



NEW PRODUCT INTRODUCTION

Date: August 2009
From: Michael Franz - Sr. Product Manager
Re: SWRx Collection - **Titmus SW08**

The SWRx Collection has been our fastest growing product line since its introduction in 2004, and we are excited to introduce our latest design, the **Titmus SW08**.

The SWRx Collection is known for its distinctive styling and outstanding performance, including:

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

The **Titmus SW08** offers these great features that work so well together:

- Hand made acetate.
- Hand painted and styled for today’s fashion with wrapped end pieces and multi-layered colors.
- OBE German-made, double cam action spring hinges for smooth operation every time.
- Increased face form for that popular “wrapped” look.
- Offered in two eye sizes and three colors to suit a broad range of wearers.
- Extra deep temple design provides ANSI-qualified side protection, eliminating the need for shields.
- Meets ANSI Z87.1-2003 and EN 166 standards.



Description	Sizes	Colors	Suggested Resale Price
Titmus SW08 *	53.17.110	Brown	\$62.99
Titmus SW08 *	53.17.110	Tortoise	\$62.99
Titmus SW08 *	53.17.110	Black	\$62.99
Titmus SW08 *	56.17.115	Brown	\$62.99
Titmus SW08 *	56.17.115	Tortoise	\$62.99
Titmus SW08 *	56.17.115	Black	\$62.99
Replacement Temples	Not Available	Not Applicable	Not Applicable
Replacement Shields	Not Available (Integral Shield Design)	Not Applicable	Not Applicable

*Sold assembled only.

Please contact our Customer Care Department at 800.446.1802 for inquiries or orders.