

TTW Feature  
FLYING FISHERMAN

## Flying Fisherman – a value brand

Polarised sunglasses can end up being one of the most expensive items you take out on the water – but it doesn't have to be that way. Flying Fisherman can offer you quality performance at a sensible price.

Non-prescription polarised sunglasses can cost anywhere from \$10 to more than \$300 a pair. The basic components are pretty much the same... a couple of lenses, a frame, some screws, nose and temple pads and perhaps a few other bells and whistles. So why the wide variety of pricing for the same basic product? It's all about what materials the components are made from, and how much they cost to manufacture, according to Flying Fisherman's vice-president Linda Sheldon (pictured).

"There are the status brands that entice consumers to pay \$200 or more for sunglasses that cost \$20 or less to make – an illusion of choice, considering it's worth what people are willing to pay.

"If the frames are made out of hand-painted woodpecker bills that are tumbled in teak, then the chances are they're probably going to be very expensive, for all the wrong reasons. The question is, what are consumers really getting for their money?"

Titanium frames and screws, polarised polycarbonate or glass lenses, special lens coatings, specific padding elements and more make up the variety of quality options available to anglers and legitimately add to the overall cost of a pair of sunglasses. But Flying



Fisherman's philosophy, which has allowed it 30 successful years in business, is that consumers should be able to own a functional, quality pair of sunglasses that project the statement they want others to appreciate at an affordable price.

"We only use top-quality components to build the Flying Fisherman brand of eyewear," Linda stated. "And the same goes for all products we make for anglers and outdoor enthusiasts."

By integrating quality components and design trends into its eyewear, managing costs effectively, and being family

owned, Flying Fisherman offers anglers higher quality sunglasses at truly great price and value.

The Master Angler Collection features 13 frame styles with virtually indestructible, polycarbonate RhinoLens lenses, offered with various AcuTint polarised lens treatments and TR-90 Grilamid frames that are as durable as they are fashionable. Prices range from \$69 to \$89 MSRP, considerably lower than most sunglasses with these features.

The company also offers an entry-level Action Angler Sunglasses Series with 30 frame styles built with polarised triacetate (TAC) lenses in a variety of AcuTint lens options, priced from \$15 to \$30 MSRP. Generous polarised protection is the goal, enhanced by nylon or polycarbonate frames designed for fishing. All Flying Fisherman sunglasses include the AcuTint lens colouring system that enhances colour contrast without distorting natural colours, helping anglers see below the surface of the water to spot fish and other structure, and all are backed by the company's one-year warranty. ■

