. Maui Jim's proprietary PolarizedPlus®2 technology uses up to 9 layers of protection built into each lens. Our polarizing technology reduces 99.9 percent of harmful glare and is the most advanced polarization available to reduce glare from **above, below and behind each lens**. This filter also **blocks glare from any flat, smooth, or shiny surface**, which makes it possible to **see below the surface of water**. Anti-reflective treatments are specifically designed to eliminate eye fatigue. Additionally, Maui Jim's UV ray reduction is unparalleled, cutting 100 percent of UVA and UVB rays. Unique, bi-gradient mirror technology adds protection from light through the top and bottom of each lens – basically, we squint for you, but without creating excessive reflection. We also offer MauiGradient™ lenses that feature single gradient mirror protection. Only Maui Jim's PolarizedPlus®2 technology delivers a higher level of contrast and depth perception in a variety of lens colors for varying conditions (see below).
- 2) **TRUE COLORS**. Maui Jim's proprietary polarization, PolarizedPlus®2, not only reduces glare, but produces true, vivid colors. With our lenses, blues are bluer. Greens are more vivid. Reds are vibrant. Yellows pop. And whites are true. How? Maui Jim uses **three rare earth elements** on its lenses which, when combined with the glare-protecting elements of each lens, result in significantly truer colors.
- 3) **REPEL WATER, DIRT, SMUDGES**. Maui Jim's unique waterproof and oleophobic coatings repel water and grease, and make smudges and fingerprints easier to wipe away – both inside and outside our lenses. Clearshell® scratch-resistant technology for Maui Evolution® and Polycarbonate lenses helps them perform better for longer – which means clearer sight. Our SuperThin(ST) glass is durable, scratch-resistant and 20 percent thinner and lighter than standard laminated glass lenses.
- 4) **CHOICE OF LENSES DEPENDING ON USE**. Maui Jim offers four lens color options depending on light and conditions:
  - Neutral Grey offers the **highest level of light reduction** for bright, sunny days.
  - HCL® Bronze enhances contrast in **variable conditions**. For example, bronze lenses are good for days when puffy clouds occasionally float over. They also are great for fishing in brackish water because they enhance contrast in murky conditions.
  - Maui Rose is designed for the highest contrast for everyday conditions. It's good for **fast-moving sports**.



- Maui HT® (High Transmission) is the lens for when most lenses would be too dark. They are perfect for **early morning or late afternoon, foggy conditions or when light conditions are extremely changeable**. With 25 percent visible light transmission and 75 percent absorption, Maui Jim’s High Transmission lenses are a mellow palm shade. The Maui HT color option provides greater visibility even as it boosts color, contrast and depth of field.

Select Maui Jim styles are available with prescription lenses that come with all the advantages of PolarizedPlus®2 technology. Unmatched clarity in the widest field of view, each lens is fabricated with digital precision for a wider, clearer, more vivid view, without glare or harmful UV.

For sportspeople who need up-close vision to read maps, tie fishing knots, make cell phone calls, etc., MauiReaders® have hidden bifocals encased in lightweight polycarbonate lenses with PolarizedPlus®2 technology. Available in two styles – Ho’okipa and Makaha – they are available in add powers of +1.50, +2.00 and +2.50.

-end-

#### About [Maui Jim, Inc.](#)®

Maui Jim began as one man selling sunglasses on the beaches of Maui, Hawaii, back in the early 1980s. As local demand grew for sunglasses that provided advanced protection from the severe glare and UV rays of the Hawaiian sun – without distorting the beautiful colors of the Islands – the company developed proprietary technology – PolarizedPlus®, which was later patented and subsequently enhanced to create the company’s newest technology, PolarizedPlus®2.

Maui Jim was “born” with an original line of seven sunglass styles. Up to 1991, the sunglasses were exclusively sold in Maui, Hawaii. In 1991, the company was purchased by Hester Enterprises, and in 1994, Hester enlisted RLI Vision Corporation of Peoria, Illinois, to be the mainland distributor of Maui Jim Sunglasses for the ophthalmic market. Maui Jim, Inc. was established in December 1996, when Maui Jim Sunglasses acquired RLI Vision. Today, the company sells more than 86 styles and 200 SKUs and is the fastest growing polarized sunglass maker in the world. For more information on Maui Jim, visit [MauiJim.com](#) or follow us on Facebook or Twitter at [@OfficialMauiJim](#).

# # #