



## OpticsPlanet Inc. and Native Eyewear Protect Eyes and the Environment

### **For Immediate Release**

*OpticsPlanet Inc. teams up with environmentally conscious Native Eyewear, producer of high quality sunglasses and sport goggles.*

**Northbrook, Illinois June 6, 2016** Major sporting gear retailer OpticsPlanet.com is proud to add Native Eyewear as a vendor. Boulder, CO based Native Eyewear produces high quality goggles and sunglasses and is committed to environmentally friendly production practices.

The Native line of goggles features “SnowTuned” lenses to protect users from UV light as well as 5 options for different brightness levels experienced in snow-covered environments. Their goggle lenses also block more infrared light to prevent heat buildup and have anti-fog coatings.

Native Eyewear developed a revolutionary material for their sunglasses and goggles that is made from the castor oil plant. The frames made from this resin are more durable and resilient than plastic frames, yet will biodegrade in 3 to 5 years in landfill condition. This renewable rugged resin is used to enhance fit and comfort in all their frames.

With a focus on excellent gear, Native Eyewear is a natural partner for OpticsPlanet.com, Inc. Their focus on earth-friendly practices is good for the future of both companies.

### **About OpticsPlanet, Inc.**

Founded in 2000, OpticsPlanet, Inc. is the leading online destination for technical and high-performance gear. OpticsPlanet, Inc. serves demanding enthusiasts and professionals who are passionate about their jobs, serious about their recreation and devoted to their service. Currently offering over 1,000,000 items from over 2,900 brands in over 500 specialty categories, OpticsPlanet, Inc.’s wide selection of outdoor sporting goods and military gear combined with great prices, in-house customer service and a knowledgeable team of specialists has helped it grow into one of the largest online retailers in the world.

In 2016, the company was recognized for the 10th straight year by Internet Retailer Magazine as one of the top 200 e-retailers in the United States. OpticsPlanet, Inc. has also been recognized by Inc. Magazine as one of the top 5,000 fastest growing companies in the country.

Other stores in OpticsPlanet, Inc.’s portfolio include OpticsPlanet.com, Dvor.com– the world’s first members only store devoted to gear – EyewearPlanet.com, Tactical-Store.com and LabPlanet.com.

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