



## NEW PRODUCT INTRODUCTION

**Date:** February 2010  
**From:** Michael Franz – Sr. Product Manager  
**Re:** SWRx Collection – **Titmus SW07**

The **SWRx Collection** continues to be our fastest growing frame group and we are excited to introduce our latest design: the **Titmus SW07** with *extended* side coverage, a form-fit closed-cell foam dust insert, a multi-fit nose pad system and an optional strap/headband for increased versatility.

The **SWRx Collection** is known for:

- Innovative styles that sell.
- Rugged construction with durable, trouble-free performance.
- The distinctive “wrapped” look in Rx frame products.

The **Titmus SW07** boasts a winning combination of feature-rich design for exceptional performance with aggressive styling that wearers love.



- Available in three ordering options:
  - **Type 1:** Frame comes complete and assembled with attached temples, foam insert, medium nose pads. Ships with optional small and large replacement nose pads and expandable strap/headband.
  - **Type 2:** Frame comes complete and assembled with attached temples, foam insert and medium nose pads. Ships with small and large replacement nose pads.
  - **Type 3:** Frame comes complete and assembled with attached temples and medium nose pads. Ships with small and replacement nose pads.
- New nylon-based material with excellent chemical resistance that withstands high temperatures while retaining its shape for superior comfort.
- Dielectric: no metal content enables use in electrical environments.
- *Extended* and integrated side shield provides excellent coverage and superior protection.
- Increased face form for that popular “wrapped” look and enhanced coverage.
- Removable/replaceable closed-cell foam insert (reduces dust exposure) and multi-sized nose pads for a customized, comfortable fit.
- Meets ANSI Z87.1 Standard.

Titmus SW07 Ordering Information			
Description	Sizes	Colors	Suggested Resale Price
All come assembled with temples.			
<b>Type 1:</b> Titmus SW07 w/Insert & Strap	60.13.127	Blue, Brown & Gunmetal	\$36.99
<b>Type 2:</b> Titmus SW07 w/Insert	60.13.127	Blue, Brown & Gunmetal	\$30.99
<b>Type 3:</b> Titmus SW07	60.13.127	Blue, Brown & Gunmetal	\$27.99
Nose Pad Sets (3 to a pack)	1 Small, Medium and Large	Yellow or Orange	\$3.99
Replacement Inserts (1 per pack)	NA	Black	\$4.99
Replacement Temples (1 pair)	NA	Blue, Brown & Gunmetal	\$4.99
Optional Straps (1 per pack)	NA	Blue, Brown & Gunmetal	\$7.99

For more information, please contact our Customer Care Department at 800.446.1802.



*Shown in Blue (BLU) with headband and closed-cell foam insert*



*Shown in Brown (BRN) with temples and closed-cell foam insert*



*Shown in Gunmetal (GML) with temples only*